

# Howler & Scratch

## PET MAT RANGE

THE PASSION FOR PAMPERING PETS  
IS FUELLING DEMAND IN THE  
PET SECTOR – DON'T MISS OUT!



Inspired by our love of pets

## OUR RANGE INCLUDES...

DOG LOVERS – MATS & RUNNERS

CAT LOVERS – MATS



FOOD MATS



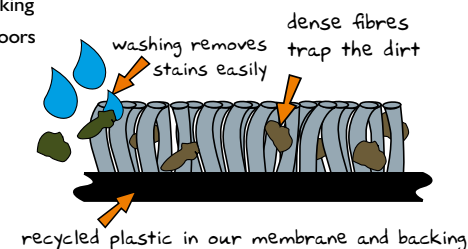
CAR BOOT PROTECTORS



We developed this range in response to the growth in the pet market - all the products have been designed by our team of pet lovers...

Our nylon mats are –

- 100% British designed and manufactured
- Stain resistant with nylon fibres and a non-slip rubber backing
- Dense pile traps dirt, dust & mud to protect your clean floors
- Ultra absorbent to protect floors from muddy paw prints
- Washable at 30°C (USA – 86°F or Cool Wash)
- Mat membrane made from recycled PET bottles
- Backing contains recycled content
- Non-slip and non-scratch backing
- Helps reduce noise and echo



For more information on how our mats work see page 47.



STAIN RESIST



WASHABLE



ABSORBS UP TO 3x  
OWN WEIGHT IN WATER



NON-SLIP  
NON-SCRATCH



CONTAINS RECYCLED  
PLASTIC BOTTLES



HELPS REDUCE  
NOISE & ECHO



FAST DRYING



SUITABLE FOR  
UNDERFLOOR HEATING

Ours mats are designed not to leave marks, however a combination of cleaning products, sunlight & heat may affect and / or cause discolouration to certain types of flooring when covered. We would advise you to please lift the mat frequently to allow the floor under the mat to be cleaned and aired. Our backing is a natural based product free from vinyl & PVC. For specialist flooring please check with the manufacturer before using any rubber backed mats.





## DOG LOVER MATS...

SIZE: 50cm x 75cm (20" x 30")



DOGS IN 2



DOGS IN 3



SWEET HOME 1



HOME PAW 1



DOG HOUSE 1



DOG HOUSE 2



DIRTY DOG 1



DIRTY DOG 4



Perfect for stopping paw prints on your floor



DIRTY DOG... that's me  
DOG HOUSE... also me!



WIPE YOUR PAWS 1

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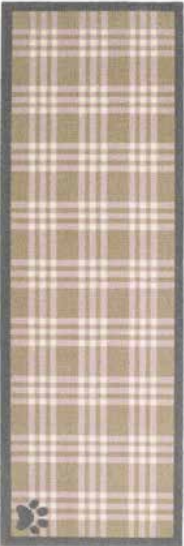
# MATCHING MATS & RUNNERS...

**SIZES:** 50cm x 75cm (20" x 30")  
50cm x 150cm (runner) (20" x 59" runner)

- STAIN RESIST
- WASHABLE 30°
- ABSORBS up to 3x OWN WEIGHT IN WATER
- NON-SLIP NON-SCRATCH
- HELPING KEEP PLASTICS OUT OF THE OCEAN CONTAINS RECYCLED PLASTIC BOTTLES
- HELPS REDUCE NOISE & ECHO
- FAST DRYING
- SUITABLE FOR UNDERFLOOR HEATING



COUNTRY CHECK PINK



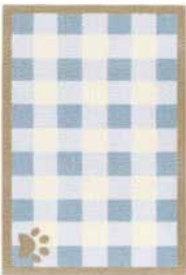
COUNTRY CHECK PINK RUNNER



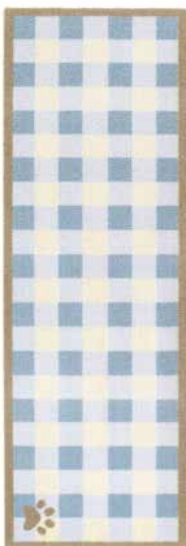
TARTAN 1



TARTAN 1 RUNNER



CHECK BLUE



CHECK BLUE RUNNER



TARTAN 2



TARTAN 2 RUNNER



HEARTS & BONES 1



HEARTS & BONES RUNNER 1



BONES 4



BONES RUNNER 4

Runners... great for hallways, entrances & conservatories

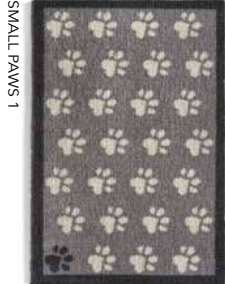
Howler & Scratch





# MATCHING MATS & RUNNERS...

**SIZES:** 50cm x 75cm (20" x 30")      50cm x 150cm (runner) (20" x 59" runner)



SMALL PAWS 1



SMALL PAWS RUNNER 1



BIG PAWS 2



BIG PAWS RUNNER 2



SMALL PAWS 2



SMALL PAWS RUNNER 2



DOG STRIPE 1



DOG STRIPE RUNNER 1



BIG PAWS 1



BIG PAWS RUNNER 1



DOG STRIPE 3



DOG STRIPE RUNNER 3

Great for hallways, entrances & conservatories

**Howler & Scratch**





# MATCHING MATS & RUNNERS...



**SIZES:** 50cm x 75cm (20" x 30")  
50cm x 150cm (runner) (20" x 59" runner)



MULTI PAW 1



MULTI PAW RUNNER 1



MULTI PAW 2



MULTI PAW RUNNER 2



MULTI PAW 3



MULTI PAW RUNNER 3



HOME 1



HOME RUNNER 1



HOME 2



HOME RUNNER 2



SPOT 1



SPOT RUNNER 1

Runner?  
I'm a runner



I'm not!



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# FOOD MATS...



Great for under food dishes and messy water bowls

SIZE: 40cm x 60cm (16" x 24") SELECTED DESIGNS AVAILABLE IN – 50cm x 75cm (20" x 30")



HUNGRY 1



HUNGRY 2



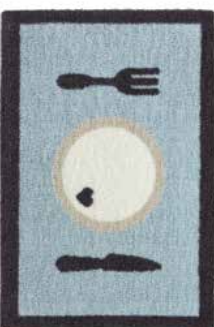
HUNGRY 5



HUNGRY 4



DINNER 1



DINNER 2



DINNER 4



DINNER 1

ALSO AVAILABLE IN  
50cm x 75cm

ALSO AVAILABLE IN  
50cm x 75cm



TEATIME CHECK PINK



TEATIME CHECK BLUE

Did Someone  
say FOOD!

Howler & Scratch





## CAT LOVER MATS...

ideal for soggy moggies...  
or cats that like sitting on mats

SIZE: 50cm x 75cm (20" x 30")



CAT SPOT 1



CATCH 1



CATCH 2



MEOW 2

## CAR BOOT PROTECTORS...

SIZE: 80cm x 100cm mat + 70cm x 50cm rubber bumper protector

Big enough to cover your boot and save your bumper from scratch marks



BIG PAWS 1 CAR BOOT PROTECTOR



BIG PAWS 2 CAR BOOT PROTECTOR



MULTI PAW 1 CAR BOOT PROTECTOR

Rubber bumper protector Velcros on to the back of the mat - easily rolled in and out to protect your paintwork from doggy scratch marks



REMOVE MAT FROM RUBBER PROTECTOR - WIPE PROTECTOR CLEAN WITH DAMP CLOTH



WASH MAT ON 30°C THEN LINE DRY

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you'd be barking  
mad not to get one!



I love these mats, my face  
just always looks like this!!



# MERCHANDISING

## STAND OFFER

- Minimum order £250 Carriage Paid Mainland UK
- Minimum orders overseas (Inc. Ireland) please contact us.
- For prices please contact your Account Manager
- Stand supplied with first full stand order.
- Retail stand is the property of Phoenix
- Trade prices are excluding VAT. RRP includes VAT

### 4 SIDED DISPLAY IN STORE STAND:

- Each stand to hold 60 mats
- A mixture of mat sizes and runners  
10 mats – 40cm x 60cm (16" x 24")  
30 mats – 50cm x 75cm (20" x 30")  
20 runners – 50cm x 150cm (20" x 59")
- Stand supplied with first full stand order\*



### 2 TIER DISPLAY IN STORE STAND:

- Each stand to hold 40 mats
- A mixture of mat sizes and runners  
10 mats – 40cm x 60cm (16" x 24")  
20 mats – 50cm x 75cm (20" x 30")  
10 runners – 50cm x 150cm (20" x 59")
- Stand supplied with first full stand order\*



\*Retail Display Rack remains the property of Phoenix Textiles – Rack design copyright of Phoenix Textiles

**Howler & Scratch**

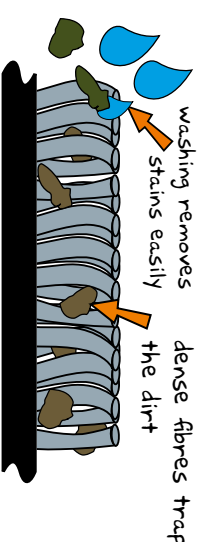
# HERE'S HOW OUR MATS WORK

## NYLON TUFTED MAT RANGE...

**LONG LASTING:** Our nylon tufting is soft, durable and stays looking good for longer. These nylon mats have a high fibre density which makes them extremely resilient, crush resistant and hard wearing – they clean the dirt off your shoes to create the perfect barrier mat. The short cropped pile allows the perfect surface for printing our lovely designs and again is more crush resistant so keeping the mat looking like new.

**EASY CLEAN:** Nylon is naturally resistant to staining so washing restores the mat, making it look fresh and new time after time. Quick drying enhances the easy care of the mat.

**VIBRANT COLOURS:** Nylon enhances the mats colours and stays colour fast and vibrant wash after wash.



## COTTON TUFTED MAT RANGE...

**RECYCLED COTTON WITH ADDED MICROFIBRE:** Our recycled cotton tufts are mixed with microfibre to create an ultra absorbent mat that traps up to 95% dirt, dust and mud. They are able to absorb up to 3x their own weight in water making them highly efficient at keeping your floors clean.

**EASY CLEAN:** Washable at 30°C and they get more effective with every wash.

**SIMPLE FLECK DESIGN:** The cotton mats are made of coloured yarn so keep their colour, the simple fleck design complements any interior also helps to hide dirty marks.

## RUBBER BACKING ON NYLON AND COTTON MATS...

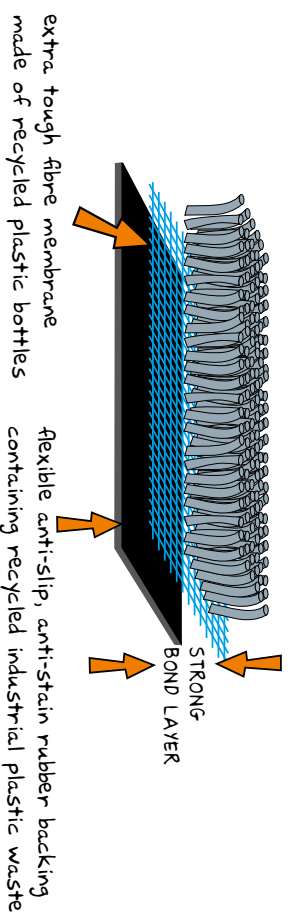
**ANTI-SLIP:** The waffle design combined with the soft latex rubber allows grip on hard polished surfaces and carpets to stop the mat from slipping or creeping.

**ANTI-STAIN:** Our stable rubber compound backing is designed not to leave marks, is non-damaging and contains non-staining antioxidants – tested for use on a wide variety of floorings. Our backing is also free from both vinyl & PVC.

**RECYCLED CONTENT:** Our extra tough membrane that holds the tufts to the backing is made 100% from recycled plastic bottles and we use recycled industrial plastic waste in our rubber backing therefore! Our textile mills in Yorkshire are powered by green energy and are ZERO to landfill!

**LONG LASTING:** We use heavyweight rubber combined with a specially designed extra strong, fibre membrane to bond the fibres to the backing.

**MACHINE WASHABLE:** Washable at 30°C. Due to the strong bonding layer and the flexible rubber backing the mats can be washed over and over again. The tufted surface becomes more absorbent once washed.



Our mats are designed not to leave marks, however a combination of cleaning products, sunlight & heat may affect and/or cause discolouration to certain types of flooring when covered. We would advise you to please lift the mat frequently to allow the floor under the mat to be cleaned and aired. Our backing is a natural based product free from vinyl & PVC. For specialist flooring please check with the manufacturer before using any rubber backed mats.