



LUXURIOUS FLOORING FIT FOR THE QUEEN

The Preston-based flooring experts thrive on providing customers with inspirational styles to transform their rooms. With the immense popularity of rugs amongst UK householders, Mastercraft Rugs has developed a wide and varied selection of rugs from all over the world. Covering classic and contemporary, shag piles, flatweaves, viscose silk, chenille and more, all their ranges are manufactured by long-standing partners in the world's most innovative and creative factories, always to impeccable standards.

Additionally, the majority of rugs and runners from Mastercraft Rugs are woven using 100 per cent wind or solar renewable energy.

Vicky Keelan, managing director of Gainsborough Flooring says: "Mastercraft Rugs has something for everyone's budget, and with their huge mix of traditional and modern styles and sizes, you can add depth and warmth to any hard surface, or a different dimension to your carpeted floors. The most popular rugs are the thick shag pile ones which are available in top quality pure wool or a hardwearing heatset polypropylene selection."

The most exciting part is that Vicky is happy to loan a rug to you, so you can try it at home and see if it suits your floor and achieves the results you desire, whether that's brightening your room with dazzling colours and styles or toning down

an already vibrant room. From thick shag pile rugs from Mastercraft Rugs to a new range of synthetic carpets from British manufacturer Alternative Flooring, you'll be spoilt for choice at Gainsborough Flooring, writes *Meena McDonald*

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Another collection which the Gainsborough Flooring team is particularly enthusiastic about is the new stylish Luxx range from Alternative Flooring. The Luxx range features a stripe, a sheer and a velvet in hand-crafted polyester, so it looks handmade but is far more durable than wool or Tencel like some of their competitors. This new range will add a lavishness to your floor and is ideal for luxury lounges and bedrooms. It's so versatile you can even create custom made rugs from it!

You can view these distinct ranges in the Gainsborough Flooring showroom on Heatley Street off Corporation Street, and also at The Royal Lancashire Show (Salesbury Hall, Ribchester on 20th – 22nd July) where they will be exhibiting for the first time.

Their exhibition display at The Royal Lancashire Show will include a stylish village showcasing the White Cliffs of Dover which has been created utilising luxurious Brinton's Carpet. The stand will also feature a staircase with the sumptuous Liberty carpet designed by Alternative Flooring, which The Queen

walked on at the Chelsea Flower Show last year and will be walking on again this year. To complement this, Vicky has a striking handbag with the stunning Liberty design which will be displayed on a glass podium, unless of course, Vicky has it on her arm.



Gainsborough Flooring is also supporting the tremendously successful Hopfest at Preston Grasshoppers on 6th, 7th, 8th July. Their long-established association with the club dates back to the 1970s and they will be sponsoring the Gin Marquee at this popular family event. ■



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Opening times:
Mon - Fri 8.45am - 5.00pm
Sat 9.00pm - 4.00am

