



Monthly Focus

What: Rugs

- ✓ Loloi Rugs
- ✓ Sphinx
- ✓ TransOcean



TRANS-OCEAN

Why: Because there are so many benefits! Rug sales are a great way to not only increase your average sale, but also offer a product to complete a customer's vision for their new furniture. Area Rugs add pizzazz to your customer's space, create visual and physical warmth and add a great pop of color or pattern. Rugs also help define spaces or areas. Additionally, Rugs add comfort by softening hard surfaces. They absorb and reduce ambient noise, and when used when the proper padding, provide a non-slip surface for floors and stairs.

When: Leader's Casual Furniture® sales team members should suggest rug add-ons on every sales opportunity.

Who: All sales team members should embrace the opportunity to increase their average tickets by offering rugs during every furniture sale.

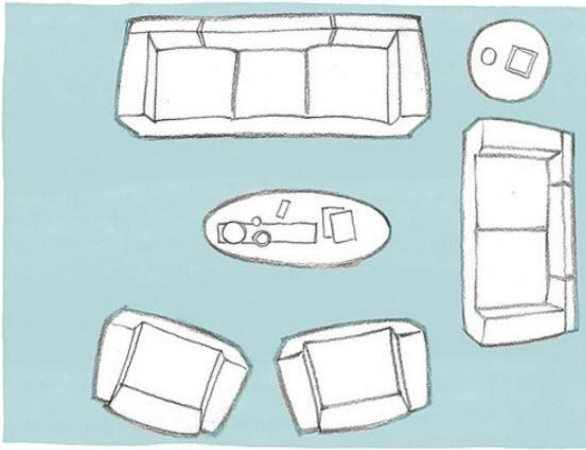
Glossary of Common Rug Materials-

- **Wool-** the fine soft curly or wavy hair forming the coat of a sheep, goat, or similar animal, especially when shorn and prepared for use in making cloth or yarn.
 - ✓ Wool rugs are hand woven(takes months) with natural materials
 - ✓ Wool rugs typically last 50+ years
 - ✓ Wool rugs are typically soft and can feel luxurious
 - ✓ Wool rugs are flame resistant
- **Jute-** rough fiber made from the stems of a tropical Old World plant, used for making twine and rope or woven into sacking or matting.
 - ✓ Jute rugs resemble wool
 - ✓ Jute rugs are recognized for their durability
 - ✓ Jute rugs can feel rough to the hand
 - ✓ Jute rugs are susceptible to staining
- **Sisal-** A Widely Cultivated Mexican Agave- a strong white fiber used especially for cordage and twine
 - ✓ Sisal rugs are extremely durable- even more so than Jute rugs
 - ✓ Sisal rugs are very suitable for household use due to their anti-static, flame retardant, and sound absorbing characteristics
 - ✓ Sisal rugs are woven with a very absorbent yarn, making stains more likely if spilled on
 - ✓ Sisal rugs are recommended for indoor use

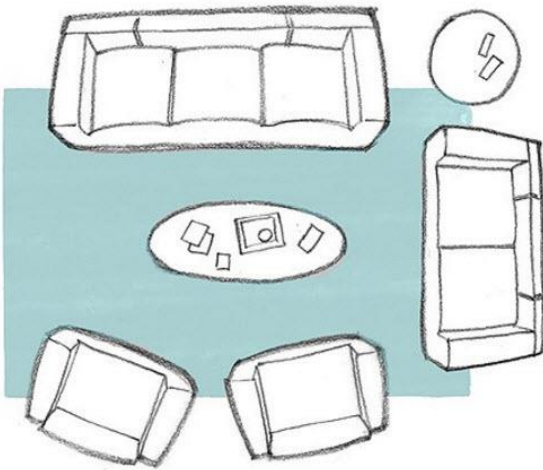
- **Cotton**- A soft white fibrous substance that surrounds the seeds of a tropical and subtropical plant and is used as textile fiber and thread for sewing.
 - ✓ Natural Fiber rugs are flat-woven rugs, meaning they have no pile and are often reversible. Cotton is sometimes added for softness.
 - ✓ Able to hold a lot of varieties of dyes for extra color
- **Polypropylene**- A synthetic resin that is polymer of propylene, used especially for ropes, fabrics, and molded objects.
 - ✓ Polypropylene rugs are commonly referred to by their generic name, olefin
 - ✓ Polypropylene rugs/olefin fiber is not as resilient as other fibers, meaning that it does not have the same ability to “bounce back” after being compressed by foot traffic
 - ✓ Polypropylene rugs are all solution dyed and can be cleaned with bleach
 - ✓ Polypropylene rugs are highly resistant to staining but not resistant to soiling
 - ✓ Polypropylene rugs attract oils and should not be used in dining rooms or areas susceptible to spills.
 - ✓ Polypropylene rugs are great for outdoor use as exposure to UV rays shouldn’t affect coloring
 - ✓ Polypropylene rugs dry quickly and are not prone to mold or mildew from moisture
- **Polyester**- A synthetic resin in which the polymer units are linked by ester groups, used chiefly to make synthetic textile fibers.
 - ✓ Polyester rugs typically are made up of many beautiful colors
 - ✓ Polyester rugs offer a high level of stain resistance
 - ✓ Polyester rugs are recommended for lower traffic areas
- **Viscose**- A Viscous orange-brown solution obtained by treating cellulose with sodium hydroxide and carbon disulfide, used as the basis of manufacturing rayon fiber and transparent cellulose film.
 - ✓ Viscose Rugs are more commonly referred to as Rayon Rugs
 - ✓ Viscose Rugs are commonly very soft to the hand
 - ✓ Viscose Rugs are typically extremely absorbent
 - ✓ Viscose Rugs are the trickiest of all to clean as they lose tensile when wet, therefore many cleaners cause noticeable pile distortion
 - ✓ Viscose Rugs “crush” or “mat” easily therefore recommended use is in a low traffic area
- **Acrylic**- Made from polymers of acrylic acid or acrylates.
 - ✓ Acrylic rugs are available in striking colors
 - ✓ Acrylic rugs offer good stain and soiling resistance
 - ✓ Acrylic rugs resist moths, chemicals, sunlight degradation, and oils.
 - ✓ Acrylic rugs are good against “crushing” and “matting” and can be used in high traffic areas

What Size Rug is needed?

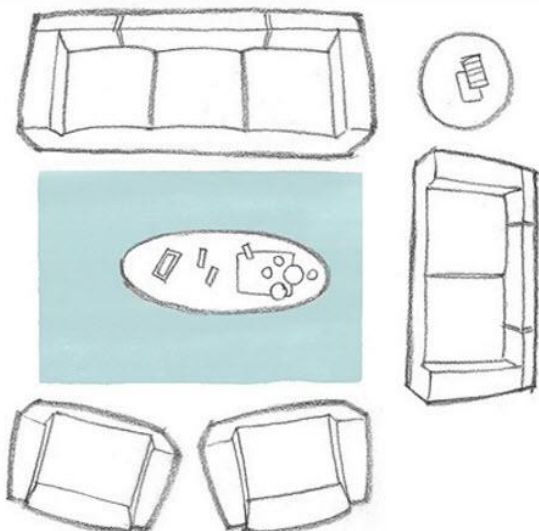
- ✓ **Large Rooms with furniture floating in the center**- Rug should be large enough that furniture fits completely on top without feeling cramped.



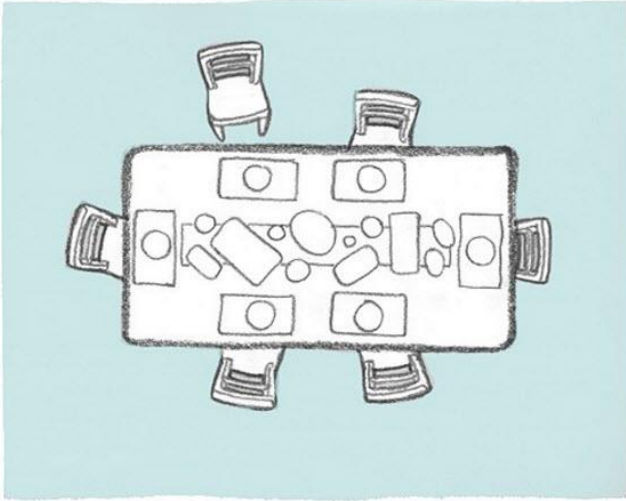
- ✓ **Furniture along the wall-** Cover halfway, by aiming to have the front two legs of all furniture on the rug.



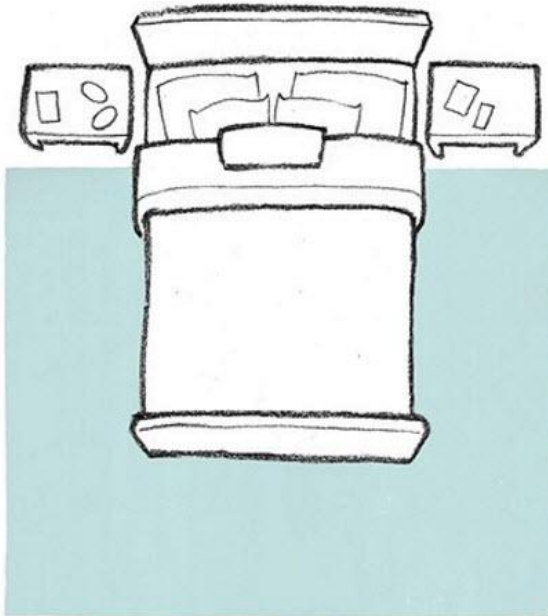
- ✓ **Small Living Area-** Center Rug. Smaller rugs can be used just under the cocktail table, or to define the specific seating area.



- ✓ **Dining Room-** Your table and chairs should rest on the rug. 24" or so is needed beyond each side of the table to avoid chairs going off the rug when pushed back.



- ✓ **Bedroom-** Frame out the bed. When laying down an area rug in a bedroom, it should extend 36" or so all around the bed. Alternatively, it could extend just on the sides, leaving the foot of the bed directly on the floor.



Rugs Offered by Leaders -

- **Sphinx Rugs by Oriental Weavers**
 - Features
 - 100% Polypropylene
 - UV Protection- for Indoor or Outdoor Use
 - Machine Made
 - Inherently Stain Resistant
 - Multiple Weaves and Textures
 - Available in Multiple Size Options
 - Rectangles available in 1'9" x 3' 9" TO 8'6" x 13'
 - Round Rugs Available in 7'10" Diameter
 - Vendor Code in FROG is "SPHI-"
 - Lead Time 3-4 Weeks

- Direct ship to customer's home available without charging freight(sale type 3)
- **Loloi Rugs**
 - Features
 - 100% Polypropylene
 - Available in Multiple Construction Techniques
 - Hooked Construction Collections- Boca, Enzo, Palm Springs, Tropez, Venice Beach, & Zadie
 - Hand Braided Construction Collection- In/Out
 - Power Loomed Construction Collection- Oasis
 - Hand Woven Construction Collection- Terra
 - Available in Multiple Size Options
 - Each Collection has different size options available.
 - Rectangle sizing starts at 2'3" x 3'9" TO 9'3" x 13'
 - Round Rugs Available on some collections in 7' 10" Diameter
 - Vendor Code in FROG is "LOLO-"
 - Lead Time 3-4 Weeks
 - Direct ship to customer's home available without charging freight(sale type 3)
- **Transocean Rugs**
 - Features
 - 100% Polypropylene Collections include: Playa, Terrace, and Sahara
 - 100% Hand Tufted or Hand Woven Polyester Collections Include: Bali, Ceylon, Sorrento, and Wooster
 - 100% Polyacrylic Collections Include: Capri, Napa, Newport, Ravella and Spello
 - 100% Hand Woven Synthetic Collections Include: Cambria, Carmel, Mirage, and Taos
 - 100% Polyester Collections Include Visions an Wooster- Please note, Visions Rugs have a rubber mat like appearance with no pile.
 - Available in Multiple Size Options
 - Runner Sizing Available (approx. 23" x 8')
 - 8' Square Option Available on most collections
 - Rectangle sizing starts at 24" x 36"
 - Vendor Code in FROG is "TRNS-"
 - Lead Time 3-4 Weeks IF rug is in stock. Call to verify before placing order if concerned.
 - Direct ship to customer's home available without charging additional freight(sale type 3)

Why Are Rug Pads Needed-

Without a rug pad, the life of your rug can decrease dramatically whether it's on hardwood, carpet, or an outdoor patio. Rug pads extend the life of the rug and should be sold with every rug without an exception.

Rug pads provide the following benefits:

- 1.) **Cushioning.** A rug pad adds softness to any rug and dampens noise.
- 2.) **Protection.** A rug pad under the rug prevents scratches and dye transfer to your floor or carpet below.
- 3.) **Longevity.** A rug pad acts as a buffer and prevents fibers from being crushed, therefore extending the life of your rug.
- 4.) **Safety.** A rug pad helps hold the rug in place, preventing slips.
- 5.) **Cleanliness.** A rug pad helps prevent the occurrence of mold, mildew and odors by allowing more air circulation, stopping buildup of bacteria under the rug.



- **Commissions on Rugs**
 - All Brands pay 7% on Full Price Rugs
 - All Brands pay 4% on Discounted Rugs