ACG
Associated Carpet Group

DEDICATED SUPPORT FOR **INDEPENDENT FLOORING RETAILERS**

"We all joined ACG for **Greater Profits** & **Business Growth** without risk."

and so can you...

SINCE 1985

VOTED BEST FLOORING BUYING GROUP
2019 / 2021 / 2025 / 2026

INTERIORS MONTHLY AWARDS WINNER

Welcome

to the Associated Carpet Group

A national buying group dedicated to supporting independent carpet and flooring retailers

ACG are a not for profit, nonintrusive, member owned national buying group made up of over 330 member stores. Consisting predominately of independently family run businesses, ACG uses the combined buying power of its member stores to broker the best trade pricing from the industries main manufactures, which ensures that our retailers can comfortably compete with high street, online and man in a van, price comparisons without fear of eroding their margins.

Along with the multi award winning Smart Choice group branding, regular manufacturer price and unitary promotions, members also benefit from annual turnover rebates which are paid direct from the suppliers to the members.

As we are not for profit, everything we strive to achieve is for the benefit of our member stores, whilst we run the group operations within the annual subscription fee. Membership is by association, and you would not be required to change any of your current inhouse processes and your relationship with your suppliers remains the same.

Our aim is to identify quality independent retailers who trade directly with the groups preferred suppliers, and in doing so, would return more in membership benefits than the cost of subscription. In return, the group increases turnover through those suppliers, strengthening our relationship and enabling us to continue to negotiate the best trade deals within the industry.

Annual membership runs from September 1st to August 31st with the cost of subscription being £995 +VAT (annual subscription for 2nd & 3rd branches £245 + VAT p/a, per branch, subscription for any additional branches free of charge). Should you wish to join part way through the subscription year, membership would be invoiced for the remaining period up to the end of the following August. Rebates are accrued over the calendar year and are paid directly to the member by the supplier by way of a credit note.

This brochure outlines the many benefits membership offers our retailers, along with a list of the industry's leading manufacturers who partner with ACG.

If you are interested and would like to know more, I would welcome the opportunity to discuss any queries you may have regarding membership and look forward to hearing from you soon.

For further information please contact:

Jon Richardson
Group Development Manager

Tel: 01942 825 520
Mobile: 07873 223144
Email: jon@acgcarpets.com

Strength in Numbers

OVER
330
RETAILERS NATIONWIDE

Multi award winning in-store display units

2026 FLOORING INNOVATION WINNER

Smart Choice Branding and Slimline Lectern Display

Not sure about joining a buying group?

Ask the real retailers...

FINANCIAL BENEFITS

Guaranteed growth and profit when you join ACG

"I joined ACG because of the fantastic financial benefits. I've seen positive growth and increased profitability within my business as a direct result of the advantageous trade pricing I have gained by being a member."

Laura Bellamy
Brookside Carpets
Market Harborough, Leicestershire
Tel: 01858 433334

BEST TRADE SUPPLIER DEALS

Pre-negotiated agreements for the benefits of ACG members

"I joined ACG because they source me the best deals from the best suppliers. As a result of this my profits have increased. If you're not in ACG, you should ask yourself why not?"

Gary Tyler
Bradfords Carpets Flooring & Beds Ltd
Evesham, Worcestershire
Tel: 01386 293031

EXCLUSIVE GROUP LABEL

Own label products help to protect profit margins

"I joined ACG to take advantage of own label products. They provide excellent protection and allow us to compete with online retailers, whilst still retaining a healthy margin."

Mr Ashley Horne
Wall Bros Ltd
Worthing & Storrington, West Sussex
Tel: 01903 503638

MARKETING & BUSINESS SUPPORT

Help to promote your business and win new business

"Joining ACG has been a great decision for my business. The marketing support from Kingsford has helped me reach more customers through a new website and eye-catching press advertising. With excellent supplier partnerships and fantastic trade deals, ACG offers real value to independent retailers. I'd strongly recommend membership to anyone looking to grow their business."

Mr James Essex
James for Carpets
Horsham, West Sussex
Tel: 01403 801 802

Why join ACG?

The Associated Carpet Group is set up as a non for profit mutual buying group which is run by retailers for the benefit of all its members. Our main focus is to enhance member's profitability to offset the dominance of multiple chain stores and the growing influence of both home and internet sellers.

Financial Incentives

We broker the best deals with all the top suppliers on products we know to be reliable best sellers.

Exceptional Buying Prices
With a collective strength of over 330 members, we are able to negotiate preferred pricing with all the main industry suppliers.

Fabulous Percentage Rebates
Unlike some buying groups, all rebates are **paid directly to members** from group suppliers.

Seasonal Promotional Activity
A variety of promotional activity over the year further enhancing your margins.

Exclusive Marketing

Professional marketing support to help raise your business profile.

Get Your Business Noticed
Custom designed marketing collateral specifically created for independent carpet and flooring retailers.

Dedicated Design Agency
On hand to provide all your marketing tools you need to help your business grow all at competitive, pre-negotiated rates.

Group Label

ACG are delighted to offer our new and updated group label support for members. Within the brochure you will find details of how our Smart Choice brand can support Independent retail stores.

Exclusivity – Protecting Profit Margins
Increasing accessibility of products and suppliers, group label products offer more exclusivity and can help maintain healthy profit margins.

Subsidised Group Displays
Multi award winning POS at reduced prices, plus flexibility to select a variety of core selling products from different suppliers.

Improved Buying Prices and Rebates
The more we support group label products, the better we negotiate buying prices and enhanced rebates with suppliers.

Trade Show and Social Events

We are very much a people business. The members not only come and see us, but more importantly they come to meet each other and find out what's really happening out in the market place.

The Platinum Event
ACG showcases all preferred suppliers with a dedicated trade exhibition. The exclusive Platinum show for ACG members provides an opportunity for suppliers to launch their latest product developments as well as promoting the many group incentives on offer.

"ACG membership can be a great help to your business by giving you access to really competitive prices from Europe's best known carpet manufacturers. You can choose to sell under the manufacturers branded names or opt for more exclusivity by using ACG own label stands and display units"

Joe Jewkes
Corinium Carpets Ltd
Cheltenham
Tel: 01242 239681

Greater Profits & Business Growth Without Risk!

ACG SINCE 1985

The Guarantees

- Increased Profits
- Annual Rebates
- Marketing Support
- Business Support
- Total Independence

Aims & Objectives

- To increase member profit margins.
- To secure the most competitive trading terms with best selection of flooring suppliers in the Industry.
- To trade on equal or better terms than members of other groups or multiple outlets.
- To achieve a high degree of exclusivity in designs, pattern names and products.
- To assist the business of our members through marketing, financial and technical support.

Yorkshire

Christian's Carpets Ltd

Holbeck, Leeds

"We joined ACG because of the profits we get from pre-negotiated deals. They are friendly, extremely helpful and do not interfere. They have a fantastic trade show in June where we meet up with suppliers and see the latest products. A modest subscription with a fantastic return!"

Mr Simon Christian
Tel: 0113 243 8877

North West

Simon Barnes Carpets and Flooring Ltd

West Kirby, Wirral

"We are a well established business and enjoy significant benefits being an ACG member. They are a proactive group and dedicated to supporting family run independent retailers. The rebates more than offset our membership. On top of this we also benefit from group label products and promotions."

Dawn & Simon Barnes
Tel: 0151 625 8499

BEST

Buying Prices

ACG members win more jobs, save money and enhance profitability!

Competitive buying prices from all group suppliers

Excellent Buying Prices & Fabulous Promotions

Our main priority is to ensure our members enjoy the most competitive pricing, which only gives extra support to their level of competitiveness. Strength in numbers is so important and one of the main reasons why we are able to negotiate better prices. Dealing with ACG can make a real difference for suppliers as they find it more efficient to mutually grow the business.

ACG Membership is like an umbrella of price benefits from all group suppliers. Not only will you benefit from suppliers you already do great business with, but also those you do less with.

If you support ACG suppliers, then we can guarantee you will comfortably return your subscription cost and deliver a significant level of interest back into your business.

Giving support to preferred suppliers will guarantee to return your subscription and deliver a significant interest back into your business.

Penthouse Carpets

"Penthouse Carpets is proud to support ACG and its members. Sharing a common goal of improving profitability while protecting members' independence is key to a successful partnership.

ACG's commitment to securing the best possible buying prices and passing on the benefits of outstanding offers reflects a genuine focus on mutual success.

What also sets ACG apart is the fantastic camaraderie within the team. Their genuine care for both members and suppliers creates a supportive, collaborative environment that makes a real difference.

We look forward to continuing our partnership and delivering the best possible service, value and prices to ACG members for years to come."

Gemma Kopczyk
Sales and Marketing Manager

100%

of Annual Rebates

are paid directly to members from our group suppliers

Industry Leading Rebates for Our Members

We have arranged percentage rebate schemes with all group suppliers. We calculate the rebates on turnover with each supplier and this is paid directly to members by way of a credit to their trading account.

ACG runs on a subscription which means we ensure our members receive maximum profit and benefits from each supplier and rebate is paid annually. Rebates are subject to relatively low target thresholds and turnover achieved. Rebates include all A grade turnover relating to carpets (cut length and rolls), Wood, LVT, Vinyl, Underlay and Flooring accessories.

Receive maximum profit and benefits as an ACG member.

ACG Member Scenario 1:

Total turnover with suppliers	£86,616
Rebates earned	£1,653
Promotional commission earned	£696
Total rebate and commissions earned	**£2,349**

ACG Member Scenario 2:

Total turnover with suppliers	£134,529
Rebates earned	£4,374
Promotional commission earned	£805
Total rebate and commissions earned	**£5,179**

ACG Member Scenario 3:

Total turnover with suppliers	£283,147
Rebates earned	£7,616
Promotional commission earned	£1,554
Total rebate and commissions earned	**£9,170**

ACG Member Scenario 4:

Total turnover with suppliers	£501,096
Rebates earned	£14,126
Promotional commission earned	£5,108
Total rebate and commissions earned	**£19,234**

ACG Member Scenario 5:

Total turnover with suppliers	£911,942
Rebates earned	£27,656
Promotional commission earned	£4,506
Total rebate and commissions earned	**£32,162**

Abingdon

"Abingdon Flooring has found ACG to be extremely proactive and supportive in mutually growing businesses between our two parties, promoting our new product innovations and driving awareness through the membership."

Colin Brown & Graham Marshall
Sales Directors

Cormar Carpets

"We are delighted to be working with Jon and his team, Cormar and the ACG group have worked closely together for many years. As a proactive buying group running incentives and promotions for their members, the most recent regional social event was a fantastic idea and a great success for both the ACG members who attended, and Cormar carpets, who were proud to be able to sponsor this event.

We look forward to supporting, and developing new business opportunities with ACG and your members moving forward."

Alan Harris
Sales Director

Join ACG, but remain INDEPENDENT

We encourage members to run their businesses, their way

No Interference - Guaranteed

As a member you will retain total independence and in no way will it undermine your ability to negotiate or run your business your way. ACG does not interfere and you will deal with suppliers in the same way you have always done. After joining ACG, members often say that their trading relationships with suppliers gets even better.

Our exceptional pricing and rebate structures allow our members to trade on the high street and still compete with the growing number of cut-price internet and home sellers.

- You continue to place orders as normal, direct with your current suppliers.
- You are not obliged to switch suppliers, or restricted to only buy from ACG preferred suppliers.
- If you already purchase from an ACG preferred supplier, you will automatically start to earn rebates from orders placed as an ACG member.
- You continue to run your business your way, with the additional benefits of being an ACG member.

North Yorkshire

Scarborough Flooring

Scarborough

"I have always been confident that ACG can source me the best deals, they are 100% committed to doing their best for their members and you always feel you are among friends here. I have invested in the groups displays and the protection I get from own label has significantly improved my bottom line."

Mr Richard Creaser (left)
Tel: 01723 863123

East Midlands

Brookside Carpets

Market Harborough, Leicestershire

"We joined ACG because, even as a strong independent retailer, it makes us far more profitable. We earn extra profits through all the group rebate schemes, paid directly from suppliers into our account. This is on top of the many price reductions and promotions we enjoy throughout the year. Smart Choice has been a tremendous benefit helping us to sustain better margins with added protection from home and internet sellers."

Mrs Laura Bellamy
Tel: 01858 433334

SOCIAL EVENTS

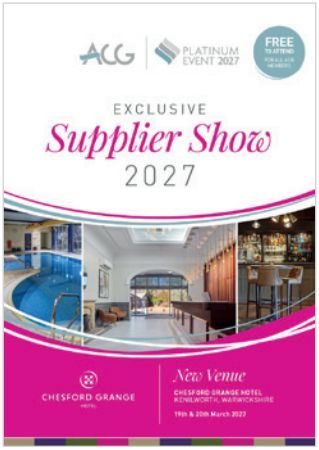
ACG is committed to delivering several social events which are held throughout the year. We aim to make these gatherings not only fun to attend, but a relaxed environment in which to chat and network.

EXCITING EXPERIENCES

The chance to try out new and exciting fun filled activities.

RELAXED NETWORKING

Like minded retailers share tips and advice with each other.



South East

Superior Finish Ltd

St Ives, Cambridgeshire

"Being part of the ACG has opened up many opportunities for our business. We really like the way we can cherry pick from all the offers available. The rebate scheme has worked brilliantly for us, even from year one, and we always more than cover our membership fees. If you would like to know more please give me a call."

Mr Andy Polhill
Tel: 01480 494560

North West

DP Flooring Ltd

Southport, Merseyside

"We joined ACG because of the fantastic terms pre-negotiated with suppliers that we already trade with, we now get an even better margin and continue to run independently."

Tina Pilkington
Tel: 01704 500680

Associated Carpet Group

PREFERRED SUPPLIERS

It is only with the fantastic support of our preferred list of suppliers that ACG is able to deliver the extra benefits to members. There is no catch in joining ACG, all we ask, is that you actively support our group suppliers as much as possible.

We try and keep it simple and straight forward at ACG. By supporting our list of suppliers you will benefit and enhance your profitability as an ACG member. ACG is very pro-active developing positive initiatives with suppliers with the aim of increasing sales in a profitable way.

ACG is proud of its strong trading relationships as we continue to support suppliers, whom we consider to be the best in the Industry. Please ask suppliers about ACG as I am sure the feedback will be very positive.

Abingdon Flooring | Associated Weavers | Ball & Young Ltd – A Vita Group Company | balta | bira – British Independent Retailers Association

Brintons | Brockway | Causeway Carpets | Cavalier Carpets | Cockerill & Co.

Coretec | Cormar Carpet Co | curtain express | Elliott Anti-Slip | Furlong Flooring – First choice flooring for every room

Hallis Hudson – Committed to excellence | Hugh Mackay – Great British Carpets | interfloor – love your floor | ITC Natural Luxury Flooring | kingsford

Lano Carpet Solutions | luvanto – Flooring for life | Master Piece | Minerva – Furniture Group | Paragon – Carpet Tiles

Penthouse Carpets | QA – Simply Better | RB Roller Blinds | Stairrods UK Limited | tropical blinds

ulster – www.ulstercarpets.com | Victoria Carpets – Established 1895 | Victoria – Design Floors | westex. – Flooring Excellence | worldpay

Brockway Carpets

"Brockway Carpets value the great partnership it has with ACG. We have always been impressed by the professional way the group promotes our ranges through their members and their ongoing support of British manufacturing. The ACG team are a pleasure to work with, they have always been very helpful and knowledgeable and we look forward to working with them for many years to come."

Steve Glover
UK Sales Manager

Cavalier Carpets

"ACG is a group with its members at its heart, whilst at the same time working hard with their suppliers. The relationship between the two are inextricably linked and ACG recognise this with great results."

Hans Lowe
Sales Director

A True Partnership

- We ask all members to focus on the suppliers that support ACG in order to maximise the value of membership.
- By working in partnership with ACG suppliers, we are able to negotiate exceptional prices and rebates for all members.

"If you already deal with any of these suppliers and you are looking to develop more business with them, then being a member of ACG will help you! I enjoy exceptional prices from the UK's best suppliers, however I still run my business, my way, with no interference whatsoever."

Gary Tyler
Bradford Carpets & Beds Ltd
Evesham, Worcestershire
Tel: 01386 40089

No Account? No Problem!

Order from preferred suppliers directly through ACG using **Smartlink.***

Smartlink
ACG ORDERING SERVICE

- As a member of ACG you will still enjoy competitive rates offered by our preferred suppliers, even if you do not have a direct trading account!
- We will always support members and help them set up direct trading accounts.
- Where this is not possible simply contact ACG Head Office and we will process your order and arrange delivery directly to your store.

* Exclusions may apply.

Balta

"We want to offer great quality carpets backed by service you can trust. ACG are an important part of what we strive to offer, and this comes from us supporting the members. We can do this by offering some fantastic ranges, along with our enhanced point of sale, national distribution, our exceptional customer service and sales team, and our network of Area Sales Managers. We are excited to start working with you and build a lasting relationship with all ACG members".

Graeme Simpson
Sales Director

Penthouse Carpets

"Penthouse Carpets Ltd and ACG, enjoy a strong working relationship together. The association has involved a considerable amount of bespoke new product development, tailored to meet the member's needs, which has delivered real revenue growth for the retailer. It's clear that ACG have their members business interests at the heart of their organisation."

Jonathan Gamble
Sales & Marketing Director

ACG Exclusive Promotions

At ACG we look to present seasonal promotions through the year. These consist of exclusive cut length, roll and underlay promotions as well as exciting trips abroad. All the promotions are designed to support members and suppliers to further enhance their business and competitiveness.

Enhance profit margins further with regular ACG promotions.

- Roll promotions
- Voucher incentives
- Off invoice discounts
- Luxury city breaks

Westex Carpets

"Westex celebrates ACG growth, honouring their expertise and confidence in selling our carpets. Through their members our partnership flourishes, delivering quality and satisfaction to customers."

Mike Turner
National Sales Director

Interfloor

"The relationship between ACG and Interfloor remains as strong as ever, as a leading UK manufacturer of underlay and accessories we are proud to be associated with the group and its members. The Head Office team always display professionalism, brand, and customer awareness to provide members with a fantastic offering."

Danny Bell
National Sales Manager

Square Metre Promotion

Our most popular 3 month promotion helps to deliver free underlay and accessories to members from our key underlay suppliers. The Square Metre Promotion includes all our group suppliers, which delivers fantastic returns.

- Running annually during August, September & October
- Members get a **real boost** to their profits!
- Sell products from ACG suppliers and you will earn a dividend to redeem against underlay and accessories
- SQM Promotion paid in addition to suppliers' annual turnover rebate

AVERAGE ACG MEMBER RETURN
£795

TOP MEMBER ANNUAL RETURN
£4795

MORE THAN 150 MEMBERS EARN
£500+

interfloor | Ball&Young Ltd A Vita Group Company | QA Flooring Underlay Accessories | AXFELT TRIPLE LAYER UNDERLAY

Victoria Carpets

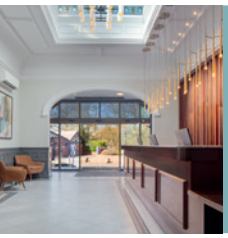
"For many years Victoria Carpets & Design Floors have worked in partnership with the ACG board, head office team and members to bring you great products, valued pricing, generous rebate terms, and square metre promotions, all under the ACG or Victoria brand.

Victoria is not available via any national distribution channels, and our award-winning ranges are there to give you exclusivity alongside preferred terms as an ACG member. As an independent retailer you get to choose how you work, and it is businesses like yours which are at heart of Victoria Carpets & Design Floors. This is why we strive to bring you carpets and flooring of exceptional quality and value in partnership with ACG.

As winner of best UK flooring manufacture for the last two years we would like to thank all members for the fantastic support, partnership, and friendship we receive and to new members, welcome... you made the right choice. "

James Caldwell
Sales Director

ACG | PLATINUM EVENT



SUPERB VENUE

Tailored. Exclusive. Unique.

SUPPLIER SHOWCASE

ACG preferred suppliers.

EXCLUSIVE DEALS

Roll & cut length deals, plus underlay offers on the day.

GALA DINNER

The Food. Exquisite. Fantastic. Sublime.

Business and Pleasure

The annual **ACG Platinum Event** and Gala Dinner demonstrates our approach to mixing business with pleasure for our members. Members not only come to the event to see us, but more importantly they come to meet each other and find out what's really happening out there.

The event showcases the latest suppliers product launches and group promotions. It also highlights the recently appointed preferred suppliers and partners to support ACG.

It creates a focus for promotions and incentives, many of which are exclusive to those who attend the show. We have developed great relationships with suppliers who have invested strongly in supporting this event to provide an ideal platform to do better business.

We encourage these retailers to talk to our members directly so that they can get it 'first-hand' how they can keep all of their independence, whilst doing an even better deal with their suppliers.

South East

Sargeant Carpets

Bognor Regis, West Sussex

"We attended the Platinum Event, it was great to meet our suppliers and find out about new product launches. We also found meeting and talking with other members was hugely beneficial and informative. The event was topped off with a lovely meal in a great venue."

Roy and Julia Sargeant
Tel: 01243 823222

East

Trade Carpets

Grantham, Lincolnshire

"I joined ACG because as a large stockist I receive fantastic rebates and promotions which improve my margins. The group supports me with obtaining cut lengths and suppliers that maybe difficult to obtain in my territory and I always get the feeling they listen to what I say."

Mr Phil Dyer (left)
Tel: 01476 56771

Smart CHOICE

Finest Quality Carpets & Flooring

EXCLUSIVE

Group Label

NO INTERFERENCE GUARANTEED!
RUN YOUR BUSINESS YOUR WAY!

Enhance profit margins with carefully selected core selling ranges

Group label gives our members access to improved net pricing as well as protecting profit margins.

We have re-invested in our Smart Choice brand to help future proof our own label offer and give our members access to the very best display of products.

The Smart Choice product catalogue consists of 8 collections: **Natural Comfort, Family Friendly, Contemporary Living, Luxury Living, Contract Quality, Natural Style, Outdoor Living and Versatile Living.**

Our collections offer a broad selection of carpets or over 60 ranges, covering all key price points, plus wooden flooring, vinyl flooring and artificial grass.

These have been created exclusively to help ACG members protect margins and compete against the growing number of internet sellers.

As an ACG member you will also benefit from significantly reduced and subsidised costs on in-store display units.

By choosing own label you can communicate to the consumer that you are a member of a powerful buying group which allows you to enjoy competitive rates and provides a strategic opportunity to confidently promote genuine value for money.

- Smart Choice own label protects members from price comparison whether internet, high street or man in a van
- The very best selection of products from our preferred suppliers
- Proven core selling ranges with quality options at all price points

Hugh Mackay

"ACG are more than just a buying group, they are a community of likeminded people that work together to come up with solutions that best fit their members. They are very forward thinking and a positive company to work in partnership with."

James Caldwell
Sales Director

Our Smart Choice ranges are all presented in carefully curated collections

Our collections have been carefully selected from the best ranges from our preferred suppliers. These consist of the top performing core products and showcase a broader, more balanced collection across all the key price points.

Natural Comfort...

WOOL RICH CARPETS

Our Wool Twist collection of carpets is naturally luxurious, they all boast superb appearance retention with the perfect blend of durability and grandeur.

Family Friendly...

STAIN RESISTANT CARPETS

Designed for everyday family living, products in the new polypropylene collection are durable, easy-to-clean, stain resistant and value for money.

Contemporary Living...

WOOL LOOP CARPETS

For the buyer looking for something more than just Wool. These exciting new natural wool loop products have a contemporary, rustic look, combined with a rugged structure that bounces back into shape.

Luxury Living...

PREMIUM QUALITY CARPETS

This new premium flooring collection offers the ultimate in comfort and luxury with superb durability and appearance retention. Simply the best.

Contract Quality...

SOFT CONTRACT FLOORING

The Contract Quality collection is perfect for soft contract installations. Durable, easy to install and easy to maintain.

Natural Style...

WOODEN FLOORING

Transform any room with our natural wood flooring collection. Offering a perfect blend of durability and elegance, with enhanced aesthetic appeal whilst also providing long-lasting value.

Outdoor Living...

ARTIFICIAL GRASS

For gardens, lawns, landscaping, balconies, terraces – an alternative to natural grass. ACG have a range of products to meet the requirements of today's consumer.

Versatile Living...

VINYL FLOORING

A highly durable, practical and affordable collection vinyl flooring. It's easy to install, easy to clean and completely waterproof.

EXCLUSIVE

In-store displays

Smart Choice Wall Units
W: 743mm H: 2290mm D: 538mm

Our new **Smart Choice Displays** give our members showrooms uniformity and consistency, showcasing the **finest core selling ranges** from the best suppliers in the industry.

ACG have worked hard to develop an enhanced range of Smart Choice unitary specifically designed to bring a premium and modern focal point to flooring retail interiors.

Our high quality, professional in-store displays feature carefully selected core selling carpet ranges from our preferred suppliers.

Our displays consist of wall units, tombolas and lecterns which are heavily subsidised for our members.

Premium quality wall units are professionally branded with Smart Choice graphics and have integrated spot lights and light box header for maximum impact in-store.

Our tombola units are designed as stand alone units, or as complementary additions to our wall units to help display many ranges on one display.

The new lecterns share the same premium build quality and are contained within a compact new design.

All display units are available at **heavily subsidised prices** providing unbelievable value for money for **premium in-store carpet displays.**

Smart Choice Tombola
W: 550mm H: 1070mm D: 450mm

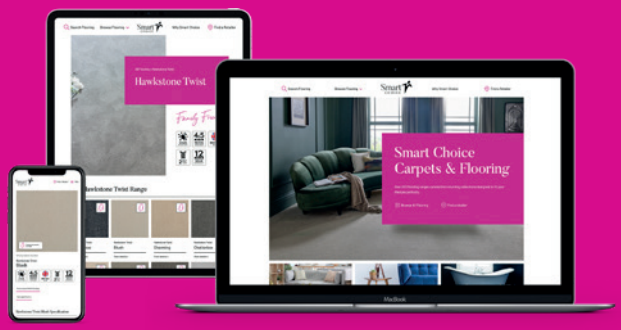
Smart Choice Lectern
W: 500mm H: 1330mm D: 730mm

Smart Choice Slimline Lectern
W: 361mm H: 1350mm D: 400mm

Our tombolas and lecterns are designed to present Smart Choice products in a premium quality, compact format.

Consumer facing Smart Choice website featuring our entire collection.

www.smartchoicecarpets.co.uk



- QR codes for each product link from POS in-store to show full product spec online
- Each ACG member gets their own listing on the 'FIND A RETAILER' section
- Consumers can upload their own images and visualise each carpet in their own room

North

Flooring 4 You

Mirfield, West Yorkshire

"I joined ACG to take advantage of their large collection of own label products. They provide excellent protection and allow us to compete with online retailers, whilst still retaining a healthy margin."

Mr Tim Hartley
Tel: 01924 493183

Midlands

Capitol Carpets

Ludlow, Shropshire

"I joined ACG because of the fantastic terms pre-negotiated with suppliers that I already trade with, I now get an even better margin using own label products and continue to run my business independently."

Mr Mark Tew
Tel: 01584 873891

MARKETING

is at the heart of your success

Get your business noticed with professional marketing collateral specifically designed for independent carpet retailers.

kingsford

ACG APPROVED CREATIVE AGENCY

- Specialist supplier to the carpet and flooring industry
- Friendly & approachable
- Established over 35 years
- Professional service
- Sensible pricing structure
- Dedicated to ACG & ACG members

Dedicated Marketing Support for ACG Members

ACG members can access dedicated marketing support through Kingsford, our approved creative agency.

With over 35 years' experience in the carpet and flooring industry, Kingsford has worked with leading brands including Penthouse, Brockway, Balta, Adam Carpets, Victoria Carpets, Riviera Home, The Woven Edge and the Carpet Foundation.

As a trusted ACG partner for over 20 years, Kingsford has played an integral role in developing Smart Choice and ACG brand identities, display graphics and websites.

Many ACG members have already benefited from the services Kingsford offer. From a simple price ticket, to a modern mobile friendly website, or a complete company re-brand, they have the skillsets, pedigree and knowledge to deliver results which will help drive your business forward at a cost structure which is sensible and affordable for all.

Whatever your needs, Kingsford can help you stand out, attract customers and grow your business.

ACG Smart Choice marketing pack:

Open / Closed
Door Hanging Signs

ACG Member and
Accredited Retailer Window
and Vehicle Vinyls

4.5m
Window
Vinyls

ACG SINCE 1985

Helping ACG Members Grow and Prosper!

www.jamesforcarpets.co.uk

"With ACG, I benefit from the best suppliers, great trade deals and **expert marketing support from Kingsford**, a creative agency with a wealth of experience working in the flooring industry. They've helped me develop my new website and press advertising, making a real difference to my business growth."

JAMES for CARPETS Mobile Carpet Showroom

James Essex
James for Carpets Ltd.
Horsham, West Sussex

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stflooring
CREATING LIVING ROOMS

www.st-flooring.co.uk

"We joined ACG because we get the best deals on the best products in the market. Another big advantage for us is the marketing support. We have recently had a company rebrand, new website and shop signs produced by the ACG preferred agency, Kingsford. It's had a very positive impact on our business and certainly got us noticed!"

Ryan and Linda
ST Flooring, Kettering, Northamptonshire
Tel: 01536 712 573

Talk to our members to find out how membership benefits them...

Here are just a few testimonial from our members who would be happy to talk to you about how being a member of ACG has helped them and their business:

South East

Wall Bros Ltd

Worthing & Storrington, West Sussex

"As a strong independent retailer in Sussex we are delighted with the benefits of being a member of the Associated Carpet Group. The more business I do with my key suppliers I generate significantly greater profits for my business. If you are interested in membership and would like to know what my experience is then please call me."

Ashley Horne
Tel: 01903 503638

South West

Floorings Frome Ltd

Frome, Somerset

"Frome Carpet & Flooring have been group members for twenty two years, it pays dividends to be a member and the group does not interfere. We are fiercely independent but utilise the tools ACG provide most especially the re-branding of top products protecting us from the curse of the internet. Google our products and you'll find us! Great marketing, top supplier discounts & annual rebates, it pays to be a member."

Ken Appleby
Tel: 01373 455466

Midlands

Monarch Carpets

Rugby, Warwickshire

"What we like about the group is that it is run for 'the many, not just the few'. What we love about ACG is the fact that we buy everything cheaper and then are rewarded with several thousand pounds in rebates. The group as a whole are so friendly and easy to deal with plus it makes our business more competitive and profitable! If you would like to know more please get in touch."

Jamie and Emma Marnoch
Tel: 01788 573743

North West

David Hall Carpets Ltd

Preston, Lancashire

"Since becoming an ACG member I have seen my sales grow and more importantly my profit line. With private label merchandising, POS stands, regular promotions and up to date information via our own website, the ACG group is a must for anyone who is serious about selling floorings. If you are interested in membership please give me a call and I can tell you how it works for my business."

Chris Hall
Tel: 01772 715522

Scotland

Kristoffersen Carpets & Flooring Ltd

Edinburgh, Lothian

"Over the course of the last couple of years, Kristoffersen's has undergone some fairly big changes. New ownership as well as expanding our number of stores from five to six. The one constant throughout this time, and for many years before, has been our relationship with ACG. A long-standing business relationship that's allowed for friendships to be made, as well as supporting our way of doing business.

The ability to de-brand some well-known manufacturers remains a key feature in a highly competitive market here in Edinburgh, allowing us to clinch some sales at reasonable price, without having to discount away a profit margin.

Plus, the rebate system is a nice bonus for the business come year-end, with the additional money often being fed back into investing in our business; all from selling carpets we'd likely be selling regardless of the rebate structure. We wouldn't hesitate to recommend ACG to any retailer considering joining."

Chris Stevens
Tel: 0131 447 9800

Scotland

Sharon Leon Flooring

Inverness

"ACG membership can be a great help to your business by giving you access to really competitive prices from Europe's best known carpet manufacturers

You can choose to sell under the manufacturers branded names or opt for more exclusivity by using ACG own label stands and display units.

Thirdly you can benefit from regular off invoice discounts plus lucrative year end rebates.

We also get to meet up with some like-minded people, enjoy their company, gain insights into how they operate and take this back into our own business.

Jeni Sheerin
Tel: 01463 234079

Friendly, Approachable and Supportive

I'm **Jon Richardson** and I'm responsible for group development. I am continually searching for quality retailers to join ACG and share in its success. I believe now, more than ever, that there is no better time to consider how your business can benefit from group membership.

With over 40 years' experience in the flooring industry across several sectors, including retail and manufacturing, I believe I have developed the skills and knowledge to enable me to successfully promote, aid and service both new and existing members. I instinctively know the expectations of the retailer, whilst understanding how the supplier's work. This ensures everyone gets the best deal.

ACG is a not-for-profit organisation focusing on securing the best trade deals for its membership without any corporate pretentions. The financial side of it is very transparent with members getting paid rebates directly by their suppliers as well as enjoying better pricing.

"Where's the catch?" I am often asked. There are no catches or drawbacks, only positive benefits and more profitability. You do not need to change the way you currently process orders with suppliers and your trading relationships remain the same. Retaining independence remains key to ACG's growing family of retailers.

Our philosophy is simple, if you place your business with the main industry suppliers, you should recover your subscription cost, earn additional rebates and generate more margin for your business on an annual basis.

ACG also offers more protection and more profitability with a range of prestigious point-of-sale units to give a quality, professional feel to the in-store environment. This reinforces the valuable benefit of own-label marketing, using ACG's distinctive Smart Choice branding to present ranges with an added- value feel without the threat of margin erosion through Internet or high street price comparison.

There really is nothing to lose but everything to gain!

Jon Richardson
Group Development Manager

Membership ENQUIRIES

If you would like to find our more about how joining ACG can benefit your business, please contact me:

Mobile: **07873 223144**
Email: **jon@acgcarpets.com**

BECOME A MEMBER OF ACG & REAP THE

Financial Rewards!

- The only thing we ask of ACG members is to primarily support our list of preferred suppliers who offer discounted pricing alongside additional marketing and promotional activity.
- Supporting ACG preferred suppliers will guarantee to pay you back money enabling your business to run more profitably.
- Attending ACG social events, Platinum Supplier Show & AGM will provide you with invaluable insight into the current market on both a local and national level.
- We guarantee no interference! Deal direct with the suppliers – ordering, invoicing and the everyday running of your business remains the same, you remain independent.

Head Office Support:

All administration duties are carried out from Head Office by Isla Owen, Lynne Dootson, Lorraine Broughton and Julie Lathom. The office has the facility for supplier and board meetings.

We are here to help members wherever possible and deal with any queries that they may have with suppliers, product ranges and business support.

Board of Directors:

Chairman:	Michael Sutton - J.W. Vincent Flooring Limited Walton On Thames - Surrey
Treasurer:	Trevor Witts - H. Dickinson Limited Chorley - Lancashire
Director:	Andy Polhill - Superior Finish Limited St.Ives, Cambridgeshire
Director:	Chris Hall - David Hall Carpets Limited Preston, Lancashire
Director:	Laura Bellamy - Brookside Carpets & Curtains Ltd Market Harborough, Leicestershire
Director:	Gary Tyler - Bradfords Carpets, Flooring & Beds Ltd Evesham, Worcestershire

ACG Head Office Staff:

Group Development Manager:	Jon Richardson
Office Manager:	Isla Owen
Group Administrator:	Lynne Dootson
Group Administrator:	Lorraine Broughton
Group Administrator:	Julie Lathom

ACG Associated Carpet Group

Associated Carpet Group Limited

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www.smartchoicecarpets.co.uk

increase **profit** remain independent with ACG