



HERITAGE, BEAUTY, SERVICE



Hilton Euston Plaza Bar, London

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Gaskell & Co History

From the very beginning of the Industrial Revolution, the North West of England had been at the very heart of the manufacturing boom, with Lancashire becoming a world renowned area for textile manufacturing. It was against this backdrop of exciting development that in **1902** at the age of 26, Thomas Gaskell, founder of Gaskell & Co, started out on his own as a felt merchant having gained experience in the felt-making industry. It was with some trepidation that he took this step, but within a fortnight he decided it had been a wise move and that success was certain. So much so that he discussed his convictions with his fiancée and she agreed to marry him forthwith. At first, he worked from home and stored his stock in their drawing room. In fact, they had to sell the drawing room suite to make room. It was probably well for Thomas that such a step had to be taken before the first bloom of matrimony had worn off!

As a man, Thomas Gaskell had many things in his favour – good looks, a splendid sense of humour, a fondness for sport and a flair for conversation. These attributes combined with his knowledge of the industry made him a natural salesman. In early **1903**, the business was relocated from his drawing room and into a small warehouse where it remained until **1913** before moving again to larger premises.

By this time, Gaskell & Co were merchanting a variety of products including underfelts, stair pads and mattress pads.

As the business continued to expand, Thomas was joined by R H Hartley who was appointed a director in **1913** and remained with the company until his retirement in 1958 and who assumed responsibility for all of the administration work within the business. Throughout the 1914/18 war Gaskell & Co supplied various government ministries and enlarged their circle of contacts.

The business progressed rapidly and in **1920** Thomas was joined by the elder of his two sons, Eric Gaskell, followed by his second son Douglas who joined in **1923** and went on to become Chairman of the company right through into the 1960's.

Early in **1923**, Gaskell's old mill had been burnt out and they moved into new premises of around 25,000 sq ft at Lee Mill in Bacup. By the 1960's Gaskell mills had expanded to occupy over 500,000 sq ft of warehousing and production space.

In **1946** Thomas Gaskell, the founder, died but by now the company was firmly established and the family interest was maintained in the hands of his two sons.

After the Second World War, Gaskell & Co continued to grow and in **1948** became a public company, Gaskell Plc, at which time owned Lee, Britannia and Peel Mills, adding Wheatfield Mill, Rishton in **1949** into which they installed Broadloom Carpets Limited their first foray into carpet manufacturing. Also in **1949**, they purchased the Truefleece factory in Glasgow, followed in **1953** by British Needlefelt and **1955** by Feltings Limited in Dublin.

Partial disaster struck in November **1956** when Peel Mills completely burnt out. Later that year, they purchased Wycombe Fillings Ltd at Todmorden and in **1957** Rhoden Mill in Oswaldtwistle. Production of Foamalux, Foamafelt and Velvetread underlays were moved to the 90,000 sq ft facility.

On 7th July **1958**, MrT Duncan Gaskell was made a director becoming the third generation of the family to do so joining a business which, since its beginnings, had been one of constant expansion and continual growth.

During the **1950's and 60's**, Gaskell expanded their carpet manufacturing facilities. Initially in partnership with Tranter Carpet Manufacturers of Kidderminster

producers of broadloom axminsters for the residential market. Gaskell became one of the first manufacturers of narrow width axminster designed to match over a 12 foot width. The business experienced significant growth over the years, becoming involved in the production of woven rugs which were marketed worldwide particularly long pile rugs supplied to IKEA in Sweden. In addition to this, Gaskell also became a market leading supplier of narrow width axminsters to the UK leisure industry for use in pubs and clubs.

1973 saw Gaskell's further expansion in carpet with the purchase of Hothfield Mill at Carlton where it began production of tufted carpet for the first time. At Carlton the residential range named Rusticana was developed. This was a unique product based on natural yarns and became a best seller in the residential market throughout the 1970's and 80's.

By this time the axminster manufacturing plant at Rishton was entirely focused on the contract market and was joined in **1976** by Andrew Gaskell. The fourth generation of the family to be involved with the business. He had gained valuable experience of the contract market through his own business interests outside of the group. Gaskell worked hard over the next 10 years to establish axminster qualities within the wider leisure market in the UK which until then had been dominated by Wilton Products.

The other side of the Gaskell business remained true to Thomas Gaskell's roots in the felt industry, producing needlefelt carpets and underfelts. This business grew with the contract market evolving via the production of needlefelt tiles into tufted tile manufacturing. In the early **1980's**, the Gaskell businesses were restructured with the Broadloom business becoming Gaskell Carpets Limited and the felt and tile businesses Gaskell Textiles Limited.

By **1985** Gaskell Carpets Limited had strengthened their position within the UK leisure sector and were now producing one third of all the carpets supplied to pubs and clubs, largely narrow width and broadloom products going into the hotel sector.

In **1999** Gaskell Plc had become one of the most successful listed companies in textile manufacturing turning over in the region of £50 million whilst having experienced an almost constant growth throughout its 97 year history.

Hugh Mackay History

Central Scotland, Kidderminster and Yorkshire are recognised as the traditional carpet producing centres of the British Isles. Yet it is known that a cottage carpet making industry existed in Durham in the 18th century, and that around **1815** a factory was in production alongside the River Wear in the city. In **1903** this factory ceased production and most of its equipment and goodwill were sold. It's former manager, together with 20 redundant weavers, set to work to ensure that the art and craft of carpet making would not be lost to Durham. The manager's name was Hugh Mackay.

Eleven looms were installed in one of the sheds on the existing Durham site and work began. He produced Wilton carpeting of a quality he called Yakcam (Mackay backwards), which is still in production today.

In **1906**, Hugh Mackay was joined by his son L.H.Mackay and a partnership was eventually formed. In **1921** Mackay's of Durham became a private limited company. The business grew fast and ranges of Wilton patterns were soon on display at furnishing stores from Hull to Berwick. It was not long before any newly married couple's home in north east England was considered incomplete without at least one 'Durham' carpet.



A turning point in the history of Hugh Mackay's came in **1929** when they installed a five-frame Wilton loom at the successful North East Coast Exhibition. This loom was operated by the then Prince of Wales, the beginning of a long and successful relationship with the Royal family that still exists to this day. Awareness of 'Durham' carpets increased, demand followed suit, and showrooms opened in Glasgow, London, Leeds, Manchester and Birmingham. In **1935** the production of Axminster quality carpets was added to the Hugh Mackay range and a new building built to house the facility. With the outbreak of war in **1939**, Mackay's had in 36 years achieved recognition as one of the world's great carpet makers.

In **1953**, under the guidance of L.H.Mackay and his son John, Mackay's became a public company, quoted on the Stock Exchange of Newcastle upon Tyne, and six years later the London Stock Exchange granted them a quotation.

1969 brought the great fire of Durham struck. On Monday 5th May fire ravaged Mackay's factory and brought Wilton production to a virtual standstill. Buildings were destroyed, component parts were lost, and looms were severely damaged. Local businesses and trades gave immediate assistance, carrying out work and fabricating temporary structures, and nine days after the fire, seven Wilton looms were back in operation again. In August of the same year, the majority of Wilton patterns were once again being produced. Customers - who also gave their support generously during this time - were sent special binders and then monthly mailings of patterns as they became available. This crisis had proved one thing: whilst Mackay's have been making good carpets they've made some good friends too.

In **1970** a 140,000 sq ft factory at nearby Dragonville, on a site which the company had owned since 1957, was completed and all Wilton production, including additional looms, was moved to this new facility. This left space on the Durham site to increase and improve the Axminster production; the two factories together being amongst the best equipped and organised of their kind in the world at that time.

The company continued to prosper with ever growing prestige and in **1972** Hugh Mackay was awarded the Royal Warrant. This prestigious accolade undoubtedly helped to seal further orders for specialist carpets both. from within the UK and abroad.

By **1976** the Dragonville site was re-organised and expanded in order to house the entire production and associated processes from both sites. In addition to this UK base, Hugh Mackay also opened showrooms and offices in Hamburg.

In **1999** work began on a new state-of-the-art 170,000 sq ft manufacturing facility on green land on the outskirts of Durham city. This was essential to maintaining the company's stance in the face of ever increasing competition. By the spring of **2000** the new facility was fully occupied and launched Hugh Mackay into the new millennium and into the company's second century.



Gaskell Mackay Carpets Limited

The dawn of a new millennium brought with it new challenges for the entire British manufacturing industry and carpet was no exception. Competition from low cost overseas manufacturers, the increased popularity of other types of floor finishes and improved global communication ensured that traditional manufacturers including both Gaskell and Hugh Mackay needed to re-evaluate the principals that had served them well for the previous century.

From 2000 to 2005 both companies experienced significant change. The break up of Gaskell Plc saw their operating divisions becoming private limited companies and refocusing on their specialist areas of operation. Hugh Mackay similarly rationalised their business to focus on core markets and specific strengths. Both companies used their experience in manufacturing to innovate via new production programmes to focus on flexibility and design excellence aimed at satisfying the ever increasing demands of today's contract environment.

These changes saw both Gaskell Carpets Limited and Hugh Mackay Carpets Limited brought together and subsequently purchased by Whitestone Weavers Limited to become Gaskell Mackay Carpets Limited in April 2006.

Whitestone have their roots in sourcing and supplying both contract and residential floor coverings under both the Whitestone name and their distribution business Carpet Line Direct. Trading since the early 1990's the Whitestone Group have built an enviable reputation for the sourcing and supply of all types of floor coverings from across the globe focusing on flexibility and a strong ethos of customer service.

The purchase of Gaskell Mackay was a significant step in the planned growth of the Whitestone Group bringing together two highly regarded British carpet companies and investing in their future to ensure that the traditions of both companies are allowed to flourish in today's ever changing market. Since their inception Gaskell Mackay have gone from strength to strength in product development, design innovation and diversification into new markets. In April 2008 the business was relocated to Whitestone's new state of the art warehousing and distribution centre in Hartlepool, capable of supporting the groups planned activities for many years to come.

So, from humble beginnings Gaskell Mackay can trace their roots back well over 100 years, a history of which they are rightly proud. Equally the company can look forward to a bright future where their traditional values complemented by design flair, product innovation and future investment will mean that the names of Thomas Gaskell and Hugh Mackay will remain synonymous with quality British carpets for future generations to enjoy...

Concept to Completion

Design

All great interiors begin with great design and at Gaskell Mackay we are proud of our designer's flair, willingness and ability to innovate, thus providing our customers with the style and performance they demand. Our talented in-house design team are hand-picked specialists with the experience and commercial acumen to create beautiful carpets to meet the requirements of every sector of the contract market. From new stock ranges to bespoke designs for individual projects, from traditional elegance to cutting edge minimalism, our carpet designers rise to the challenge, delivering end results which surpass all aesthetic and performance expectations.

Additional to the ability of our design team in creating new ideas, Gaskell Mackay own one of the most comprehensive carpet design archives in existence. Containing over 50,000 designs, this resource affords our customers the opportunity to access and amend authentic designs to complement any interior space.

Elements of this impressive archive can be accessed via ICON (interactive carpet on-line network) by logging on to our web site www.gaskell.co.uk

Sampling

However attractive the images in our brochures or prints, when you want to be sure you've selected the best carpet design for your project, nothing can compare with the realism provided by a physical colour sample. If you have selected from an existing carpet range, our sampling department will aim to dispatch your sample within 24 hours. For the client looking to see how a bespoke carpet design will appear, we have two 'Kibby' machines dedicated to producing highly accurate individual colour samples for approval.

We aim to process and dispatch orders for bespoke hand trials within just 48 hours.

Planning & Estimation

Using the latest Callidus planning software, Gaskell Mackay can accurately estimate carpet requirements from site plans to any scale. Accurate estimations can be calculated and adjustments made to optimise the durability of the finished installation whilst minimising wastage.

Site Surveys

Experience tells us that when involved with complicated installations nothing can substitute the information gleaned by actually walking over a building. As a result Gaskell Mackay are able to offer a full site survey to ensure absolute accuracy when planning the installation of complex woven chlidema's. Carried out either by our own experienced staff or independent specialists this service provides our customers with absolute peace of mind that in today's fast paced world of construction and refurbishment their carpet installation will be delivered on time and will meet their exact requirements.

Production

Through continued investment Gaskell Mackay ensure that all of their products are manufactured to world class standards whether that is woven, tufted or printed carpet styles. By keeping abreast of the latest technologies we are able to ensure that all of our products are manufactured to the highest possible standards taking advantage of the latest manufacturing efficiencies and therefore minimising the environmental impact of our activities.

Warehousing & Distribution

Investing over \pounds 4 million in a new state of the art warehousing and distribution centre at View Logistics in Hartlepool has ensured that Gaskell Mackay have access to the very latest computerised stock control systems and cutting edge technology. Allowing us to consolidate and distribute stock for projects from the smallest cut length to major roll. Our projects accurately and efficiently match our customers specific demands for both UK and international locations.

Installation

Whether it is the supply of only a cut length or a full supply and installation package, Gaskell Mackay are able to accommodate for your requirements. In either case we aim to dovetail our activities exactly with the requirements of the installation team to ensure that the right quality, quantity and design of product are delivered at the right time to ensure that all projects we undertake are completed on time and to our customer's satisfaction.

After Sales Support

In any commercial interior the carpet represents a significant capital investment and our aim is to ensure that investment delivers the best possible service and value for money. To this end Gaskell Mackay are able to offer site specific cleaning and maintenance advice to their customers to ensure that the finished installation is protected and retains its appearance throughout its life cycle.

Infinity Collection

Back in 1999 if you wanted a bespoke broadloom Axminster you would have to order a minimum of 300m², be prepared to wait eight to ten weeks for production and pay a premium price for the privilege.

At the turn of the new millennium and the advent of high speed computerised jacquard weaving technology, all of this changed. At the forefront of these advances Gaskell Mackay developed a unique manufacturing programme based on six key principals. They were:

Minimum order quantities of 20m²

Production lead times of no more than six weeks

Manufactured width of 4.0m

Qualities to suit every type of end use

Competitive pricing driven by manufacturing excellence

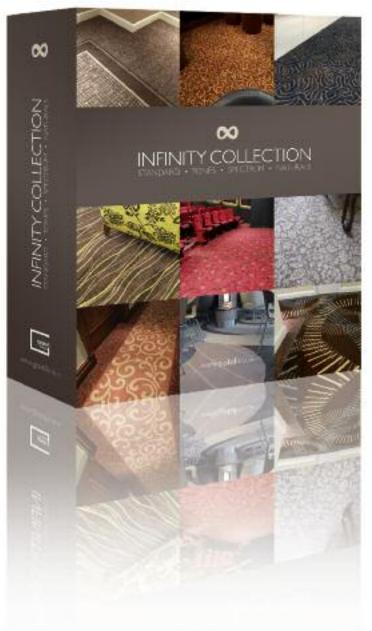
Absolute freedom of design

The realisation of these advances was the launch in 2000 of the Infinity Axminster programme. This innovative product met all of the above criteria by allowing customers access to thousands of designs and by using the original standard 16 colour palette the ability to create bespoke interiors without the historic draw backs. Since Infinity was launched Gaskell Mackay have continued to invest in their development and today its customers are able to select from four individual palettes. Above all Gaskell Mackay continue to invest in the creation of stunning design. With the unique freedom the Infinity programme enables us to create everything from one-off abstract rugs to the most intricate of chlidema installations. To showcase these design innovations Gaskell Mackay regularly publish collections of designs reflecting current trends across a multitude of market sectors from hospitality and leisure through to public buildings and corporate offices. These collections along with selected designs from our impressive archives can be viewed by visiting **www.gaskell.co.uk** and clicking on the **ICON** button.

They say that imitation is the greatest form of flattery and many companies have tried to recreate Gaskell Mackay's Infinity programme. None however, can match its core flexibility nor the breadth of colour options available. At launch Infinity was groundbreaking and today almost 10 years later it remains the definitive fast track Axminster programme.

For true design innovation and manufacturing excellence, please contact your local representative or our head office. We will be pleased to open the doors to a new and exciting world of bespoke interiors allowing you to differentiate in an increasingly competitive global economy.





Infinity Standard

a fashionable collection of 16 colours for contemporary chic

Infinity Tones a more subtle 16 colour palette for the sophisticated interior

Infinity Spectrum 16 more traditional colours for grandeur and finesse

Infinity Naturals

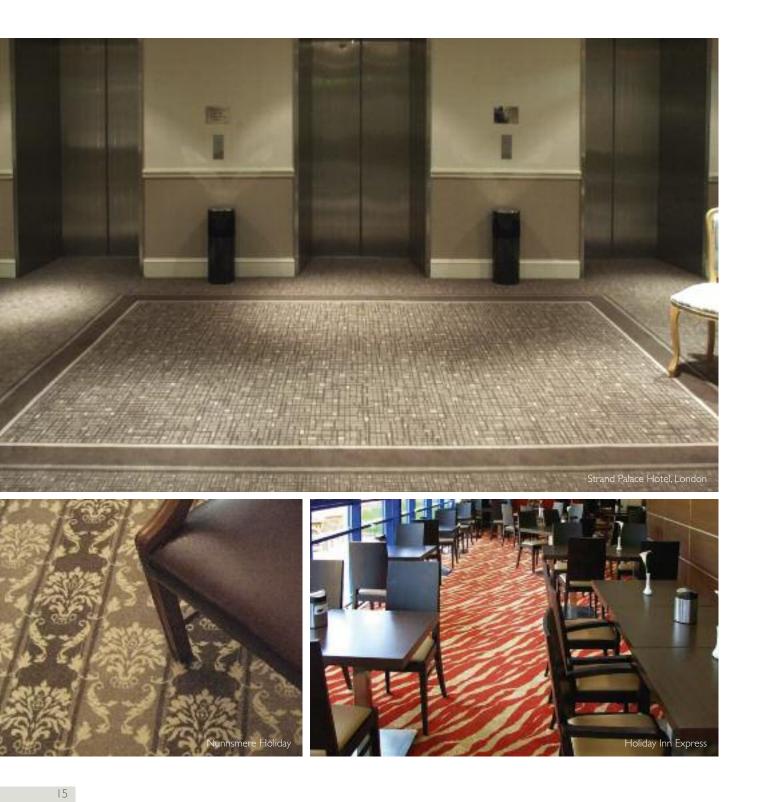
an environmentally conscious 8 colour palette of undyed 100% wool blends

Infinity Collection





Infinity Collection





Custom Axminster

Beyond its Infinity Fast Track Axminster programme Gaskell Mackay are able to offer a fully bespoke Axminster programme with minimum order quantities of only 300m² of 4.0m wide broadloom. Available in eight standard qualities any type of end use can be easily catered for.

Building on the absolute design flexibility of the Infinity programme our Custom Axminsters introduce a new world of colour to the design process facilitating unique combinations of colour and design to complement even the most exacting of project requirements.

With the ability to select from around 800 yarn colours from our own custom palettes or alternativly to match your own requirements exactly through colour referencing such as Pantone, accessing your specific requirements is a very straightforward process. Once a colour is identified our expert dyers will match it exactly in an 80% wool / 20% nylon yarn used to produce a hand trial for sign off.

Gaskell Mackay's design team are on hand to work closely with you in helping you select the perfect option. Through the creation of design prints, sampling, planning, production and ultimately installation, our team of experts allows you to visualise the possible and then exceed your expectations in bringing your ideas to reality...

300m ² minimum order quantity			
Eight standard qualities			
Manufactured width of 3.66m or 4.0m			
Unlimited colour options			
Unlimited design options			
Chlidema weaving			
High quality yarns (80% British wool / 20% nylon)			







Custom Axminster





Custom Tufted

To complement their woven product offer Gaskell Mackay benefit from over 30 years of experience in the manufacture of graphics tufted carpets.

Our success in this field has culminated in the launch of Metropol. An expansive collection of designs presented in contemporary colours provide our customers with access to cost effective finishes which, when coupled with coordinating designs from our Axminister collections facilitates the creation of truly stunning interiors.

Typically our custom tufted options are supplied using yarn blends of 80% wool / 20% nylon in either velvet or twist finishes. A broad spectrum of pile weights and machine gauges is available to suit all types of end use. All of our tufted qualities are tested to the latest international quality standards.

300m ²	minimum	order	auantity
		01 2 01	quarterey

Manufactured width 4.0m

Unlimited colour options

Production lead time six to eight weeks

Other width options available

Various backing options including jute / felt / actionbac etc.

METROPOL
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- AT#1
- 106, 106, 115, 201, 17, 104





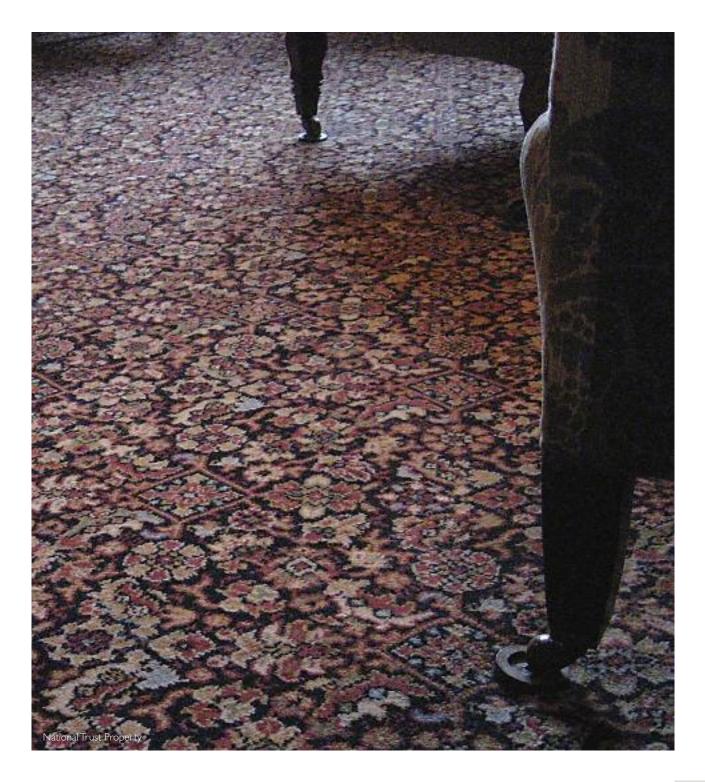
Wilton Collection

The name of Hugh Mackay Carpets has always been synonymous with the products of the highest quality Wilton carpets. This tradition is still in place today with the continued production of our famous Yakcam and Plusmin qualities.

Due to their unique production process, Wilton quality carpets represent the epitome of quality and durability and are still used in both commercial and residential installations where only the best quality product will be considered.

Gaskell Mackay maintain the Wilton design archives and are often faced with a client who is replacing an original Hugh Mackay Wilton after 30 or more years use who simply wants the same carpet again. In addition we have the design expertise in-house to generate new bespoke design solutions which, when combined with the Wilton process, create luxury carpets unsurpassed in today's market.

- 50m² minimum order quantity
- Manufactured widths of 0.69m / 0.91m / 1.0m
- Unlimited colour options
- Production lead time six to eight weeks
- Weave to plan service
- Cut & loop pile options available
- Finest quality yarns (100% British wool or 80% British wool / 20% nylon)
- 14 manufactured qualities available
- Pile weights to suit any type of end use
- Chlidema weaving



Printed Collection

Whilst our roots as a manufacturer are firmly fixed in the production of high quality woven carpets we maintain a close watching brief on the advance of manufacturing technologies and the emergence of new production techniques.

This policy is evidenced by the addition of the Infinity printed programme to our product portfolio. In recent years printing technology for carpet has taken significant steps forward and its inclusion here represents another step in our evolution.

Infinity print offers our customers the ability to access a world class printed carpet offer which is truly remarkable in terms of available qualities and design flexibility.

With minimum order quantities from as little as 100m² Infinity print represents a significant step forward in our product offer.

100m ² minimum	order	quantity
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Manufactured width 4.0m

Unlimited colour options

Production lead time six to eight weeks

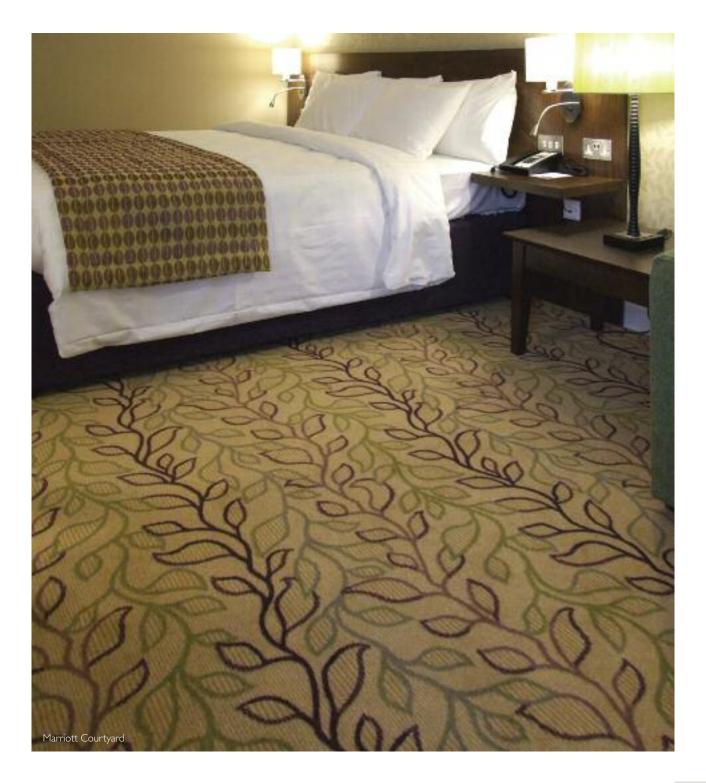
Various backing options including felt / easylift

Tile options available

Yarn options in both 100% nylon & 80% wool / 20% nylon

Pile weights to suit any type of end use

Up to 30 qualities available



Other Products

To complement their core business Gaskell Mackay stock a broad variety of complementary products affording our customers the opportunity to use one supplier for the majority of their flooring requirements.

Commercial Tufted Sheet

Carpets suitable for care homes, offices, sheltered housing, schools and a wide variety of other commercial applications. Product ranges include;

- Enhance Loop
- Enhance Hydro
- Enhance Graphics
- Enhance Finesse
- Enhance Pin Dot
- Enhance Panache
- Enhance Twist

Wool Rich Tufted Broadloom

Carpets suitable for accommodation areas and residential homes. Ranges include;

- Aurora Supreme
- Paramount

Hugh Mackay Ranges

A prestigious collection of product ranges continuing the fine tradition of Hugh Mackay carpets for residential and commercial applications;

- Cathedral Axminsters
- Bespoke Wilton Qualities
- Durham Twist 30, 40, 50 & 60
- Durham Edition
- Durham Velvet & Durham Velvet Supreme

Carpet Tile Ranges

Suitable for commercial offices;

- Colorado
- Montana

Fibre Bonded Ranges & Underlays

- Enhanced Studio FB sheet
- Enhanced Velour FB sheet & tile
- Enhanced Rib FB sheet & tile
- Gaskell 42
- Felt underlayDouble stick underlay
- Gaskell Firmstep
- Gaskell Powerstep Double stick underlay

gaskell Mackay

Our online design studio **ICON®** offers the ultimate creative environment where customers are able to search, view and recolour thousands of carpet designs and then apply them to a variety of interior settings.

This unique facility gives an insight into the Gaskell Mackay archive allowing users to experiment with colour to suit their individual style and create the perfect carpet for any interior.

Couple this with our market leading Infinity Axminster programme and you have the flexibility to use bespoke designs in any contract interior.



STEP I Select a design from the thousands available by either searching on a particular style, collection or simply scrolling through the archive.



STEP 3 Once your design is complete you can then either print the design, order a hand trial or apply to a range of different interior settings.

Key Features

Small minimum order quantity of just 20m² Manufactured width of 4.0m Five standard qualities to suit any type of end use Three 16 colour palettes in 80% wool / 20% nylon One eight colour palette in 100% undyed wool Maximum six week manufacturing lead time*

*Lead time quoted is a maximum from receipt of order to goods being available for dispatch from our warehouse. MIXING OF COLOURS FROM PALETTE TO PALETTE IS PROHIBITED IN ORDERS OF LESS THAN 300M²

visit ICON[©] design studio at www.gaskell.co.uk

Environmental Considerations

Summary

Gaskell Mackay Carpets Limited recognise the importance of the protection of the environment, both in terms of the working environment within their premises and the impact of their operations beyond their boundaries.

It is therefore the company's policy to ensure compliance with current legislation in all environmental matters and properly consider the environmental implications of any actions which could affect legislation compliance.

Specifically, Gaskell Mackay will:

- Periodically review their operations to ensure compliance with the Environmental Protection Act (1990), in relation to the Emissions to Air and with the Aqueous Effluent Regulations.
- Adopt the Environmental Protection Act (Part 2) Duty of Care Code of Practice in relation to Waste Management.
- Act in compliance with:
 - The Noise at Work Regulations (1989)
 - The Control of Substances Hazardous to Health (COSHH) Regulations (1988)
 - the Electricity at Work Regulations (1989)

In particular the company's training procedures embody necessary instructions to enable compliance with the above regulations by all personnel at all times.

It is a further policy of Gaskell Mackay to limit environmental damage through the pursuit of best practice in energy management and conservation.

The company periodically reviews, its operations and the scope of its environmental policy in order to promote compliance with future, new and evolved legislation.

Specifics

Gaskell Mackay Carpets Limited summary environmental policy statement as described on the proceeding page embodies the company's philosophy with reference to environmental issues.

This philosophy is applied to our products as follows:

Carpets, as a floorcovering, have a number of important benefits which impact positively on the environment and the workplace.

- Sound absorption: Impact and airborne sound absorption is improved resulting in less noise pollution and therefore a calmer working environment.
- **Dust trapping:** Carpets reduce the dust content of the atmosphere by up to 50% giving the workplace an improved atmosphere.
- Energy saving: The thermal insulation qualities of installed carpeting reduce heating costs thereby preserving scarce energy resources.
- Well Being: Use of carpet as a floorcovering promotes muscular relaxation in that it ensures an even distribution of weight from the foot. The 'comfort' factor is also gentle on leg joints.
- Safety underfoot: Carpet is inherently non-slip due to its surface pile so that there is a lower risk of injury

All raw materials used in carpets from Gaskell Mackay are free from the following known pollutants:

- Penta Chloro Phenol
- Formaldehyde
- Pesticides
- Vinyl Chloride
- Asbestos
- Volatile Fluoro Hydrocarbons

Gaskell Mackay work closely with major carpet fibre suppliers and select those fibres which are most compatible with the environment. The parameters which guide this selection process are low energy consumption during production, chemical inertia, ease of recycling and the possibility of elimination with energy recovery.

As a result, the fibres used in our carpet ranges

- Are chemically inert
- Are manufactured using a production process which follows the shortest path from conversion of raw material through to finished yarn
- Require no solvents in their preparations
- Produce no effluent

"Imagination is more important than knowledge."

Albert Einstein



Gaskell Mackay Carpets Ltd View Logistics, Park View Road East, Hartlepool TS25 1HT t: +44 (0) 1429 892525 f: +44 (0) 1429 892530 e: info@gaskell.co.uk www.gaskell.co.uk