




PRIMEUR

MIGHTY  MATS®
THE Home OF DOORMATS

2024 COLLECTION

Are you ready to elevate doormats from a necessity to something beautiful?

INTRODUCING OUR COLLECTION OF DOORMATS AND RUNNERS
TO ENHANCE STYLE & FUNCTION IN YOUR HOME.
BROWSE OUR LATEST COLLECTION.
WE GUARANTEE YOU'LL LOVE WHAT WE HAVE TO OFFER.

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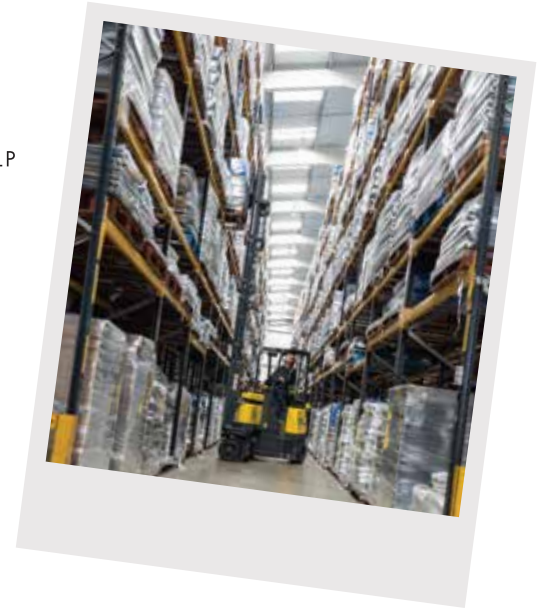
43 STANDS

From our home to yours

Welcome to Primeur

POISED TO ENTER THE HALLS OF SPRING FAIR FOR THE FIRST TIME
WE ARE A DOORMAT SPECIALIST WITH A DIFFERENCE.

BACKED BY 55 YEARS OF EXPERTISE IN THIS FIELD, A TRACK
RECORD OF SIX MILLION MATS SOLD ANNUALLY AND EXCITING
NEW MANUFACTURING AND DESIGN PARTNERSHIPS, WE'RE HERE TO HELP
YOU RETHINK EVERYTHING YOU KNOW ABOUT DOORMATS.



Hard Wearing

BEST QUALITY PRODUCTS
MADE TO LAST



Indoor & Outdoor

FLOORING
SOLUTIONS TO SUIT
LOCATIONS INSIDE AND
OUTSIDE THE HOME.



Eco Conscious

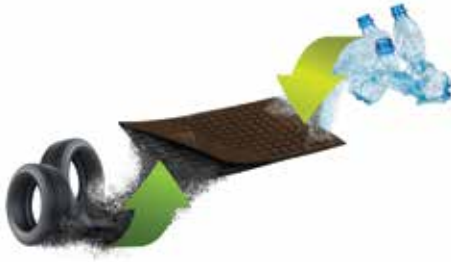
AN EVER EXPANDING
ECO FRIENDLY COLLECTION



Stylish Design

TREND DRIVEN DESIGNS
TO SUIT ALL HOMES

Our Pledge



IT IS CRITICAL THAT OUR PRODUCTS & PRODUCTION PROCESSES
DO NOT HARM THE PLANET.
WE TAKE PRIDE IN USING RECYCLED MATERIALS WHERE POSSIBLE.
OUR ECO RANGES RE-PURPOSE WASTE SO IT
DOESN'T END UP IN LANDFILL OR POLLUTING THE ENVIRONMENT.
WE ARE CONSTANTLY LOOKING FOR NEW RECYCLED MATERIAL
SOLUTIONS TO EXPAND OUR RANGES.

**Designed in Yorkshire,
Made in partner factories
around the world,
Stocked ready for your stores**



OUR PRODUCTS AND PARTNER FACTORIES
MEET THE HIGHEST QUALITY STANDARDS
AND ENSURE THAT OUR PRODUCTS WILL LAST
FOR A LONG, LONG TIME



MIGHTY  **MATS**®
THE *Home* OF DOORMATS

WASHABLES



Eco Flex Premium

• WASHABLE MAT •

THE QUALITY AND DURABILITY OF THIS MAT REALLY DOES SPEAK FOR ITSELF THE MOMENT YOU PICK IT UP.

MADE ENTIRELY FROM RECYCLED MATERIALS, THE BEAUTIFUL COLLECTION OF DESIGNS WILL FIT WITH ANY HOME LOOKING FOR THE MOST STYLIST ENTRANCE.

OUR SMALLER SIZE CAN BE EASILY REFRESHED IN A DOMESTIC WASHING MACHINE WHILST THE LARGER SIZE IS ALSO EASILY CLEANED BY HAND.

- ANTI-CURL CORNERS
- LAY FLAT STAY FLAT
- DESIGNED AND MANUFACTURED IN THE UK 
- MADE FROM RECYCLED PILE AND RECYCLED RUBBER BACKING



INDOOR USE
ONLY



MADE FROM RECYCLED MATERIALS
ANTI SLIP RUBBER BACKING



MACHINE
WASHABLE



FLORAL HOME
NAVY



HONEYCOMB
GREY

ECO FLEX PREMIUM WASHABLE MAT
50 X 75CM APPROX.



ABSTRACT LEAF GREEN



BEE HAPPY GREEN



DIAMOND GEO GREY



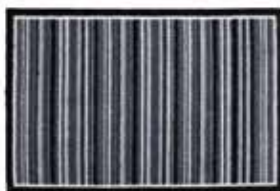
FLORAL HOME NAVY



FLORAL REPEAT GREY/YELLOW



PIXEL NATURAL



STRIPE GREY



TROPICAL LEAF SAGE



WELCOME GREY

ECO FLEX PREMIUM WASHABLE RUNNER
65 X 120CM APPROX.



DIAMOND GEO GREY RUNNER



FLORAL REPEAT GREY/YELLOW RUNNER



STRIPE GREY RUNNER

Supersoft • WASHABLE MAT •

AS WELL AS STOPPING DIRTY FEET, OUR SUPERSOFT WASHABLE RANGE IS ALSO GREAT FOR PREVENTING MUDDY PAW PRINTS. WITH A RANGE OF WELCOMING SLOGANS, GEOMETRICS AND PET DESIGNS, THIS BEAUTIFUL CUT PILE YARN WITH A DELICATE SHEEN WILL PROTECT YOUR HOME FROM ALL THE ELEMENTS.

- COMPLEMENTING RUNNER DESIGNS AVAILABLE
- NEUTRAL AND GREY TONES
- VERSATILE FUNCTIONALITY AROUND THE HOME



INDOOR USE
ONLY



DURABLE ANTI-SLIP
LATEX BACKING



MACHINE
WASHABLE



SAGE
WELCOME

SUPERSOFT WASHABLE MAT
50 X 75CM APPROX.



GREY GEO



GREY HEARTS



GREY HSH LEAF BORDER



SAGE HOME WREATH



GREY PAW PRINT



GREY WELCOME

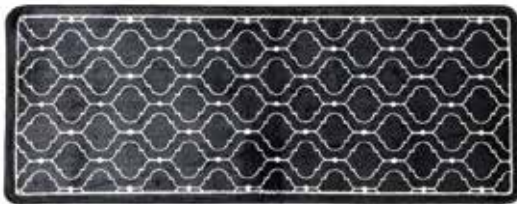


NATURAL GEO



NATURAL WELCOME HEART

SUPERSOFT WASHABLE RUNNER
57 X 150CM APPROX.



GREY GEO



GREY PAW PRINT



NATURAL GEO

Eco Pure

• WASHABLE MAT •

OUR PURE WASHABLE MATS HAVE BEEN CREATED TO PROVIDE THE ULTIMATE SOFTNESS UNDER-FOOT. IN A RANGE OF NATURALS AND GREYS THAT WILL COMPLIMENT ANY HOME, THEY ARE MADE USING RECYCLED POLYESTER YARNS WITH AN ANTI-SLIP BACKING TO PREVENT MOVEMENT ON MOST FLOORS.

PURE HAS A SHORTER, DENSE PILE WITH AN UNBEATABLE SOFTNESS.

- PERFECT FOR A CONTEMPORARY LOOK
- MADE FROM RECYCLED POLYESTER
- DELUXE QUALITY



INDOOR USE
ONLY



ANTI-SLIP
LATEX BACKING



MACHINE
WASHABLE



ECO PURE WASHABLE MAT
50 X 80CM APPROX.



DARK GREY



LIGHT GREY



TAUPE

Geo Soft Loop

• WASHABLE MAT •

TIMELESS GEOMETRIC DESIGNS ARE AT THE HEART OF THIS SUPERSOFT COLLECTION. MADE FROM A DURABLE AND ABSORBENT POLYESTER, THEY ARE EASY TO CLEAN AND EFFECTIVE AT KEEPING DIRT AND MOISTURE AWAY FROM YOUR FLOORS.

- COMMERCIAL DESIGNS AND COLOURS
- VERSATILE FUNCTIONALITY AROUND THE HOME



INDOOR USE
ONLY



ANTI-SLIP
LATEX BACKING



MACHINE
WASHABLE



GEO SOFT LOOP WASHABLE MAT
50 X 75CM / 57 X 90CM / 57 X 150CM APPROX.



LIGHT GREY/WHITE GEO



DARK GREY/WHITE GEO



NATURAL/WHITE GEO



LIGHT GREY
WHITE GEO

MIGHTY  **MATS**®
THE *Home* OF DOORMATS

BARRIERS



LIGHT
GREY

BARRIER MAT • COLLECTION •

OUR BESTSELLING CATEGORY HAS BEEN REVOLUTIONISED TO INCLUDE STYLISH AND FUNCTIONAL BARRIER MATS THAT ARE CREATED FOR HIGH TRAFFIC AREAS OF THE HOME WHICH NEED THE ULTIMATE PROTECTION. THE BARRIER EDGE HELPS TO PREVENT MOVEMENT AND THE PILE ACTS TO HIDE THE DIRT REMOVED AT YOUR ENTRANCE.

- AVAILABLE IN A TONAL PLAIN, STYLISH HERRINGBONE PATTERN AND TEXTURED BOBBLE.
- TONAL NEUTRAL AND GREY COLOURWAYS



INDOOR USE
ONLY



LOW PROFILE - FITS
UNDER DOORS



WASHABLE
TO CLEAN

DIRT BUSTER BARRIER MAT
40 X 60CM / 50 X 80CM / 60 X 90CM / 80 X 120CM / 57 X 150CM APPROX.



LIGHT GREY



DARK GREY



NATURAL

HERRINGBONE BARRIER MAT
50 X 80CM / 57 X 150CM APPROX.



LIGHT GREY



LIGHT
GREY

scrape
n'sorb®



CHEVRON
DIAMOND GREY

scrape n'sorb

SCRAPE N SORB DOES EXACTLY AS DESCRIBED, OFFERING A DUAL ACTION OF BOTH SCRAPING AWAY DIRT AND ABSORBING MOISTURE.

WHETHER PLACED INSIDE YOUR HOME OR OUTSIDE IN A SHELTERED OR COVERED ENTRANCE, THIS MAT WILL PROVIDE THE WARMEST OF WELCOMES TO YOUR HOME.

- COMBINATION OF DESIGN AND FUNCTION
- EASILY REFRESHED WITH A SIMPLE SHAKE, BRUSH OR VACUUM.
- PRINTED NYLON PILE SET INTO DURABLE RUBBER BASE



INDOOR USE



**OUTDOOR
SHELTERED USE**



**TRAPS DIRT
& MOISTURE**



TRI GEO
GREY

SCRAPE N SORB
40 X 60CM APPROX.



PARQUET MULTI



HONEYCOMB GREY



CHEVRON GREY



STRIPE NATURAL



WELCOME STRIPE GREY



GEO GREY SAGE

45 X 75CM APPROX.



STRIPE NATURAL



TRI - GEO GREY



CHEVRON DIAMOND GREY



PARQUET GREY

scrape n'sorb

SCRAPE N SORB DISPLAY BOX AVAILABLE
FOR 40X60CM DESIGNS

- PROVEN TRACK RECORD HELPING TO COMMUNICATE BRANDING AND MESSAGE TO CUSTOMERS
- EASY TO PLACE IN STORE
- SMALL FOOTPRINT THAT DELIVERS HIGH VALUE RETURN



MIGHTY  **MATS**®
THE *Home* OF DOORMATS

ECO COLLECTION



RUBBER
HONEYCOMB

ECO COLLECTION

• DOORMATS •

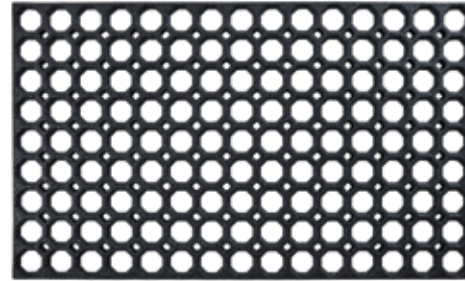
PRIMEUR ARE PROUD TO OFFER OUR FULLY RECYCLED RANGE OF DOORMATS WHICH CATER FOR MULTIPLE USES.



THEY OFFER EXTREME DURABILITY AND FLEXIBILITY AND THE USE OF RUBBER FROM RECYCLED TYRES PROVIDES ANTI-SLIP PROPERTIES MAKING THEM SUITABLE FOR BOTH INDOOR AND OUTDOOR.

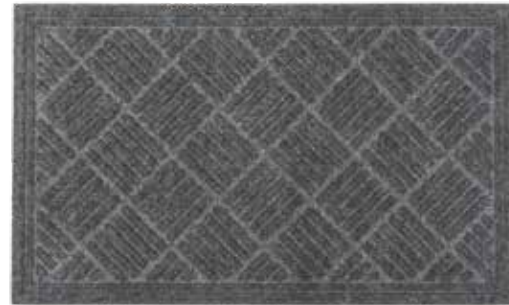
- BOTH PILE AND BACKING MADE FROM RECYCLED MATERIALS
- HEAVY DUTY AND DURABLE
- MANUFACTURED IN EU

45 X 75CM APPROX.



ECO PREMIUM OUTDOOR RUBBER

45 X 75CM APPROX.



CONTOURS PARQUET



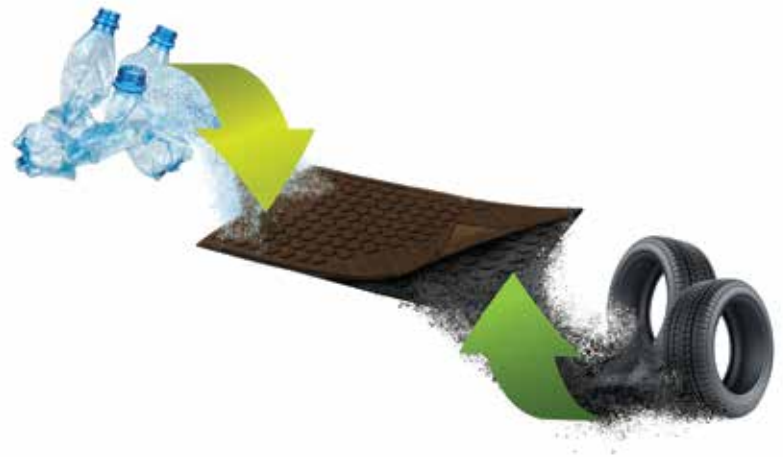
INDOOR & OUTDOOR
SHELTERED USE



WEATHER RESISTANT
ALL YEAR ROUND



HARD WEARING
& DURABLE



MIGHTY  **MATS**®
THE *Home* OF DOORMATS

DESIGNER COIR



SPRING
HEARTS

Designer Collection

• COIR MAT •

DESIGNED IN THE UK, OUR COIR COLLECTION IS SURE TO ELEVATE THE ENTRANCE OF ANY HOME. THE FULL COLLECTION OFFERS A WIDE SELECTION OF DESIGNS TO REFRESH YOUR DOORWAY AS THE SEASONS CHANGE.

- PREMIUM LATEX BACKING
- NATURAL COIR PILE
- FESTIVE CHRISTMAS COLLECTION INCLUDED
- ENTRANCE AND PATIO SIZES AVAILABLE



INDOOR/ OUTDOOR
SHELTERED USE



EXCELLENT SCRAPING
SURFACE



IDEAL FOR
DIRT REMOVAL



DESIGNER COLLECTION STENCILLED COIR MAT
45 X 75CM APPROX.



FLORAL BORDER



BLUE HOME



HEARTS



FLORAL BEE



BIRDS



AUTUMN HELLO PUMPKIN



FOLIAGE



AUTUMN WREATH HOME

DESIGNER COLLECTION PATIO COIR MAT
38 X 98CM APPROX.



DAISY



SPRING TIME



GEO



WELCOME

DESIGNER COLLECTION EMBOSSED COIR MAT
40 X 60CM APPROX.



SQUARE GEO EMBOSSED



TRELLIS EMBOSSED

45 X 75CM APPROX.



LARGE BLOCK DIAMOND EMBOSSED



LARGE GEO EMBOSSED

DESIGNER COLLECTION CHRISTMAS COIR MAT
40 X 60CM APPROX.



LEAF WREATH



MERRY CHRISTMAS SPRIGS



MERRY CHRISTMAS ROBINS



CHRISTMAS CANDY CANE



CHRISTMAS HOLLY



CHRISTMAS POST BOX



MERRY CHRISTMAS BORDER

MIGHTY  **MATS**®
THE *Home* OF DOORMATS

**RUBBER
& COIR**



MONOCHROME
GEO



RUBBER & COIR

• COLLECTION •

THIS PREMIUM COLLECTION IS A ROBUST COMBINATION OF DURABLE RUBBER AND TOUGH COIR FIBRE WHICH EASILY DISLODGES DIRT FROM BOOTS AND SHOES.

- VARIETY OF QUALITIES AND DESIGNS



INDOOR/ OUTDOOR
SHELTERED USE



EXCELLENT SCRAPING
SURFACE



IDEAL FOR
DIRT REMOVAL



RUBBER AND COIR TRAY MAT
40 X 60CM APPROX.



WELCOME



BLACK GEO



HEART REPEAT



WELCOME HEARTS



BEE HAPPY



MONOCHROME GEO

40 X 60CM APPROX.



RUBBER & COIR BOOT SCRAPER

45 X 75CM APPROX.



PREMIUM PLAITED RUBBER & COIR MAT

45 X 100CM APPROX.

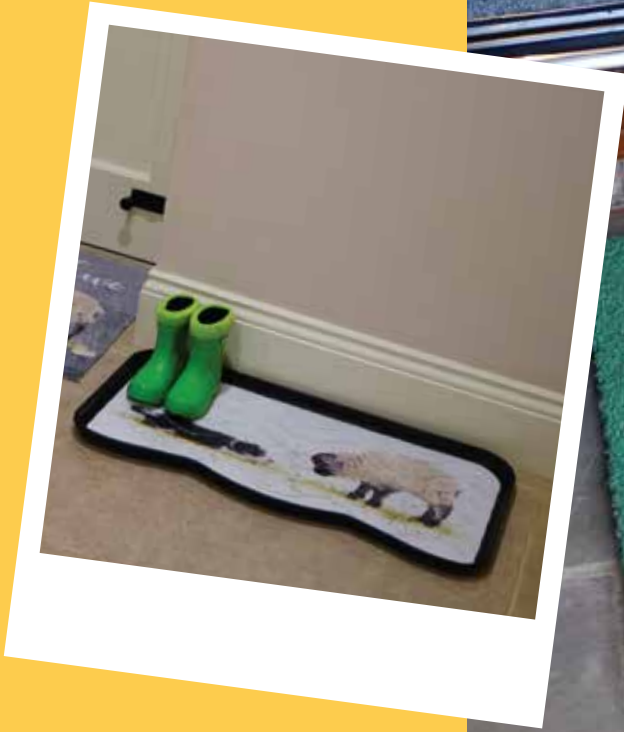
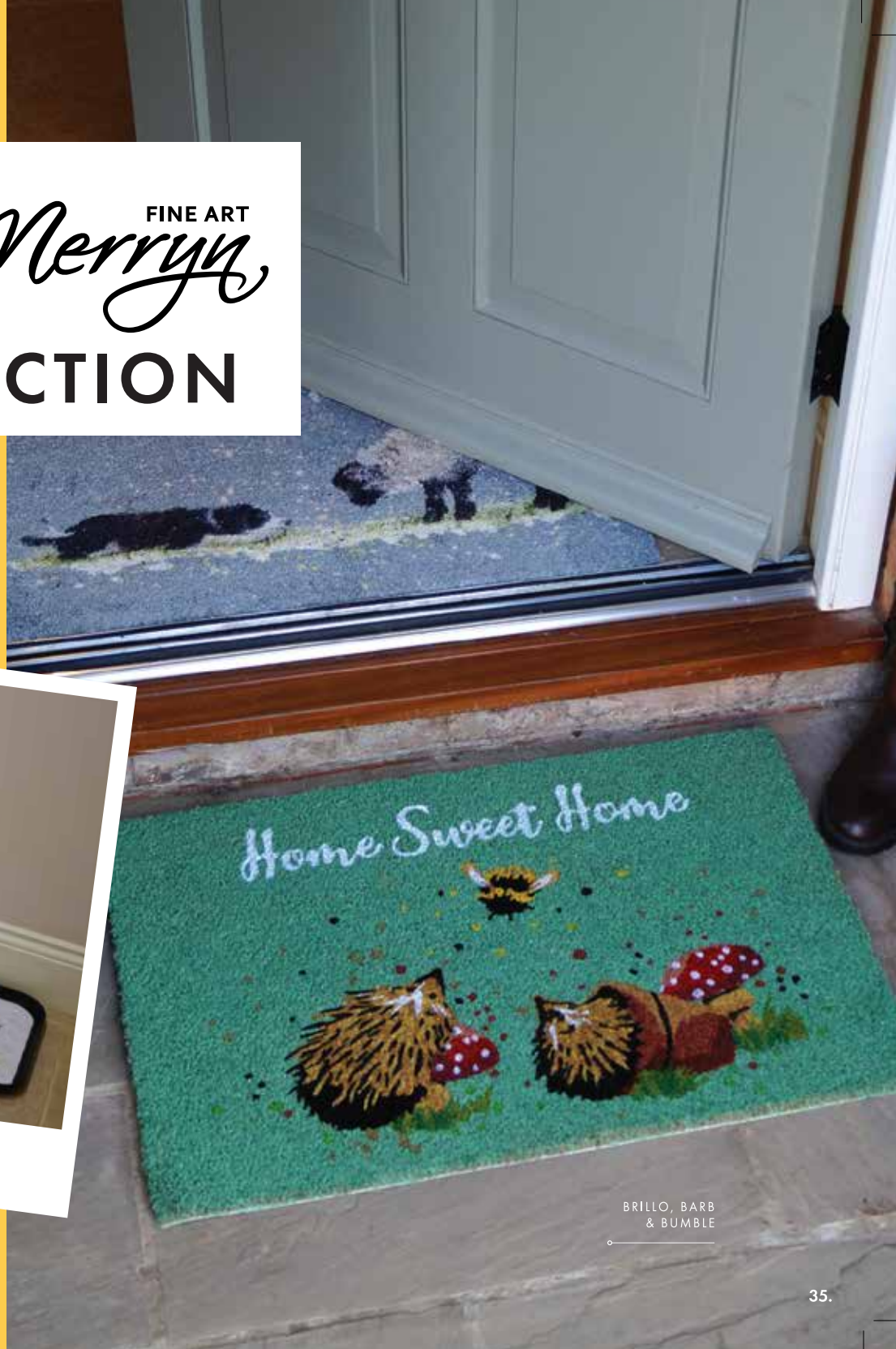


PREMIUM PLAITED RUBBER & COIR PATIO MAT



MONOCHROME
GEO

Bree Merryn FINE ART
COLLECTION



BRILLO, BARB
& BUMBLE

Wildlife Artistry On Your Doorstep

Renowned Yorkshire wildlife artist **Bree Merryn** is thrilled to collaborate with Primeur, to create an exclusive doormat collection that seamlessly blends the beauty of her artwork with the practicality of an attractive entrance mat.



Bree's captivating wildlife artwork graces many homes across the UK and USA with retail sales of over £5m in the past few years. Her art reflects her portrait training to capture the true personality of the wildlife she paints.

**Welcome the beauty of nature
to your doorstep with
this exclusive
collaboration.**



BREE MERRY - PRINTED UTILITY TRAY COLLECTION

MADE FROM RECYCLED MATERIALS, THESE SUPER USEFUL TRAYS ARE PERFECT FOR STORING MUDDY BOOTS, FOR USE IN THE GARDEN AND PLANTING.

multi-
purpose
indoor &
outdoor

keeps
moisture
& dirt
contained

made from
recycled
materials

38 X 75CM APPROX.



WE ARE NOT AMOOSED



THE THREE DUCKGREES



CUDDLY COOS



WAIT FOR ME



JACK AND VERA



NICE TO MEET EWE



BRILLO BARB AND BUMBLE



MORRAG



KING OF THE NORTH

BREE MERRYIN - PRINTED WASHABLE DOORMAT COLLECTION

WITH A COMPETITIVE RETAIL TO HELP DRIVE VOLUME SALES, THESE DIGITALLY PRINTED WASHABLE MATS SHOWCASE BREE'S DESIGNS TO THE HIGHEST OF CLARITY.

indoor
use
only

machine
washable at
30°

anti-slip
backing

40 X 60CM APPROX.



PHELAN



CUDDLY COOS



BARNEY AND FRED



HEDGIE HIKE



HOUSE PARTY



PUDDLE PARADE



NICE TO MEET EWE GREY

BREE MERRYIN - LUXURY WASHABLE DOORMAT COLLECTION

PROVIDING ULTIMATE COMFORT UNDER FOOT, THIS DELUXE RANGE IS MADE WITH A SUPERSOFT, HIGH DENSITY YARN RESULTING IN A DELICATE SHEEN FINISH.

indoor
use
only

machine
washable at
30°

anti-slip
backing

50 X 75CM APPROX.



HOUSE PARTY



WE ARE NOT AMOOSED



NICE TO MEET EWE



BARNEY AND FRED



PUDDLE PARADE



HEDGIE HIKE



BLAIR



PHELAN

BREE MERRY - PREMIUM PRINTED COIR COLLECTION

UNIQUE COLLECTION OF HIGHLY DETAILED WILDLIFE BEST SELLERS.

indoor
or outdoor
sheltered
use

dirt
scraping
surface

latex
anti-slip
backing

50 X 75CM APPROX.



RALPH DARK GREEN



PHIL NATURAL



OSWALD GREY



BRILLO, BARB & BUMBLE SAGE



THE THREE DUCK GREYS GREY



NICE TO MEET EWE NATURAL

BREE MERRYIN - PORTRAIT BARRIER DOORMAT COLLECTION

OUR PORTRAIT COLLECTION COMBINES THE BEAUTY OF BREE'S FINE DETAIL ARTWORK WITH THE HARDWEARING FUNCTIONALITY OF THE ROBUST RUBBER MAT.

indoor
or outdoor
sheltered
use

absorbent
pile

anti-slip
backing

40 X 60CM APPROX.



PUDDLE PARADE



BLAIR



HEDGIE HIKE



NICE TO MEET EWE SAGE



HOUSE PARTY



BARNEY AND FRED



NICE TO
MEET EWE



PUDDLE
PARADE



BLAIR



6 SHELF TALL STAND
HOLDS MATS 50X80CM



CARDBOARD FSDU
HOLDS MATS 40X60CM

MIGHTY MATS[®] THE Home OF DOORMATS

STANDS

FREESTANDING DISPLAYS ARE AVAILABLE FOR MOST ITEMS IN THE COLLECTIONS DEPENDING ON SIZE CHOSEN.

PLEASE SPEAK TO A MEMBER OF OUR SALES TEAM WHO WILL ASSIST YOU IN WORKING OUT THE BEST OPTION FOR YOUR SELECTION.



DOUBLE SIDED 6 SHELF LOW LEVEL STAND
HOLDS MATS UP TO SIZE 50X80CM



5 SHELF STAND
HOLDS MATS 40X60CM

**Made with the
awareness of our
impact on the
environment.**

THIS CATALOGUE IS MADE FROM
FSC CERTIFIED PAPER AND IS
FULLY RECYCLABLE



PRIMEUR

PRIMEUR LTD.
CASTLEFIELD IND. EST.
BINGLEY
WEST YORKSHIRE
BD16 2AF

01274 518800
SALES@PRIMEUR.LTD.UK
WWW.PRIMEUR.CO.UK