



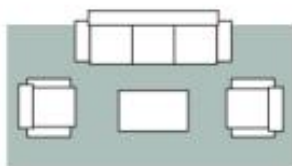
# D23 S/O CARPET | Custom Rug Program

## DID YOU KNOW?

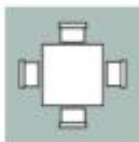
Our customers can create their own, custom, unique rug or stair runner using any of the carpets in the S/O carpet showroom and have it to their door in ~2 weeks!

### 3 Easy Steps:

1. Select any S/O carpet that the customer would like made into a custom rug or runner
2. Select the edge treatment (Binding or Serging)
3. Determine if your customer would like any backing added to the rug



Rectangle



Square



Runner



Racetrack



Circle



Oval



Stair Runner



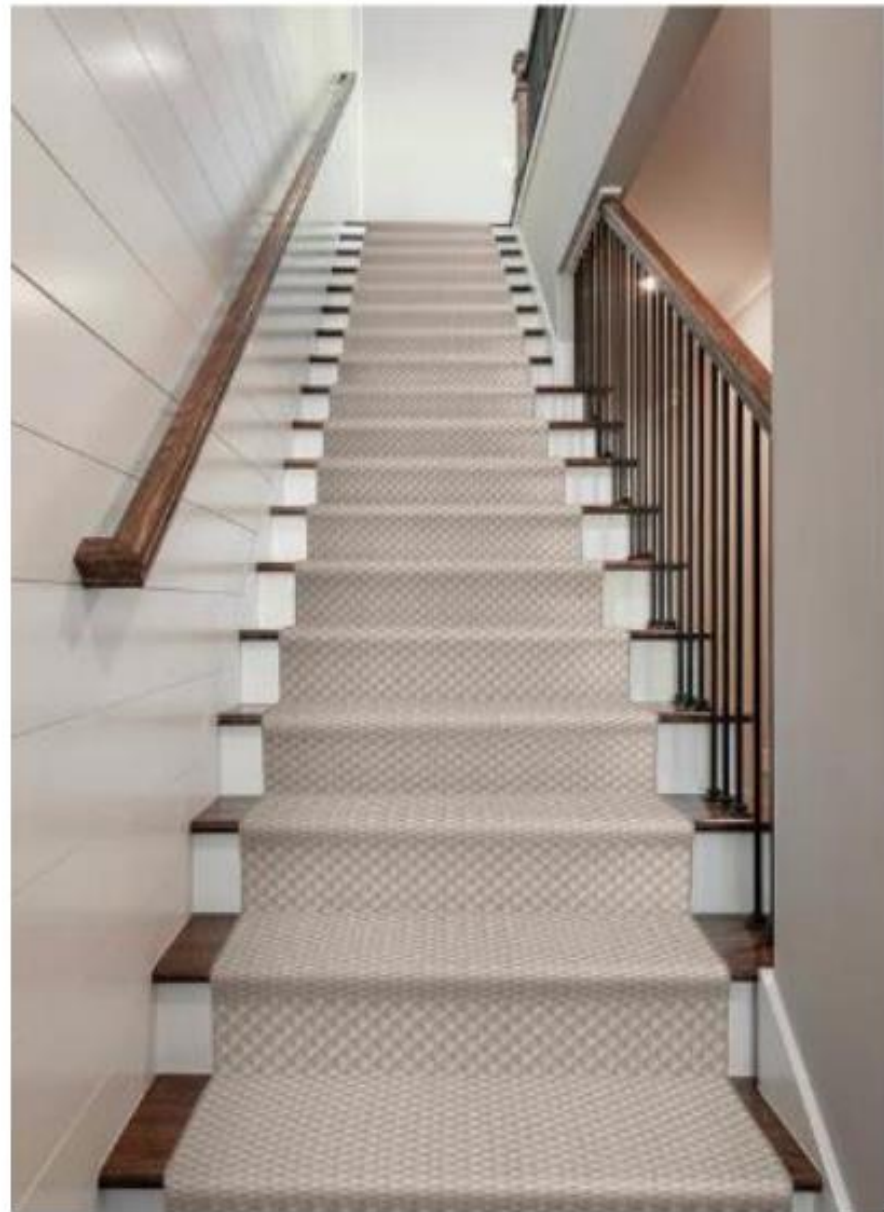
### BINDING

An edge treatment that is matched to the primary color of the rug or runner.



### SERGING

A color coordinated matching yarn provides a handcrafted visual to the edge of the rug or runner.



CREATE A CUSTOM RUG OR STAIR RUNNER USING ANY SPECIAL-ORDER CARPET!

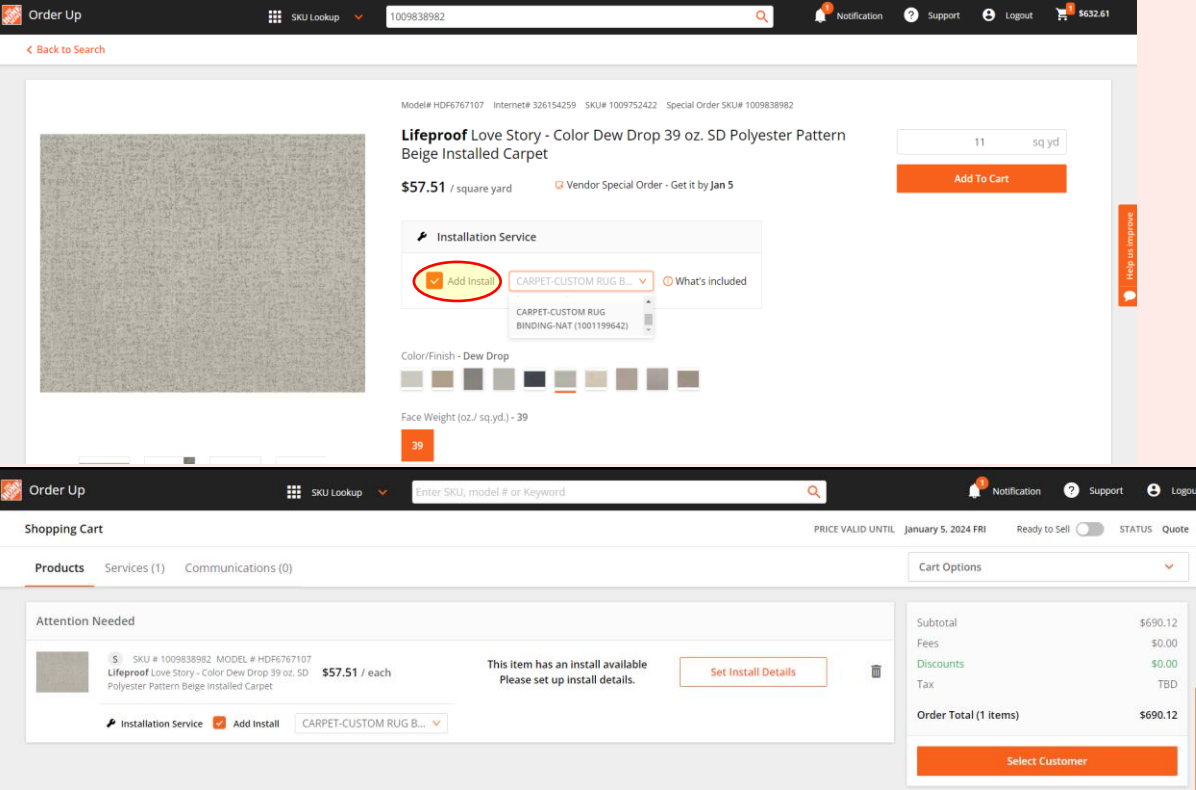


# Custom Rug Program | How to Order

## Where to Start

1. Customers should select the carpet style, color, size and shape they would like for the custom rug.
2. Use the yardage calculator at <http://makearug.com/Calc2.aspx> to calculate the amount of carpet and edging material to order (based on the rug dimensions)
3. Set your customer's expectations on the timeframe for the binding/surging of their rug and that this is a **custom product – it is non-refundable.**


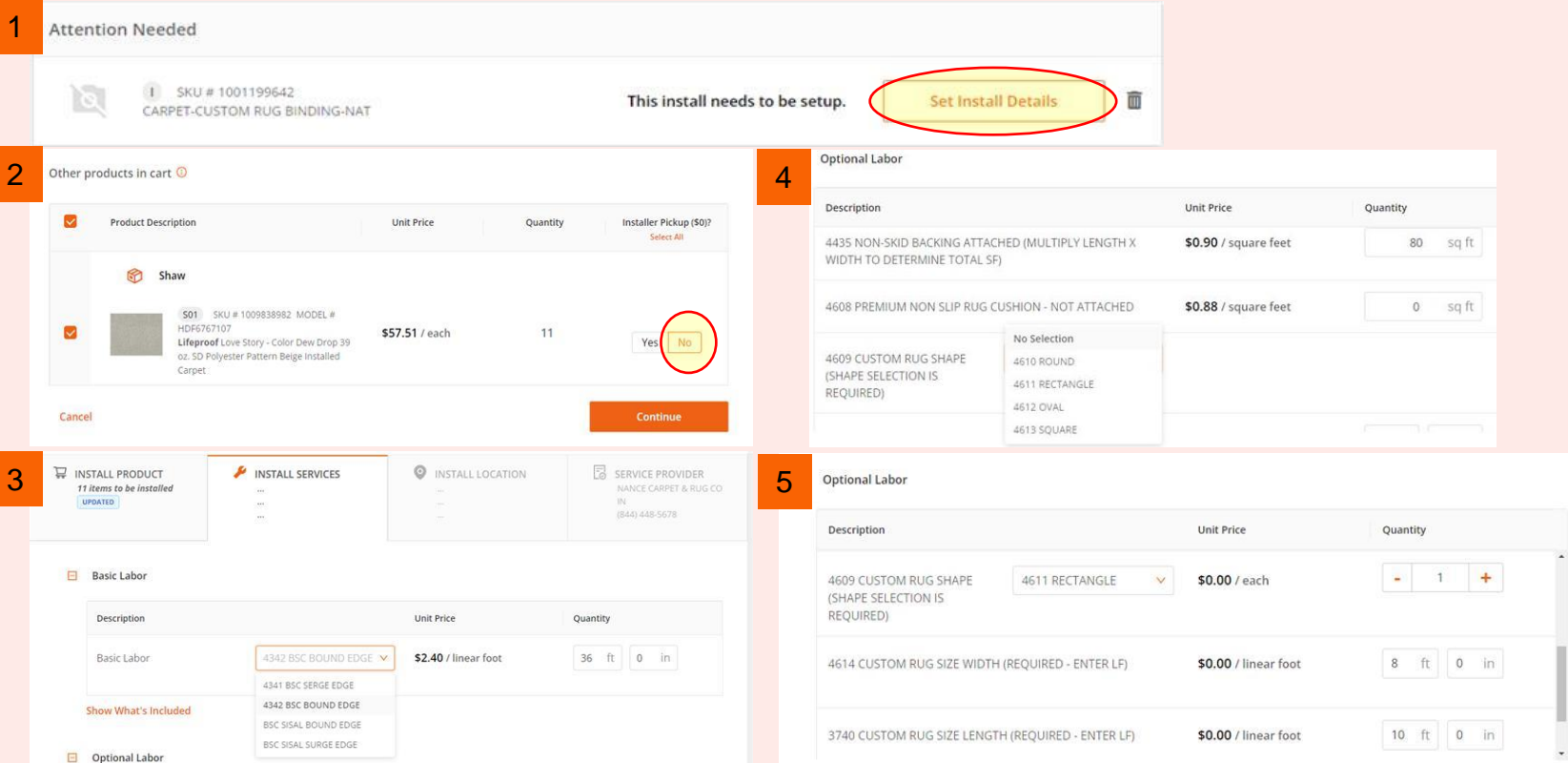
**How to Order** – The below process applies to all products with the exception of Nourison, please see page 5 for Nourison instructions.

Step	Action	Visual
1	<ul style="list-style-type: none"><li>- In Order Up, search for the carpet that your customer has selected.</li><li>- Check the “Add Install” box and scroll down until you see Carpet Custom Rug Binding – Nat. Select this option (no measure)</li><li>- Enter the qty in Sq. yards for the rug and add it to your cart.</li><li>- Your cart should look similar to the photo to the right</li></ul> <p>Go to <a href="http://makearug.com/Calc2.aspx">http://makearug.com/Calc2.aspx</a> to calculate the amount of carpet and edging material to order</p>	

**\*\*This product is ship to installer. The ‘installer’ is Nance who binds the rugs. See step 5.**



# Custom Rug Program | How to Order (continued)

Step	Action	Visual						
2	<p>- Once in your cart click on select customer and find your customer using their phone number, email address, customer account ID, etc.</p>							
3	<p>- In your cart, click on the "Select Install Details Button"</p> <p>- Select "No" for installer pickup (product needs to ship to installer who binds the carpet)</p> <p>- Enter the edging qty in linear feet and select how the customer would like the carpet edged.</p> <p>- Select from the backing options</p> <p>- Select the shape of the rug your customer would like</p> <p>Go to <a href="http://makearug.com/Calc2.aspx">http://makearug.com/Calc2.aspx</a> to calculate the amount edging and backing material to order</p> <p>Only select the BSC SISAL options if the selected carpet is a Sisal product. Sisal only applies to the two product SKUs below.</p> <table border="1" data-bbox="203 1249 547 1328"> <thead> <tr> <th>SKU Description</th> <th>Special Order SKU #s</th> </tr> </thead> <tbody> <tr> <td>S/O Tan Sisal - Custom Rug</td> <td>1006782933</td> </tr> <tr> <td>S/O Grey Sisal - Custom Rug</td> <td>1006782935</td> </tr> </tbody> </table>	SKU Description	Special Order SKU #s	S/O Tan Sisal - Custom Rug	1006782933	S/O Grey Sisal - Custom Rug	1006782935	
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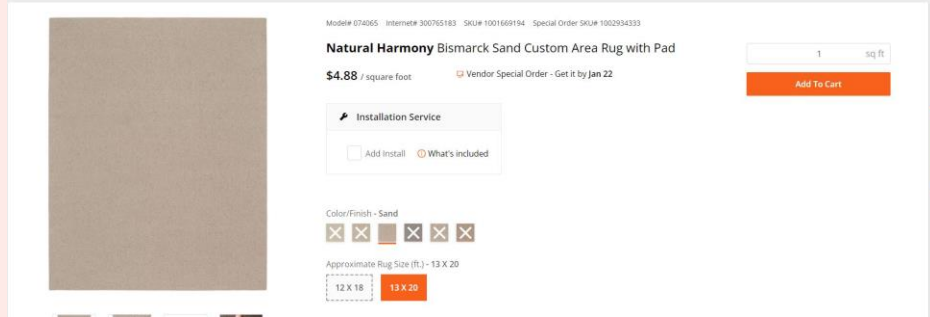
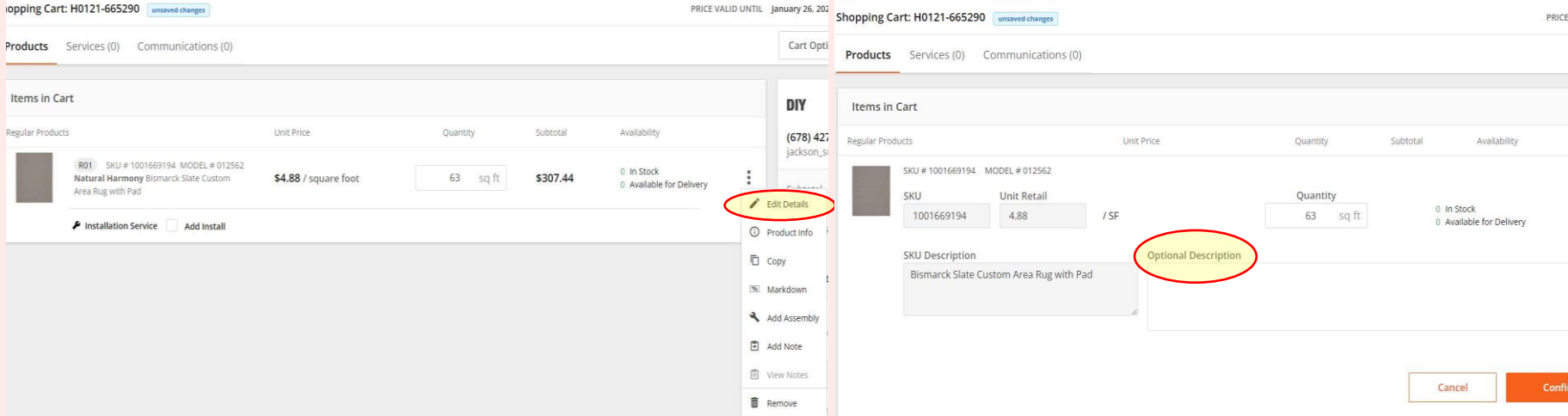
# Custom Rug Program | How to Order (continued)

Step	Action	Visual
4	<p>Enter the customer's ship to address and phone number.</p> <p>In the special instructions make sure to add the shape and size of the custom rug</p> <p>On the service provider screen make sure that the provider is listed as Nance</p>	
5	<p>Click on "Proceed to Fulfillment Selection"</p> <p>Select "Delivery"</p> <p><b>**THIS STEP IS CRITICAL**</b></p> <p>Select <b>'Ship To Installer'</b> for the <b>'Ship To'</b> under the S/O Destination</p> <p>Installer <b>must</b> be selected to have the material ship to the installer, Nance, who will create the custom rug.</p>	
6	<p>Once all the above steps are complete return your cart and select 'Proceed to Checkout'</p>	

**\*\*This product is ship to installer. The 'installer' is Nance who binds the rugs. See step 5.**



# Custom Rug Program | Nourison Ordering Instructions

Step	Action	Visual
1	<p>Search for the Nourison Area rug your customer has selected. Please note that the area rug SKU is different from the product SKU.</p> <p>Calculate the sq yardage for the rug (i.e. an 8x10 rug would be 80 sq ft) add that amount to your cart</p>	
2	<p>Once in your cart click on the vertical ellipsis in right corner of the item and click "Edit Details".</p> <p>This will bring up an Optional Description Field. For this program this is not optional. Please type out the length, width and shape of the custom rug and any other details that you would like Nourison to have</p> <p>Once done proceed with check out as you normally would</p>	

Please note:

- This program goes through one vendor and is **not** ship to installer.
- Nourison will receive the order and bind the carpet in house
- Cost includes binding, rug pad, and delivery to home
- Rug will ship in 10 days or less

