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Originally established in 1996 as Oriental Carpets & Rugs by Gary and Diane Tippett, the business was created with a focus on offering a great value product range with personable customer service and a speedy and efficient delivery service. These values still stand true more than 25 years later.

Oriental Carpets & Rugs spent its formative years growing its customer base organically through word of mouth and occasional marketing. The foundation of the growing customer base was built with independent retailers and market traders. Over the years and as the sales grew, Gary and Diane were pleased to see their children, Sam, and Kirsty, take a keen interest in working for the family business.

With the next generation on board, the business has continued to grow and thrive, with the original values of great customer service, great value products and efficient operations remaining firmly in place. Sam and Kirsty have each brought their own strengths and ideas to the table, having both worked in other industries prior to committing to the business. With this they have worked side by side to create product ranges that are ultra-modern, diverse and on trend, whilst also incorporating a sharp focus on digital merchandising.

In 2014 the decision was made to modernise and create a more consumer friendly brand – Think Rugs. With the aim of keeping things simple and memorable Think Rugs was born alongside a full rebrand and launch of our most comprehensive digital merchandising package yet. As the brand evolved so did the customer base, with the foundation remaining firmly intact, Think Rugs began to attract larger and more diverse customer types including multichain retailers, charities, and online retailers as well as an international customer base across Europe.

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