



product



[choicesflooring.com.au](http://choicesflooring.com.au)



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# meet the product team



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strategic  
product  
development

To continue aligning the strategic direction set by the Board, the Product Team has introduced over 35 exclusive brands into the marketplace.

To support these exclusive brands, brochures have been created for members to use as sales and reference tools.

As a result of our strategic exclusive product development, plus strong relationships with alliance partners, we continue to see strong sales growth.



ability to align  
with retail strategy  
e.g. online magazine



generic

may be used to  
enhance the existing  
profile on display



creates a prestigious positioning, that cannot be found elsewhere

gives member retailers the competitive advantage



should be seen as complimentary ranging

can be accessed via other flooring retailers



sub-brands:



manufactured by:



Not available in NZ



Boasting stunning timber designs that provide the flexibility to be installed throughout all areas of your home, embrace the next evolution in flooring with our Abode collection.

Abode flooring is exceptionally resistant to scuffs, scratches and stains, making it a perfect choice for busy family homes.





manufactured by:



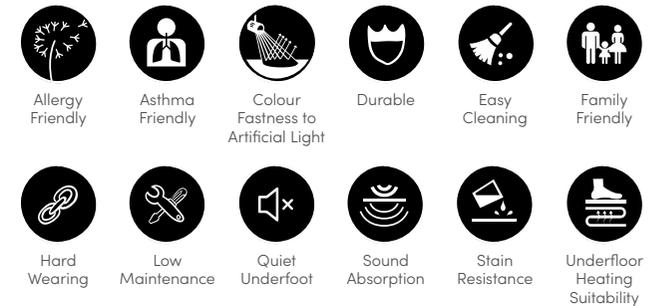
An innovation in carpet technology, our asthma and allergy friendly Brease carpet will help you create a healthy home.

Brease carpet has the added benefits of Ultra-Fresh® and Easybac® to prevent growth of bacteria, mould, mildew and fungi.

Thanks to its Active Care® treatment, Brease carpet also has a self-renewing, odour destroying treatment that reduces common odours and improves air quality.



key features:



Please note: Sensitive Choice accreditation does not extend to New Zealand

asthma  
friendly  
choices



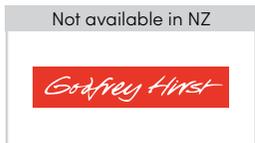


exclusive  
carpet  
range



entrend.

manufactured by:



Not available in NZ

Godfrey Hirst

entrend carpet redefines  
durability.

Our entrend carpet provides luxurious softness  
and a stunning colour palette, to ensure your  
space takes centre stage.

key  
features:



Allergy  
Friendly



Colour  
Fastness to  
Artificial Light



Durable



Easy  
Cleaning



Eco-friendly



Family  
Friendly



Low  
Maintenance



Pet Friendly



Quiet  
Underfoot



Sound  
Absorption



Stain  
Resistance



Underfloor  
Heating  
Suitability



Hard  
Wearing

family  
friendly  
choices





manufactured by:



Eternity carpet is designed to keep its sensational looks, so you can continue to enjoy its outstanding qualities for many years to come.

Everyone dreads that first spill or stain, with Eternity carpet you can relax knowing that its superior stain resistance will ensure it comes up like new time after time.

key features:





ultimate  
choices

family  
friendly  
choices

\$ → \$\$ → \$\$\$



manufactured by:



Eternity Inception is a carpet like you've never seen before.

Our Eternity Inception carpet is specially designed to keep its sensational looks for many years to come.

key features:

-  Colour Fastness to Artificial Light
-  Durable
-  Easy Cleaning
-  Family Friendly
-  Hard Wearing
-  Low Maintenance
-  Quiet Underfoot
-  Rental Friendly
-  Sound Absorption
-  Stain Resistance



family  
friendly  
choices



manufactured by:



Influenced by the patterns and textures of timber and stone, the inspirational luxury vinyl designs within our Genero Collection will provide the perfect flooring solution for your lifestyle.

The luxury vinyl flooring solutions within our Genero Collection also eliminate the noisy foot-falls that are often associated with real timber and stone flooring, to create a quieter and warmer environment in your space.

sub-brands:







manufactured by:



What defines a luxurious carpet? It's simple, The Harlow Collection.

From its exquisitely soft fibres to its stunning colour palette, our Harlow Collection of carpet redefines ultimate luxury.

key features:



Allergy Friendly



Colour Fastness to Artificial Light



Durable



Easy Cleaning



Family Friendly



Hard Wearing



Pet Friendly



Quiet Underfoot



Sound Absorption



Stain Resistance



Underfloor Heating Suitability



ultimate  
choices

\$ → \$\$\$



manufactured by:



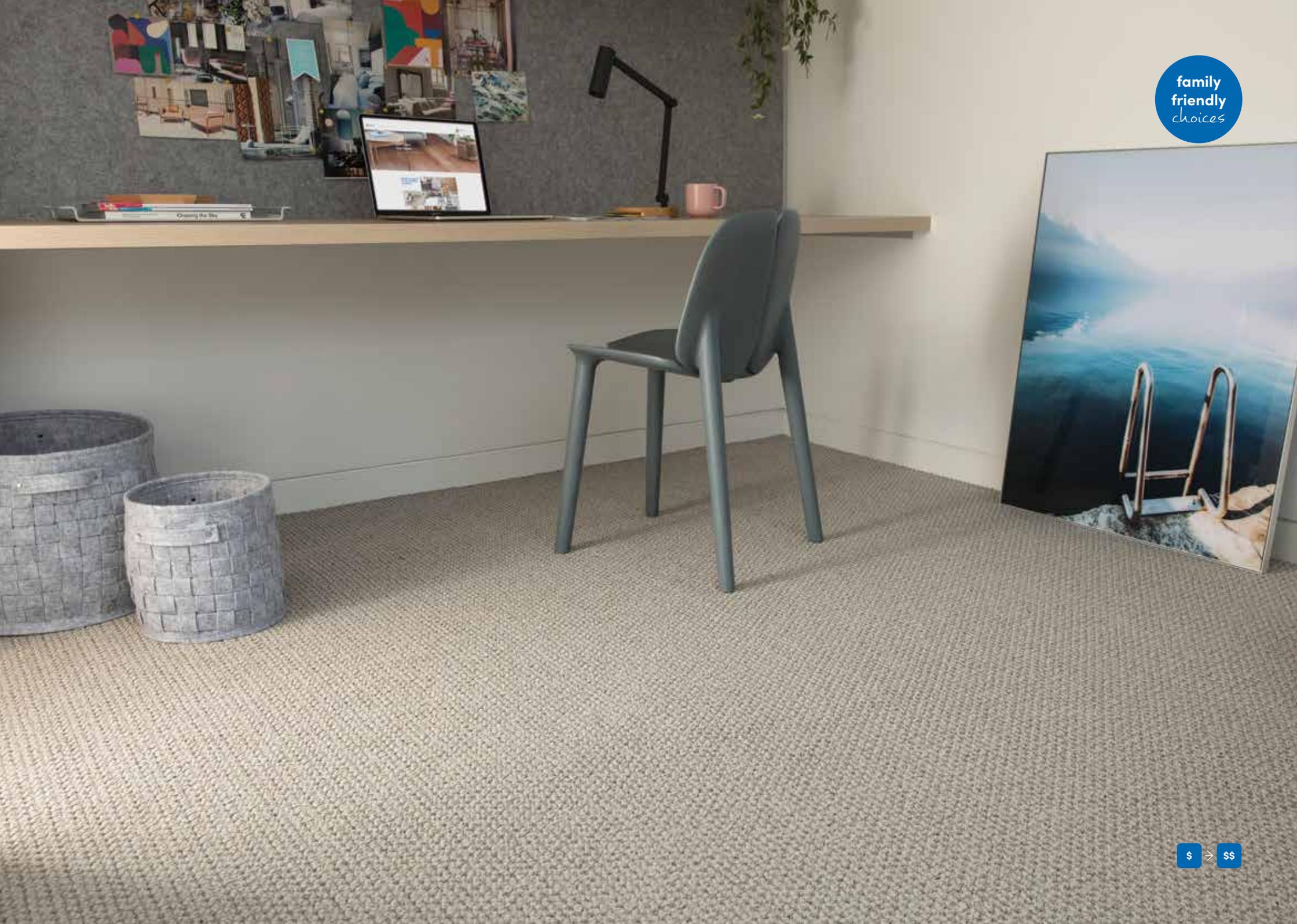
Creating the look you want for less, our Haven carpet combines practicality and style to provide the perfect foundation for your home or investment property.

Able to withstand the everyday activities of those with busy lifestyles, the durability of Haven carpet will put your mind at ease.

key features:

- Durable
- Easy Cleaning
- Family Friendly
- Hard Wearing
- Low Maintenance
- Pet Friendly
- Quiet Underfoot
- Rental Friendly
- Sound Absorption
- Stain Resistance

family  
friendly  
choices



\$ → \$\$

exclusive  
window  
furnishings  
range

MOO   
COLLECTION by CHOICES FLOORING

With the latest in colour, design and texture, Choices Flooring's exclusive range of window furnishings, is the perfect addition to your interior.

available in:



ROLLER BLINDS



VENETIAN BLINDS



ROMAN BLINDS



VERTICAL BLINDS



PANEL GLIDES

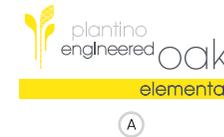


SHUTTERS





sub-brands:



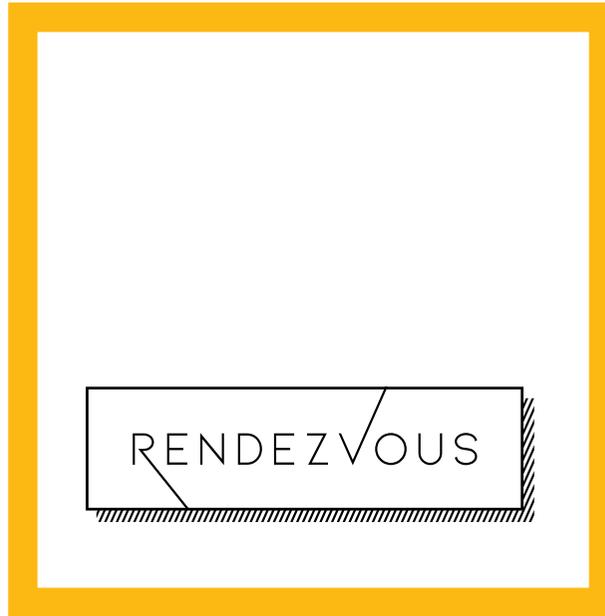
manufactured by:



Loved by designers for its stunning timber and bamboo designs, bring the outdoors into your home with our Plantino Collection.

Featuring the latest designs in timber, bamboo and laminate, our Plantino Collection provides timeless flooring solutions for your space.





manufactured by:



Rendezvous ranges are made from 100% MEP fibre (Molecular Enhanced Polyester) which has been altered at the molecular level to make it more durable for a busy household.

Changing the molecular structure of the 100% MEP Fibre also means that there are less dye sites in the yarn for the stains to take hold. So, with quick attention and by following correct maintenance procedure, the stains on your Rendezvous carpet will be easy to remove.

With a carefully curated colour palette featuring some warm & cool neutrals, as well as mid to dark greys, Rendezvous carpet made from 100% MEP Fibre will give you a soft & luxurious feel underfoot.

key features:



Colour Fastness to Artificial Light



Durable



Easy Cleaning



Eco-friendly



Family Friendly



Hard Wearing



Quiet Underfoot



Stain Resistance



family  
friendly  
choices

\$\$



manufactured by:



Combining the latest technology and colour trends, our Serenity Collection carpet has the perfect soft flooring solution for any family home.

From sustainable fibres to the softest, most durable and easy to clean carpet on the planet, the Serenity Collection has a carpet to suit every family budget and style.

key features:



Colour Fastness to Artificial Light



Durable



Easy Cleaning



Eco-friendly



Family Friendly



ultimate  
choices

\$\$



manufactured by:

Bremworth

Signature<sup>®</sup>  
signaturefloors

VICTORIA CARPETS<sup>®</sup>  
Established 1950

Reward your instincts with the unmatched luxury of our Temuka wool carpet.

Temuka brings the natural warmth, luxury and strength of wool carpet into your home.

Due to its natural wool fibres and fashionable designs, Temuka carpet will allow you to create the perfect ambiance for your home.

key features:



Durable



Easy Cleaning



Family Friendly



Hard Wearing



Low Maintenance



Natural Fibre



Quiet Underfoot



Sound Absorption



Stain Resistance



natural  
choices

\$\$ > \$\$\$



manufactured by:

*Bremworth*

**Feltex**

VICTORIA CARPETS  
Established 1958

Not available in NZ

**ec**  
love the loop

*Godfrey Hirst*

**TUFTMASTER**  
carpets

Windsor Wool carpet gives you the best of both worlds - the choice of a supreme pure wool in addition to the practical affordability of a wool blend.

Windsor Wool carpet has been manufactured to deliver outstanding performance, so no matter how busy your lifestyle may be, your Windsor Wool carpet will remain timeless.

key features:



Durable



Easy Cleaning



Family Friendly



Hard Wearing



Low Maintenance



Natural Fibre



Quiet Underfoot



Sound Absorption



Stain Resistance



natural  
choices

\$ → \$\$ → \$\$\$



manufactured by:



## Love the difference.

Formulated to make carpet richer, thicker, softer, and more luxurious, our asthma and allergy friendly Comfort CHOICE underlay will improve your carpets feel and performance.

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sub-brands:



Classic is more than just entry level, it offers superior comfort and performance.



Deluxe comes with additional density and thickness providing you increased comfort underfoot.



Ultra offers the highest density and thickness in the range, perfect for those wanting luxurious softness and maximum performance from their carpet.

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other preferred underlay supplier:



A close-up, low-angle photograph of a person's bare feet on a light-colored, textured carpet. The person is wearing dark blue denim jeans. The lighting is soft and natural, highlighting the texture of the carpet and the skin of the feet. The background is slightly blurred, showing a white wall and a green chair leg.

asthma  
friendly  
choices



manufactured by:



(A)



(A)



(NZ)

## rugs

A rug can change the look and feel of a room. It helps create a zone in open plan living or add depth to a space. With an array of colours, designs and textures, we have a rug to suit every room.



alliance  
partners

Across all product categories we have over 50 alliance partners.



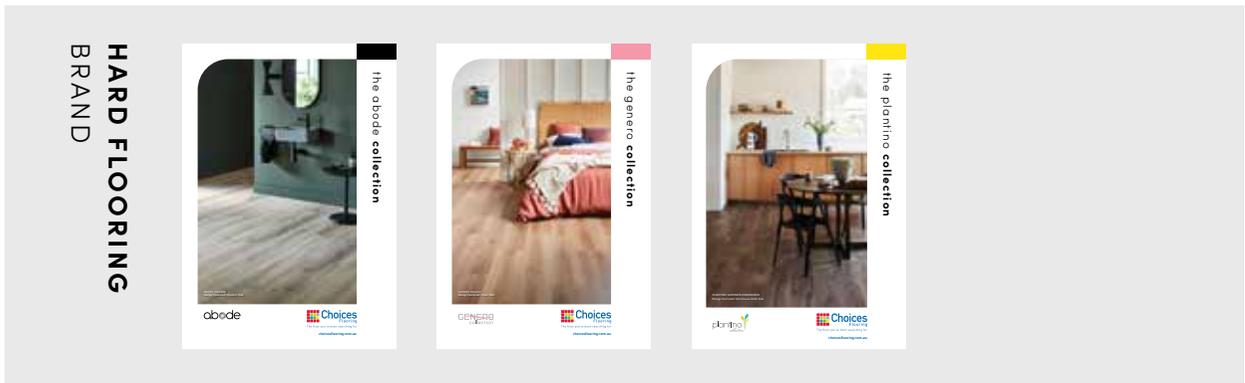
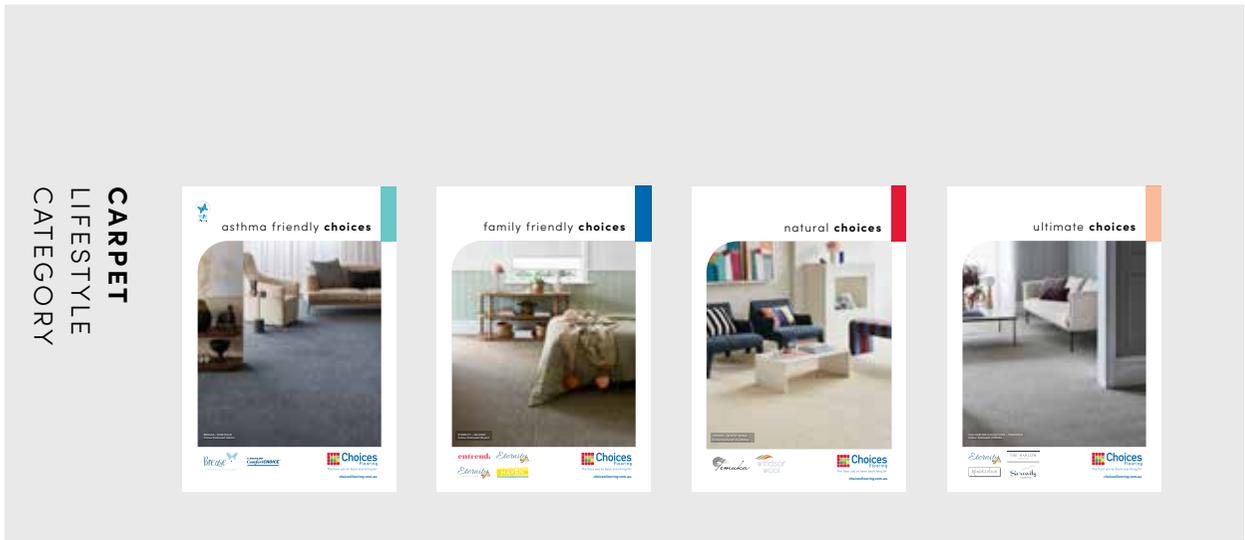
NZ only





product brochures

Creating a consistent and professional look and feel.





**entrend.** OR CODE HERE manufactured by Alliance Partner Logo

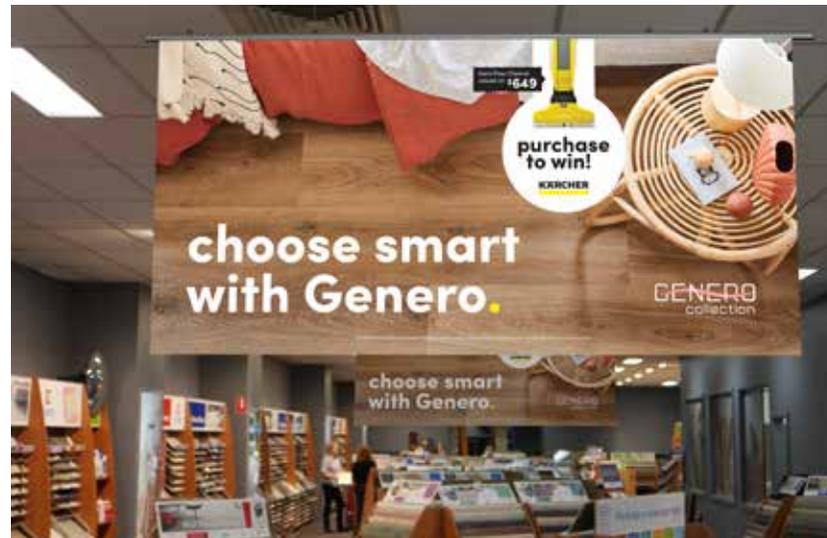
**entrend** carpet redefines durability while also providing luxurious softness and a stunning colour palette, to ensure your space is centre stage.

<b>Range Name</b>	<b>Laying/Installation</b>
<b>Colour</b>	It is recommended that this carpet be laid in accordance with A.S. 2205 unless otherwise stated.
<b>Style</b>	<b>Colour Variation:</b> Colour variations in samples may vary due to normal dye lot variation.
<b>Material</b>	<b>Shading:</b> Shading is a feature characteristic of any fibre cut pile carpet. The highlighting and shading is caused by pressure on the carpet pile during use. This is not a manufacturing fault and should be discussed with your salesperson.
<b>Width</b>	<b>Pattern Match:</b> It is applicable to all patterned carpets, pattern match cannot be guaranteed. We further suggest you discuss pattern matching with your local Choices Flooring store.
<b>Pattern Repeat</b>	

**Choices Flooring**  
The floor you've been searching for.  
choicesflooring.com.au



price tickets & POS





The floor you've been searching for

[choicesflooring.com](https://www.choicesflooring.com)

Information correct at time of printing (March 2022)