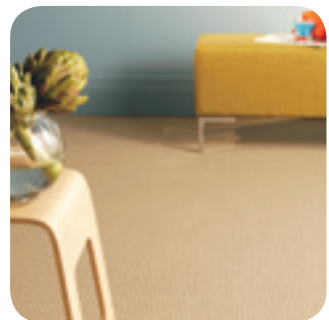
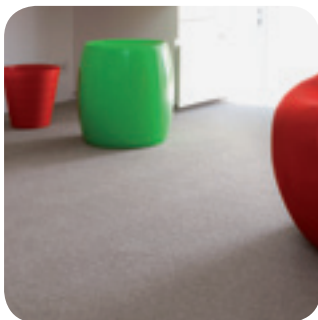


**DUNLOP**  
**ComfortCHOICE**



Love the difference



 **Choices**  
The floor you've been searching for



# Feel the difference

## The comfortable choice

Selecting and purchasing carpet for your home is an important decision and represents a significant investment. Choosing the right colour, style and fibre are all important considerations, as is ensuring that you have the best carpet underlay to improve your carpet's feel and performance.

Dunlop Comfort CHOICE is a premium domestic carpet cushion range formulated to make carpet feel richer, thicker, softer and more luxurious. It also makes a significant difference to the durability of carpet. In fact, a quality carpet cushion such as Comfort CHOICE can extend carpet life by up to 50%\*.

Comfort CHOICE comes in three different comfort levels including Classic, Deluxe and Ultra, as indicated by the Comfort Index.



\*Australian Wool Testing Authority (AWTA) Hexapod Wear Tests indicate improved carpet appearance retention of 50% when incorporated with carpet cushion.

## The sensitive choice



Dunlop Comfort CHOICE has been accepted into the National Asthma Council of Australia's Sensitive Choice program. This initiative has been implemented to assist consumers in identifying products that are low-irritant, low allergy and may benefit people with asthma and allergies.

More than two million Australians have asthma, while it is estimated that up to 40% of the population are affected by allergies. These alarming statistics validate the need to develop a carpet cushion that helps to create a healthy environment.

In order to qualify for the Sensitive Choice program products must demonstrate to a panel of experts that they have the potential to benefit people with asthma and/or allergies. Dunlop Comfort CHOICE has met these strict criteria and earned the right to feature the Sensitive Choice logo.

The Sensitive Choice program also provides the National Asthma Council Australia, a not-for-profit organisation, with additional funding to further important educational programs that may benefit people with asthma and/or allergies.

## The Australian made choice



We all recognise the benefits of buying Australian made products. Not only does it create jobs, boost the economy and improve our overall standard of living, it also gives us well-made products that have been specifically designed by Australians for Australian conditions.

The Australian Made logo is reputedly the most recognised and trusted product symbol of Australia and helps consumers identify truly Australian Made products quickly and easily. Dunlop ComfortCHOICE proudly features this logo.

## The healthy choice



Scientific evidence has established that the presence of bacteria, mould, mildew and fungi in interior environments can be a major contributor to health problems.

Dunlop has addressed this by incorporating the proven antimicrobial Ultra-Fresh, into its carpet cushion. Independent research confirms that Dunlop carpet cushion with Ultra-Fresh helps to control dust mites and may assist in the prevention of asthma and other allergies triggered by them.

Ultra-Fresh also provides lasting hygienic freshness, effective odour protection and extends carpet life by resisting deterioration.

## Asthma Fact File

- Over 2 million Australians have asthma, which translates to 14 -16% of children and 10 -12% of adults.
- Allergies occur when your body's immune system reacts to substances in the environment, known as allergens, that do not bother most people.
- Asthma symptoms include tightness in the chest, shortness of breath, a wheeze or a whistling sound as you breathe, or a cough (especially at night or early morning).
- Most people with asthma only have asthma symptoms when they are near something that irritates the airways, or when they do strenuous exercise without the right preparation.
- If you are exposed to an allergen that you are sensitive to, you can develop an allergic reaction that leads to redness and swelling, which can be irritating or uncomfortable.
- Allergic reactions can affect your nose and/or eyes, causing hay fever (allergic rhinitis and/or conjunctivitis); your skin, causing eczema or hives; or your lungs, causing asthma.
- Triggers can cause the airways to become narrow and inflamed, leading to asthma symptoms. Avoiding triggers, if possible, can help to control asthma.

Australian made, Dunlop ComfortCHOICE is guaranteed for the life of your carpet

 **DUNLOP**  
**ComfortCHOICE**<sup>®</sup>



## The smart choice

Features & Benefits

- Makes carpet feel richer, thicker and more luxurious
- Improves acoustics by reducing noise transfer
- Acts as a thermal insulator
- Improves carpet appearance and retention
- Extends the life of carpet
- Suitable for all floor types, including heated slabs
- Green Label accredited for indoor air quality
- Ultra-Fresh treated to reduce mould, mildew and dust mites
- Environmentally friendly, 100% recyclable
- Australian Made
- Guaranteed for the life of the carpet
- Meets Australian Standards AS 4288-2003 for soft underlays

## Comfort and support you can feel

The only way to truly experience the genuine comfort of Dunlop ComfortCHOICE is to put it to the walk test. Only then will you come to appreciate its luxurious feel. This luxury is largely due to its high resilience, which is engineered into the cushion's bonded polyurethane construction.

Developed to achieve a balance of comfort and support, you can be assured Dunlop ComfortCHOICE will keep feeling luxurious for years to come. Take a walk at your nearest Choices retailer and experience the comfort of Dunlop ComfortCHOICE for yourself.



**DUNLOP**  
**ComfortCHOICE**

For more information about asthma visit the National Asthma Council website, [www.nationalasthma.org.au](http://www.nationalasthma.org.au) or email [nac@nationalasthma.org.au](mailto:nac@nationalasthma.org.au)  
For more information on Dunlop ComfortCHOICE or any other Dunlop Flooring products call 1800622293 or visit [www.dunlopflooring.com.au](http://www.dunlopflooring.com.au)



Ultra-Fresh is a registered trademark of Thomson Research Associates

\*The butterfly symbol indicates that an individual's exposure to asthma or allergy triggers may be reduced but this does not mean that an individual's asthma or allergy symptoms will necessarily diminish. Products should be used only for their intended purpose and strictly in accordance with the manufacturer's instructions at all times. The sponsorship fees from the relationship with this manufacturer enable the NAC to continue to lead the attack against asthma. For more information visit [www.sensitivechoice.com.au](http://www.sensitivechoice.com.au)