



choicesflooring.com

natural
CHOICES

A U S T R A L I A



A photograph of a sheep standing in a grassy field during sunset. The sun is low on the horizon, creating a warm, golden glow. The sheep is in the foreground, looking towards the camera. Other sheep are visible in the background, slightly out of focus. The overall mood is peaceful and natural.

WHY BUY WOOL CARPET?

Wool is a natural fibre that's been used in carpet for centuries, and is the perfect natural choice for those looking to add beauty and luxury to their home.

Wool carpet is incredibly durable, it also naturally repels and resists stains and disguises dirt, meaning it will maintain its appearance over many years.

If you suffer from allergies, the beauty of wool extends to its health benefits. Wool carpet resists dust mites, mould and bacteria and its fibres cannot be inhaled making it a great natural, non-allergenic choice.

In addition to looking good, wool carpet absorbs sound and cushions the home against echo and room to room transfer noise. With the added benefit of being naturally fire resistant, it's a simple choice.

Available in a range of colours, you're spoilt for choice when it comes to selecting your desired shade.

Whichever wool carpet option you choose, you'll love its natural beauty, durability and take comfort in its enduring quality.



natural CHOICES

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BEFORE YOU BUY

Throughout this brochure you may notice a colour variation between the room and swatch images. Both are the best possible representation of that product within two different photographic environments. It is important to keep in mind that there are a number of variances in addition to lighting that may affect the way your carpet looks. This can include the pile direction, paint colour on walls, furniture and décor items that can alter the appearance of your carpet.

HOW LIGHTING AFFECTS THE LOOK OF YOUR FLOOR

Flooring is one of the biggest surface areas in your home and a key design element to any interior. When selecting your carpet, colour plays just as much of an important role as price, style and quality.

It is important to take into consideration how your selected carpet may look once it is installed in your home as the lighting in the room will have a significant impact on the way the colour of the carpet is perceived.

For example, carpet that is laid in a room that receives little to no natural light will appear drastically different to a room that has a lot of natural light coming in. The carpet will also appear different as the light changes throughout the day and transitions from morning to night.

THE EFFECTS OF ARTIFICIAL LIGHTING

Natural sunlight is not the only lighting that has an impact on the colour of your carpet; the type of light fixtures you have in the room will also play a part in how the carpet will look in your room.

Indirect lighting, such as a wall bracket aims light toward ceilings or walls, whereas a lampshade or floor lamp has a wider spread of light, therefore the light displayed will rebound against walls and floor.

For the best representation, we recommend going into your local Choices Flooring store and request to take a sample of your desired colour home. In addition, take a sample that is a shade darker so you can compare the two shades in both natural and artificial light at various times throughout the day to ensure you are happy with the true colour of the carpet within your room.



Wall colour and furniture can appear to change the tone of your carpet due to colour reflection.

The actual swatch generally appears most like the mid to dark sections of the room image.

Under natural light your carpet can appear drastically lighter.

For more information, visit **choicesflooring.com** or speak with your sales consultant at your local Choices Flooring store.

WOOL CARPET CARE & MAINTENANCE GUIDE

There is nothing like the feeling of soft wool carpet underfoot. Wool not only looks great, but also acts as a natural insulator and can be a great statement piece in a room. However, it requires regular maintenance, so it is important you clean your wool carpet often to maintain that great look and feel. Your wool carpet will retain its good looks and last longer if you follow our recommended care routine.

VACUUMING YOUR WOOL CARPET

There are two types of vacuum cleaners: plain suction and beater bar. For wool carpets use a suction vacuum or a beater bar on the highest setting.

The use of rotating brush vacuums on loop pile carpet may cause damage to the pile if the setting is too low, the vacuums beater bar or brushes can damage the carpets surface, causing it to look worn and frayed. Only use manually adjustable beater bars at the highest setting.

Also, to ensure your vacuum does not lose suction you should empty the vacuum cleaner dust bag once it is half full. Check at least monthly whether the dust filter should be cleaned, or vacuum cleaner bag should be replaced. During the first few months you should preferably check this weekly.

The following vacuum cleaner features are recommended for luxuriously thick or heavy-duty soft pile carpets to help maintain your investment:

Adjustable Height – always use the highest setting where appropriate.

Adjustable Suction – use a suction level which allows the vacuum head to glide while lifting foreign matter from the carpet.

Vacuuming new wool carpets sometimes results in slight piling. This is temporary and in no way detracts from your carpet's quality and durability. A good vacuum removes any trace of piling. With a new carpet especially during the first few months, vacuum cleaning causes lint formation. This does not damage your carpet – only a fraction of the total pile weight is concerned.

PROMPTLY ATTEND TO SPILLS AND STAINS

Firstly, contain the stain – firmly blotting up any excess liquid spills and scraping up any solids. In the event of a very large stain, put a towel down and stand on it firmly to remove as much liquid as you can before applying any stain treatment. And a word of advice – NEVER rub wet wool carpet as it can cause permanent damage to the pile.

PROFESSIONALLY STEAM CLEAN

A professional steam clean should be undertaken by a reputable operator in accordance with the Manufacturers Warranties. This can remove entrapped soil particles and revive the appearance of your carpet. Do not be concerned about the wet cleaning process removing natural oil from your wool carpet – most of this was removed during manufacture as an oily carpet attracts dirt far more quickly.



For more information regarding the care & maintenance of your carpet, visit [choicesflooring.com](https://www.choicesflooring.com)





REWARD YOUR YOURSELF WITH THE UNMATCHED LUXURY OF 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 wool carpet will allow you to create the perfect ambiance for your home.

KEY FEATURES



Exclusive to
Choices
Flooring



Allergy
Friendly



Anti
Slip



Durable



Easy
Cleaning



Family
Friendly



Hard
Wearing



Low
Maintenance



Natural
Fibre



Quiet
Underfoot



Sound
Absorption



Stain
Resistance

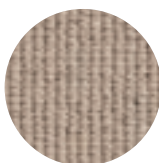


TEMUKA ASHBURY
Colour Featured: Fraser

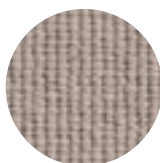
ASHBURY

Ashbury is a wool loop carpet that will bring the natural beauty, warmth and strength of a superior wool carpets into the home.

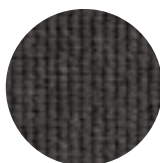
CURRENT COLLECTION



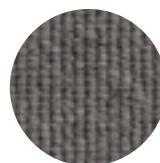
CHARLTON



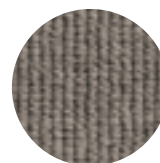
FRASER



HORTON



LARKIN



THEILE

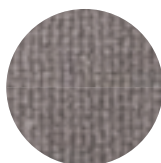


TEMUKA DORADO
Colour Featured: Canis

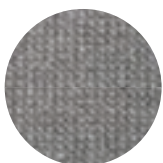
DORADO

The Dorado range is constructed from 100% European wool. Featuring a loop pile weave, this carpet has a textured and speckled design adding to the aesthetics of your space.

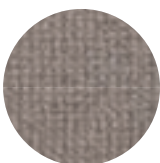
CURRENT COLLECTION



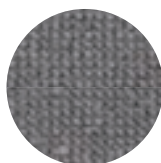
AQUILA



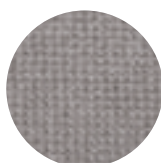
CANIS



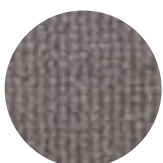
CARINA



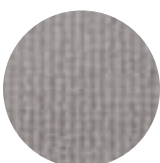
ORION



PHOENIX



SCULPTOR



TUCANA



VOLANS

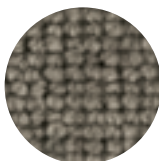


TEMUKA GLEN VALLEY
Colour Featured: Mountain Peak

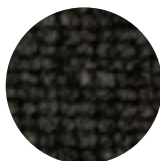
GLEN VALLEY

Audacious bold loops characterise the Glen Valley range and offers many earthly colours that will give any room a wonderfully natural look.

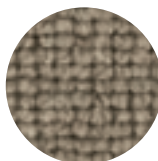
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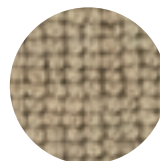
BEDROCK



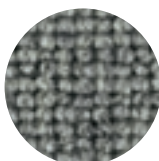
CHARRED
WOOD



DESERT SAND



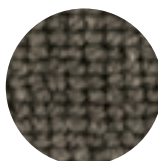
GLACIAL MIST



MOUNTAIN
PEAK



OBSIDIAN



RIVERBANK

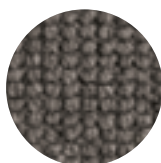


TEMUKA LANGDALE
Colour Featured: Cordovan

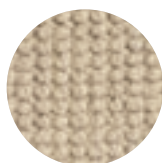
LANGDALE

Langdale is created from luxurious, undyed wool. The traditional weave design will work in any décor.

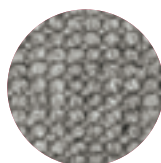
CURRENT COLLECTION



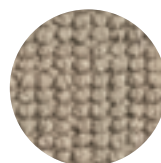
ABBOTS



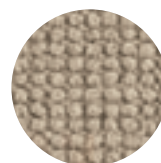
BISTRO



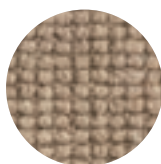
BREDA



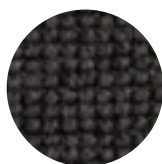
CORDOVAN



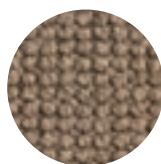
ESTATE



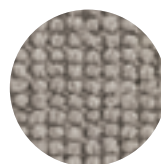
FALLOW



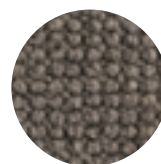
ROTHAY



SHERWIN



VARDO



WILMINGTON

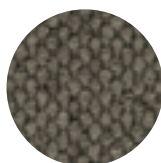


TEMUKA SENTRY RIDGE
Colour Featured: Crystalline

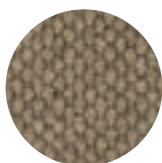
SENTRY RIDGE

Made from a natural fibre, Sentry Ridge brings the perfect balance of warmth and comfort to any home. The range consists of seven rustic and on-trend colours.

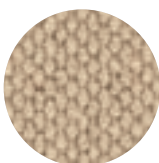
CURRENT COLLECTION



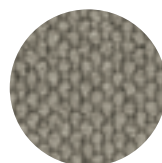
ASH GREY



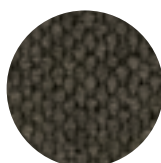
BATTELEMENTS



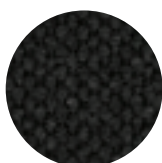
CRYSTALLINE



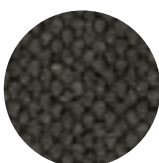
GUNPOWDER



MORNING
FOG



NOIR



SMOKEY
TAUPE

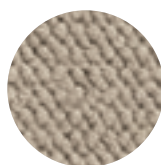


TEMUKA TOTERA
Colour Featured: Hickory

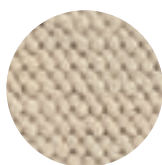
TOTERA

If you are seeking a carpet that represents quality and luxury, look no further than Toter.

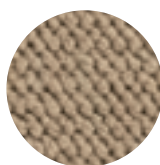
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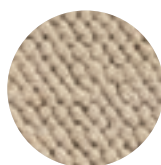
HICKORY



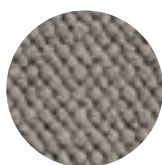
SYRUP



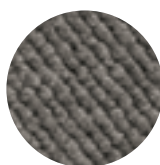
TAWNY



TORTILLA



VALLEY



WICKHAM





IT'S HEAVENLY TO SINK YOUR FEET INTO LUXURIOUS WINDSOR WOOL CARPET

Keeping you cool in summer and warm in winter, Windsor Wool carpet provides the perfect foundation for your home all year round while providing superior performance over many years as it offers unique resilience and long lasting durability.

The Windsor Wool carpet range has a stunning neutral colour palette to choose from and is available in a range of styles to suit the most contemporary home to something more traditional.

KEY FEATURES



Exclusive to
Choices
Flooring



Allergy
Friendly



Anti
Slip



Durable



Easy
Cleaning



Eco
Friendly



Family
Friendly



Hard
Wearing



Low
Maintenance



Natural
Fibre



Quiet
Underfoot



Sound
Absorption



Stain
Resistance

WINDSOR WOOL ASTONI
Colour Featured: Cooper

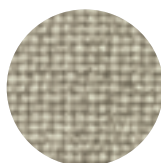


WINDSOR WOOL ASTONI
Colour Featured: Burra

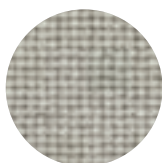
ASTONI

Made from 100% wool, Astoni is a luxurious textured carpet available in many neutral tones. The stylish chunky loop pile style not only looks great on the floor, but also provides cosy comfort underfoot.

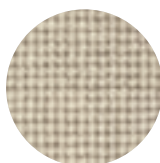
CURRENT COLLECTION



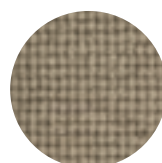
BURRA



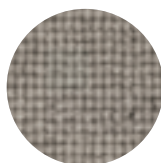
COOPER



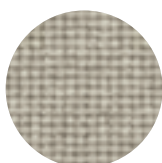
DUKE



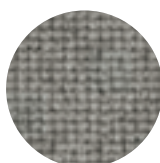
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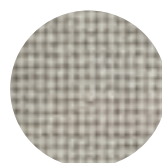
NOKOTA



REILLY



SLATE



TURANO

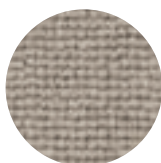


WINDSOR WOOL BEAUFORT
Colour Featured: Alaska

BEAUFORT

Manufactured with premium pure wool yarn, the Beaufort range adds interest and appeal to any interior with a unique natural look and feel.

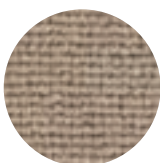
CURRENT COLLECTION



ALASKA



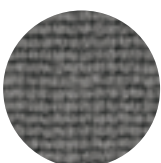
CARMACK



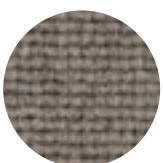
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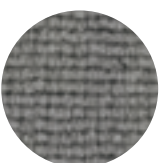
FARO



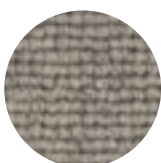
HERSCHEL



TESLIN



WHITEHORSE



YUKON

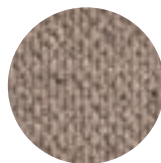


WINDSOR WOOL BRECKEN RIDGE
Colour Featured: Trivia

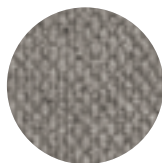
BRECKEN RIDGE

Brecken Ridge is a luxurious chunky wool loop carpet that is naturally soft but designed to be hard-wearing and is naturally stain-resistant making it easy to clean. Brecken Ridge is made from high quality New Zealand wool, a sustainable product.

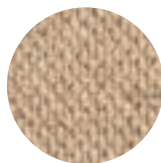
CURRENT COLLECTION



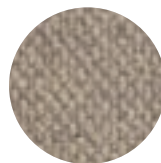
AMITY



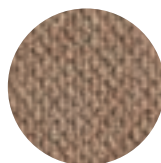
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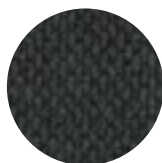
CAMBRIDGE



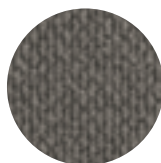
GRIFFIN



INCOGNITO



TINTERN



TRIVIA



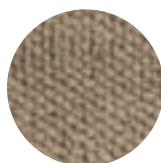
WINDSOR WOOL
BROOKSIDE
Colour Featured:
Winter Lake

Swatch colour and room image can differ due to light conditions. Refer to page 2.

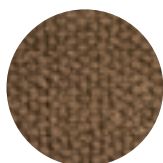
BROOKSIDE

Brookside showcases a phenomenal textured loop style in a range of nature inspired colours that exude classic sophistication. This range is also designed to withstand the demands of an active home, coming with incredible durability and resistance to stains.

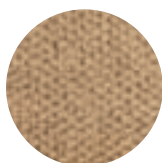
CURRENT COLLECTION



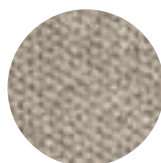
BRIDGE
WATER



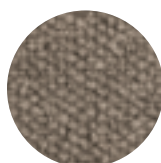
DAWN HUSH



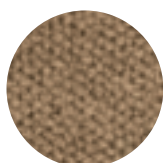
LAMBSKIN



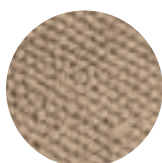
ROCKBANK



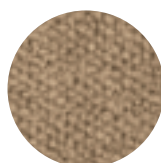
SEQUOIA



TUSOCK



WINTER LAKE



YARRA

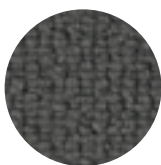


WINDSOR WOOL CAMBRIDGE
Colour Featured: Rubine

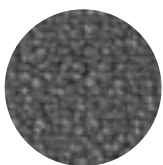
CAMBRIDGE

A chunky wool carpet that complements today's rustic and handcrafted decorator styling, Cambridge is available in a range of classic neutrals.

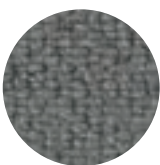
CURRENT COLLECTION



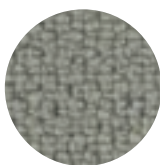
ADVENTURE



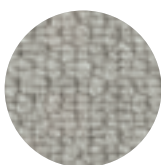
CANTON



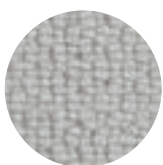
DORCHESTER



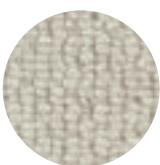
FELT



INOX



RUBINE



TRACERY

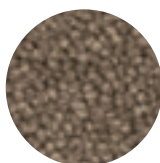


WINDSOR WOOL CLAYFIELD
Colour Featured: Jute Rope

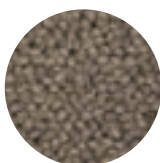
CLAYFIELD

Clayfield delivers an incredibly fantastic loop pile in an array of phenomenal colours, including some beautifully rustic stipple options; all while providing the hard-wearing and stain resistance capabilities of woollen fibre.

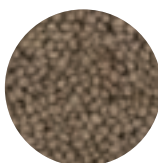
CURRENT COLLECTION



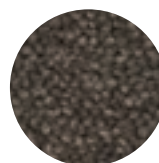
CARAWAY



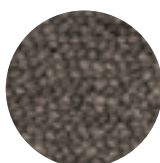
FAIR WIND



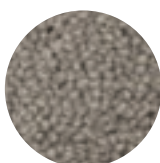
JUTE ROPE



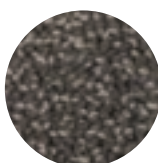
MOONLESS
NIGHT



PIPELINE
GREY



SNOWBOUND



STONECAST

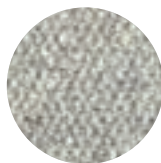


WINDSOR WOOL
CORRIGANS COVE
Colour Featured: Stetson

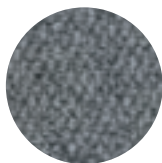
CORRIGANS COVE

Corrigans Cove is a stunningly versatile textured loop, wool range which offers a hard-wearing performance alongside a rustic aesthetic that will complement any interior.

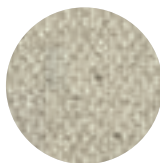
CURRENT COLLECTION



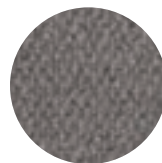
ALPINE



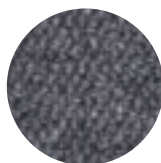
CREEK RUSH



MARBLE MIST



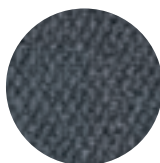
NIGHTINGALE



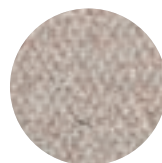
OAKWOOD



PHANTOM



SEA BASS



STETSON



WINDSOR WOOL
COTTER RIVER
Colour Featured:
Silver Birch

Switch colour and room image can differ due to light conditions. Refer to page 2.

COTTER RIVER

Made from natural fibres, Cotter River is a stunningly rustic and versatile range with a neutral but enticing colour palette suitable for any design dream.

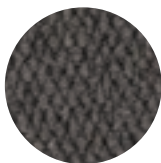
CURRENT COLLECTION



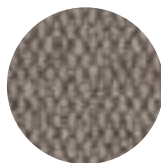
COAL



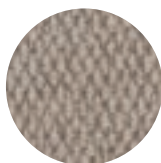
CROW



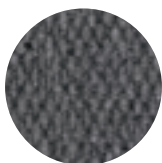
DEEP TAUPE



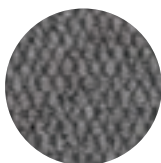
RIVERBED



SILVER BIRCH



STILL CREEK



SUMMER FOG

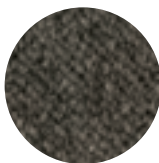


WINDSOR WOOL
FLORISTON
Colour Featured:
Dorley

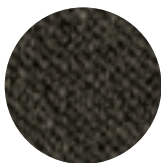
FLORISTON

A level loop 100% wool product, with a modern colour palette. This carpet boasts all the features of New Zealand's finest wool. Environmentally sustainable making this range a satisfyingly positive option for your home.

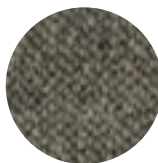
CURRENT COLLECTION



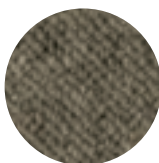
ALAMO



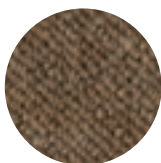
CISCO



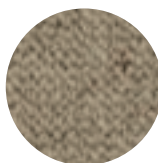
DORLEY



METWOOD



OLSEN



SHELBY

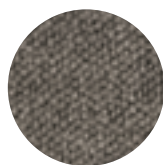


WINDSOR WOOL
GLEN WILLS
Colour Featured:
Cool Bone

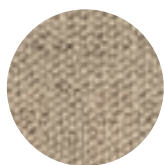
GLEN WILLS

Glen Wills is an elegant wool loop pile with an on-trend palette that will complement any décor. This carpet is made from pure wool fibres, thereby providing you superior comfort and luxury underfoot.

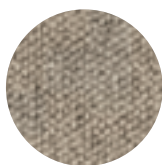
CURRENT COLLECTION



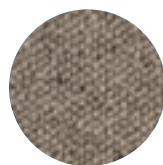
CAPRI



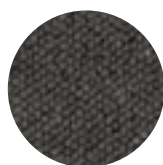
CASHEW NUT



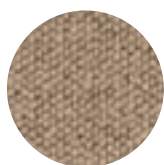
COOL BONE



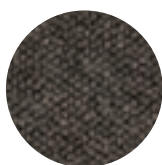
PALLADIUM



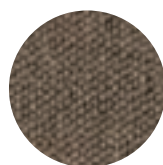
PLUNGE



RATTAN



TOMBSTONE

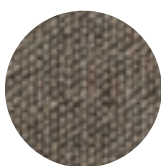
WARM
NUTMEG



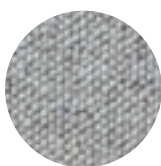
WINDSOR WOOL
HARTSVILLE
Colour Featured:
Sweet Melon

HARTSVILLE

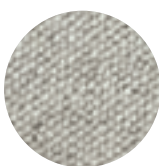
Made from 100% wool, Hartsville is a beautifully crafted loop pile range that offers the best features of durability & stain resistance among a curated colour palette that ranges from neutral tones to deep greys and charcoals.



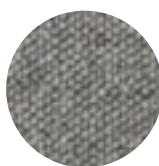
CORNUCOPIA



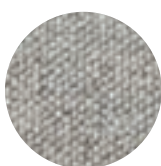
ICED SLATE



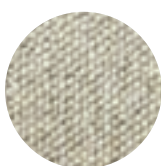
PEARLY VEIL



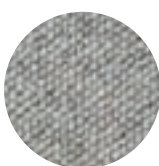
SILVER MINK



SUNDIAL



SWEET MELON



WHIRLPOOL



WOLF GRAY

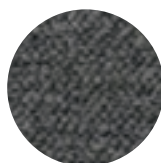


WINDSOR WOOL
HERITAGE TWEED
Colour Featured:
Command

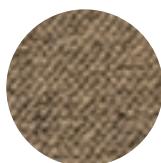
Switch colour and room image can differ due to light conditions. Refer to page 2.

HERITAGE TWEED

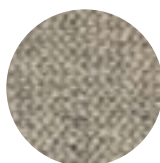
Heritage Tweed is a modern take on a classic, with all the benefits of a high-quality wool carpet. It's naturally soft to touch but is hard-wearing and resilient. Warm in winter, cool in summer creating a healthy environment for your home.



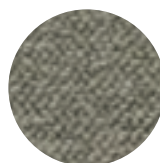
COMMAND



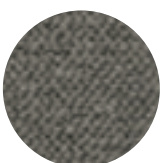
GUNFLINT



JUNIPER



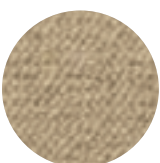
MIRAGE



PRECISION



SHIPSHAPE



SPARROW



WINDSOR WOOL KALLISTA
Colour Featured: Fawn

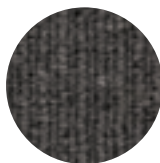
KALLISTA

Kallista is an entry level sisal that has contemporary colours ranging from warm neutrals to cool greys. Because it is made from pure wool fibre, the carpet will trap the dust mites until you are ready to vacuum, thereby improving the indoor air quality in your home.

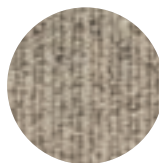
CURRENT COLLECTION



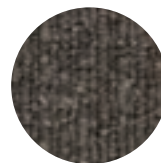
ALPINE SNOW



BURNOUT



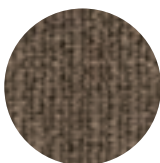
DUST



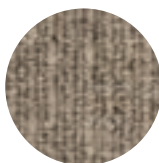
EMBERS



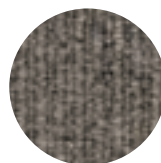
FAWN



LYREBIRD



MOONSTONE



SLATED

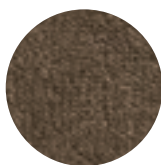


WINDSOR WOOL MAZARI
Colour Featured: Stratus

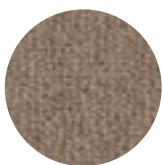
MAZARI

Bring your vision to life with Mazari. This luxurious plush pile carpet will instantly transform your space with its bold colour palette.

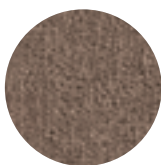
CURRENT COLLECTION



ARMADILLO



HAZEL



MALT



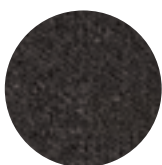
NAVAJO



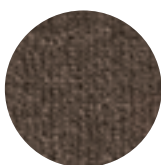
OLD
MONTEREY



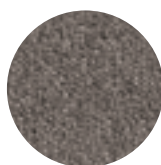
PALM
SPRINGS



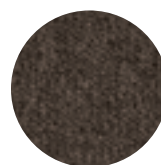
ROCKET



SPICE



STRATUS



TOTEM

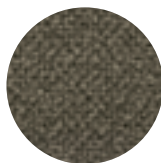


WINDSOR WOOL
MELVILLE ISLAND
Colour Featured: Aspen Grey

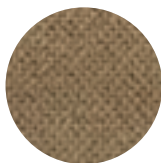
MELVILLE ISLAND

Made from hard-wearing woollen fibres, Melville Island is an incredibly innovative textured loop pile carpet that is designed to complement any interior space with its versatile design and modern colour palette.

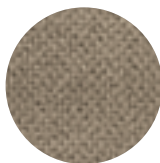
CURRENT COLLECTION



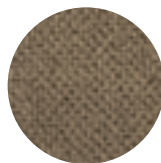
ASPEN GREY



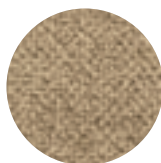
LINEN GAUZE



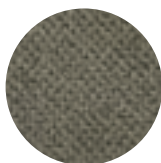
MOONSTONE



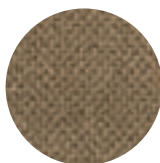
ORCHARD



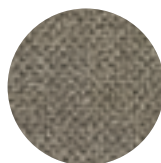
ROASTED
PACAN



SMOKE
CLOUD



VANILLA BEAN



ZINC MARLE



WINDSOR WOOL
MERINO HEATHER
Colour Featured: Solitude

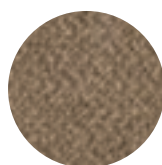
MERINO HEATHER

Merino Heather is a random wool loop carpet designed for the modern home, offering all the features of 100% wool carpet so it's naturally soft, hardwearing and easy to clean, environmentally friendly, and sustainable.

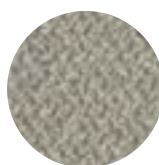
CURRENT COLLECTION



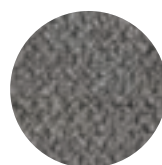
LOTUS



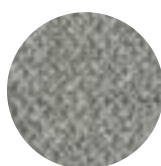
MELBA



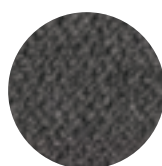
MOONBEAM



PILGRIM



RESONATE



SOLITUDE



TANNIN

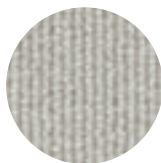


WINDSOR WOOL OCEAN ISLE
Colour Featured: Safari

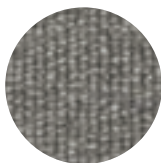
OCEAN ISLE

Invoking a sense of seaside tranquility, Ocean Isle adds a casually elegant charm to contemporary living spaces. Available in neutral shades, the level loop pile carpet, crafted from the very best New Zealand wool, is soft and texturally pleasing underfoot.

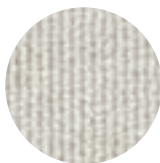
CURRENT COLLECTION



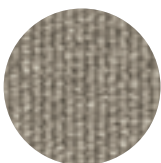
BELLCOURT



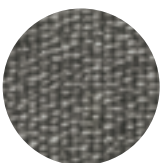
BONNIE



DEACON



KENNETT



NOBLE



SAFARI

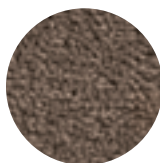


WINDSOR WOOL RISTOW
Colour Featured: Valencia

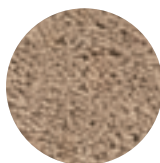
RISTOW

Ristow is a hardwearing wool blend twist carpet that is easy to care for and makes your home warm in winter and cool in summer.

CURRENT COLLECTION



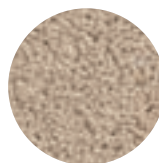
ABSTRACT



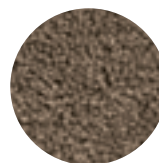
BRANDIS



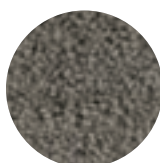
MERCURY



MODERN



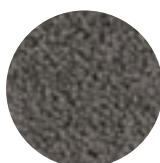
PARADOX



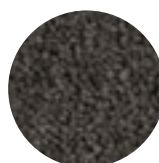
PLATINUM



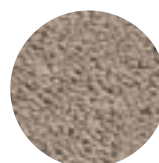
SEQUENCE



SILVER PATINA



UMBER



VALENCIA

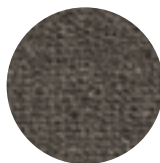


WINDSOR WOOL SAXBY
Colour Featured: Cornish

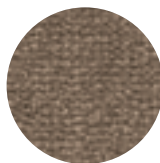
SAXBY

If you're seeking a luxurious and velvety plush carpet that satisfies the need for an uber-soft underfoot experience, look no further than Saxby.

CURRENT COLLECTION



CHANCE



CHATEAU



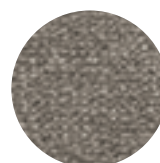
CORNISH



GRAMOPHONE



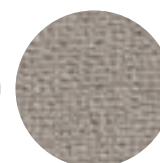
MAYPOLE



MIMOSA



SELDOM



TEMPEST

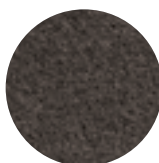


WINDSOR WOOL
TANNERS ROAD
Colour Featured:
Midnight Coal

TANNERS ROAD

Tanners Road is a wool blend twist pile carpet featuring the latest colour trends blended with colours that have stood the test of time.

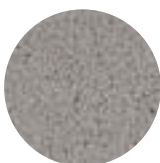
CURRENT COLLECTION



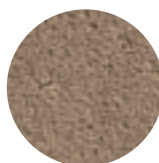
ASH BROWN



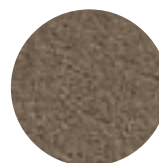
AUTUMN
TIMBERS



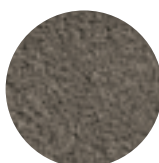
BEIJING
MOON



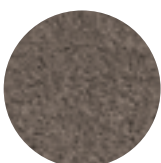
COASTAL FOG



FERN



GRANITE



HARBOR GREY



HONEY
BRONZE



MIDNIGHT
COAL



WINDSOR WOOL WILLOWSTONE
Colour Featured: Alessi

WILLOWSTONE

Willowstone is a pure wool carpet with classic berber styling. The colour palette allows you to create a warm rustic feel for your home.

CURRENT COLLECTION



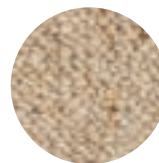
ALESSI



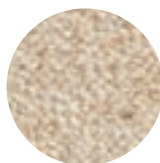
CHRISTIANNE



EVERLEY



LIANA



MADDISON



ROSELLA



VALENCIA

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Your selected TEMUKA or WINDSOR WOOL carpet is covered by one or more warranties as stated in the warranty information. For more information on the applicable warranties or guarantees on your selected carpet, please check with your local Choices Flooring consultant, or for more information visit the warranty section of the product on www.choicesflooring.com



VIEW WARRANTY
BROCHURE ONLINE

*Warranties and guarantees are provided by the manufacturer and are in addition to other rights and remedies of the consumer under a law in relation to the goods. Our goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and compensation for any other reasonably foreseeable loss or damage. You're also entitled to have the goods repaired or replaced if goods fail to be acceptable quality and the failure does not amount to a major failure. Actual colour samples shown in this brochure may vary due to the printing process. View a true representation of the range at your local Choices Flooring store. All information is correct at the time of printing (April 2023).

PILE REVERSAL / WATERMARKING

Watermarking, shading, pooling and pile reversal all refer to various types of pile distortion. If you are considering a carpet for your home, please be aware that shade variations may occur. Caused by relatively slight changes in pile from foot traffic, vacuuming, general use and the sides of fibers reflect more light than their tips, pile laying away from the observer appears lighter, while pile laying toward the observer appears darker. Areas that appear dark when viewed from one direction appear light when viewed from the opposite direction, and vice versa. These changes in pile lay are temporary and usually can be removed easily by vacuuming or brushing the pile.



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