



choicesflooring.com

ultimate
CHOICES

A U S T R A L I A

Eternity

THE HARLOW
COLLECTION

RENDEZVOUS

Serenity
collection



WHAT MAKES AN ULTIMATE CARPET?

With so many different colours, materials and designs available, it can be difficult to choose the best carpet for your home and lifestyle.

Some fibres may require frequent cleaning that simply won't fit into your busy schedule, others come with a high price tag and some may even have an effect on your health.

The carpets that are categorised into the Ultimate Choices range are premium quality carpets that deliver innovative, high quality solutions to meet the demands of your lifestyle. The carpets featured are defined by their ultra-soft fibres, density and strength against stains and wear.

Synonymous with style, colour and design integrity, the ultimate choice will add a special sense of luxury to your home.

ultimate

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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.

CARPET CARE & MAINTENANCE GUIDE

Unlike other furniture in the home, carpet is exposed to dirt and stains because it is subjected to heavy traffic daily. Be sure to keep your carpet clean to preserve its durability and boost its lifespan. You can take various precautionary measures to keep your carpet clean to ensure you can enjoy the outstanding qualities for years to come.

DRY VACUUM REGULARLY

Regular vacuuming will extend the life and enhance the appearance of your carpet. We recommend vacuuming as often as necessary, but at least once a week, especially in high traffic areas.

This will remove free soil particles and surface litter, and will prevent soil becoming embedded in the carpet.

Pay particular attention to the areas around doorways and skirtings which are often the first place for insects and moths to reside. Every few months vacuum under infrequently moved furniture.

When vacuuming thick loop, casual frieze or long pile carpets, you may need to completely disengage the beater bar and vacuum with suction only.

PROMPTLY ATTEND TO SPILLS AND STAINS

Spills should be blotted up by dabbing, do not vigorously rub as this will spread the stain and may cause fuzzing of the area.

It is best to work from the outside of the stain towards the middle as this will avoid further spreading.

Most importantly, rinse the cleaned area with cold water as soon as possible.

PROFESSIONALLY STEAM CLEAN

It is worth getting your carpet professionally steam cleaned by a reputable operator at least once a year, or as often as required.

This will remove entrapped soil particles and revive the appearance of your carpet.



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





FOR LOOKS THAT LAST

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



Exclusive to
Choices
Flooring



Allergy
Friendly



Anti
Slip



Durable



Easy
Cleaning



Family
Friendly



Hard
Wearing



Low
Maintenance



Stain
Resistance



Under Floor
Heating
Suitable

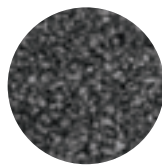


ETERNITY VERDELLE
Colour Featured: Heath

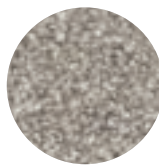
VERDELLE

Encompassing all the wonderful benefits of a solution dyed nylon, while mimicking the look, lustre and feel of a natural fibre, Verdelle offers style and practicality to your home.

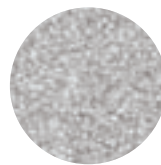
CURRENT COLLECTION



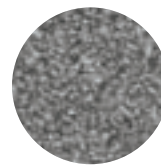
AFFOGATO



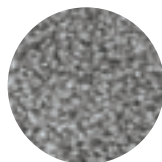
BANYAN



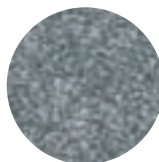
CARRARA



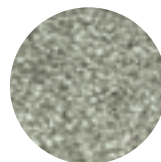
ELYSIAN



HEATH



MANTRA



SPRUCE

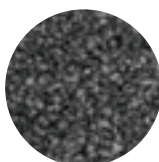


ETERNITY ZANETTI
Colour Featured: Serene

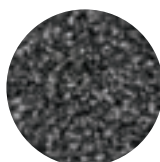
ZANETTI

Supremely constructed using the finest soft solution dyed nylon yarns, Zanetti offers luxurious benefits and features, while not compromising on construction and performance.

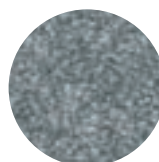
CURRENT COLLECTION



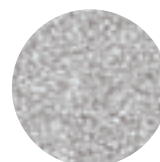
GUSTO



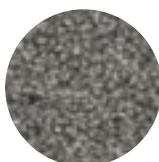
INCENSE



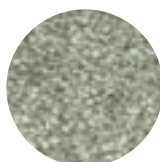
MADRAS



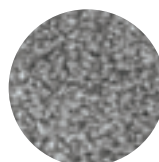
PALAZZO



ROXBURY



SERENE



STRATTON



THE HARLOW COLLECTION

CARPET THAT REDEFINES LUXURY

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

But don't let it fool you, in addition to its exquisite looks, the fibre technology ensures it is also very easy to maintain, making it a perfect soft flooring solution for everyday living.

KEY FEATURES



Exclusive to
Choices Flooring



Allergy
Friendly



Anti
Slip



Asthma
Friendly



Colourfastness
to Artificial Light



Durable



Easy
Cleaning



Family
Friendly



Hard
Wearing



Pet Friendly



Quiet
Underfoot



Sound
Absorption



Stain
Resistance



Underfloor
Heating
Suitability

THE HARLOW COLLECTION
CREIGHTON
Colour Featured: Odessa



THE HARLOW COLLECTION
 BARCLAY
 Colour Featured:
 Pebble

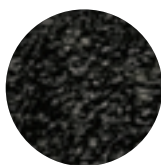
BARCLAY

Barclay is the ideal carpet for families that love to kick off their shoes and live on the floor! It is super soft and the stipple colouring makes it beautiful to look at, as well as being easy to maintain.

CURRENT COLLECTION



ARMORY



BLACKHEARTH



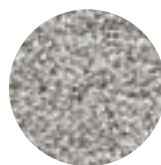
BROSNA



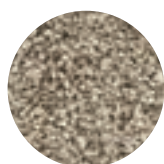
COLWYN



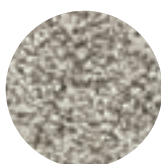
DARGLE



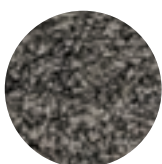
DELICATE



FINGLAS



FOXDALE



KELTY



PEBBLE



PIPER



SANTON

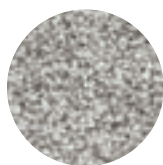


THE HARLOW COLLECTION
 BELLAFARE
 Colour Featured:
 Dunes

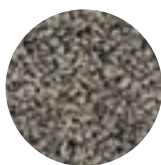
BELLAFARE

Bellafare is a luxurious carpet that you can really dig your toes into! Its luscious, dense and super soft. This range of carpet will definitely bring luxury into your home.

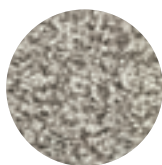
CURRENT COLLECTION



ARIA



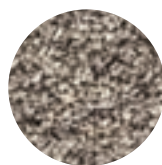
BALGOWNIE



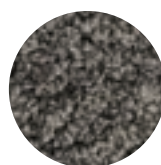
BERROW



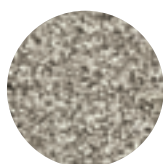
BIRKDALE



CARNE



DUNES



GYPSUM



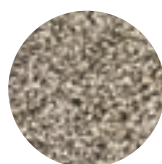
LOMOND



NAPOLEON



PHANTOM



TURNBERRY



WALTON

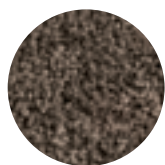


THE HARLOW COLLECTION
CREIGHTON
Colour Featured:
Admiralty

CREIGHTON

Creighton is a luxurious and innovative carpet that is hard wearing, with the added bonus of being UV resistant, making it ideal for busy families and pets.

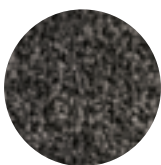
CURRENT COLLECTION



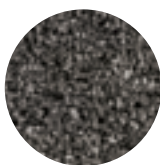
ADMIRALTY



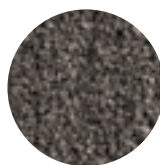
BROGUE



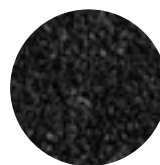
DOWNY



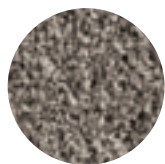
ELFIN



EXPRESS



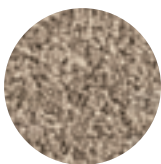
HARLEY



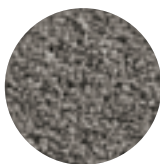
HIGHTEC



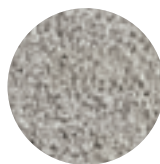
KARA



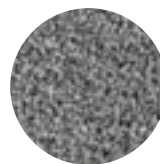
ODESSA



SPHERE



STARDUST



TRANSCENDANT



THE HARLOW COLLECTION
ELLISTON
Colour Featured:
Swift

ELLISTON

Elliston is your highest rating luxurious carpet offering ultra-soft comfort underfoot. The twist pile carpet is hard-wearing and fade proof – making it ideal in high foot-traffic zones like living areas and home offices.

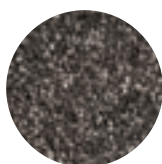
CURRENT COLLECTION



BARTLEY



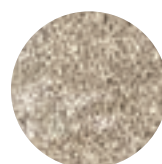
CARTER



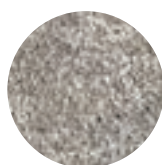
CHASE



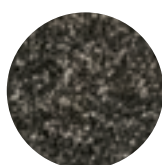
DRING



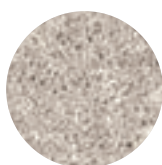
EDGAR



HILLE



SERRANO



SWIFT



WEAVER



WELLER



THE HARLOW COLLECTION
MARLINGTON
Colour Featured:
Vesta

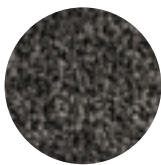
MARLINGTON

Get floored with Marlington – your 6-star-rated twist pile, SDN carpet that offers a luxurious feeling underfoot. Live stress-free with this stain and fade-resistant allergy-friendly carpet that's easy to maintain, especially for busy families with pets.

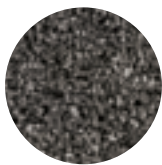
CURRENT COLLECTION



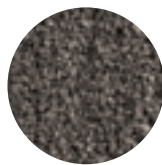
ADENA



CADIZ



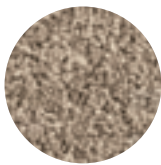
DESOTO



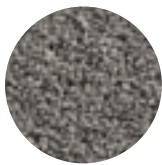
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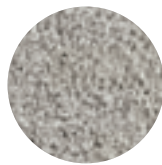
HORTON



QUAKAR



VESTA



ZANE

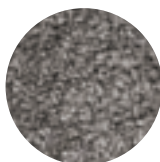


THE HARLOW COLLECTION
TORRANCE
Colour Featured:
Yani

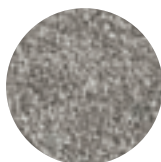
TORRANCE

Torrance is an elegant carpet made of super fine yarn, giving it a luscious feel. Designed to give you the confidence in resilience and ease of clean.

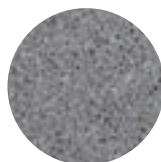
CURRENT COLLECTION



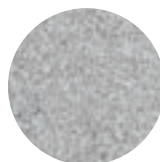
BOSTON



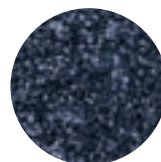
CLIFFSIDE



COLD METAL



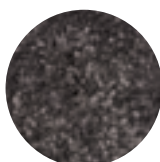
DIAMOND
WHITE



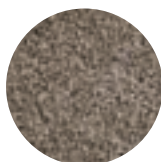
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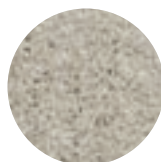
MIDDLEBURY



MONUMENT



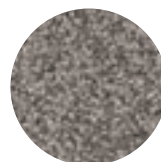
OAKWOOD



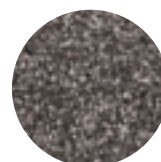
POCOMO



RIGOUR



SANFORD



YANI





RENDEZVOUS

HI-TECH CARPET FOR DURABILITY

Rendezvous carpets 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.

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



Exclusive to
Choices Flooring



Colourfastness
to Artificial
Light



Durable



Easy
Cleaning



Family
Friendly



Hard
Wearing



Low
Maintenance



Quiet
Underfoot



Stain
Resistance

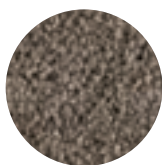


RENDEZVOUS
CLYDE PARKE
Colour Featured:
Snowdrop

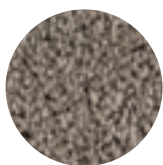
CLYDE PARKE

Clyde Parke is a hard-wearing carpet with a functional colour palette, providing the perfect flooring solution for families.

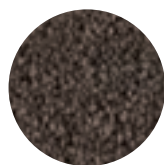
CURRENT COLLECTION



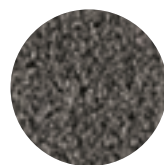
CASHMERE



CHALKSTONE



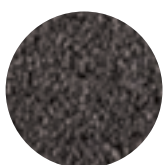
DUSTY



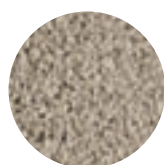
PUMICE



RAILINGS



RIVER



SNOWDROP



SOOT

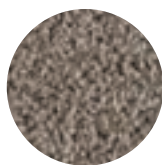


RENDEZVOUS
PALON SQUARE
Colour Featured:
Prestige

PALON SQUARE

Palon Square is the ideal blend of fashion and durability. With a vast array of colours to choose from and superior construction, this carpet is built to last.

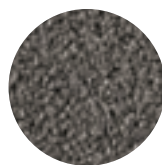
CURRENT COLLECTION



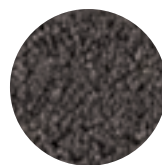
AFTERGLOW



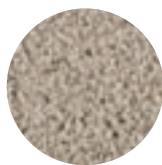
BLACK TIE



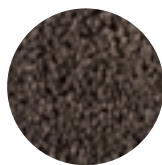
GRAPHITE



INVINCIBLE



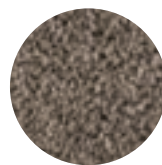
PRESTIGE



SQUIRREL



VOLCANIC
ASH



WATER
CHESTNUT



RENDEZVOUS PITTSFIELD
Colour Featured:
Dove

PITTSFIELD

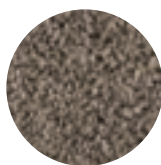
Soft and comfy underfoot, Pittsfield also provides superior durability and will maintain its looks for years to come.

Right:
RENDEZVOUS
CLYDE PARKE
Colour Featured:
Railings

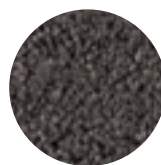
CURRENT COLLECTION



BALTIC SEA



BROWN BLUSH



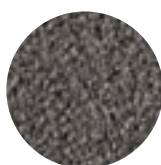
DOVE



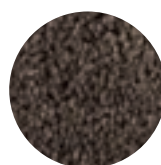
INK



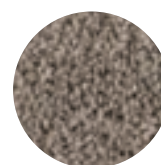
PEARL RIVER



REFLECTION



TEDDY



VINTAGE LACE



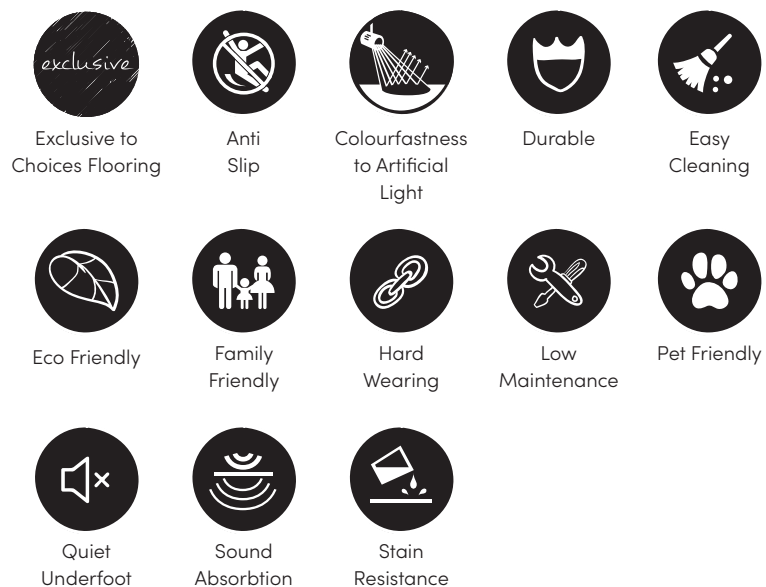


PERFECT CARPET FOR FAMILIES

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.

Featuring permanent built-in stain and soil protection that won't wear or wash off, Serenity Collection carpets are the ultimate solution for families.

KEY FEATURES





SERENITY COLLECTION
BELANGER
Colour Featured:
Atlantis

BELANGER

Serenity Belanger is made from innovative triexta carpet fibres with outstanding durability and permanent, inbuilt stain protection in a wide range of stunning colours.

CURRENT COLLECTION



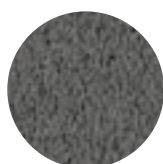


SERENITY COLLECTION
CELEBRATION
Colour Featured:
Grey Metal

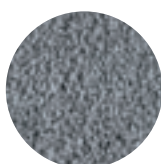
CELEBRATION

This stunning carpet is not only extremely stain, soil and wear resistant, it is also luxuriously soft. You will love living on Celebration carpet.

CURRENT COLLECTION



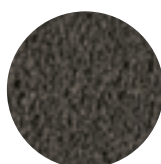
AGATE GREY



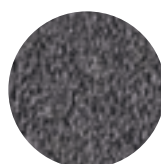
ARCTIC BLUE



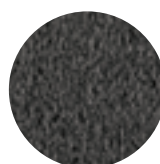
DEEP CAVERN



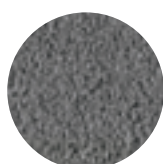
GRAPHITE



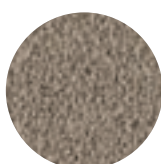
GREY METAL



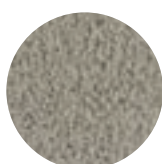
METEOR GREY



MOONSTONE



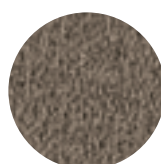
PORCELAIN



SEED PEARL



SHADOW
BLUE



SOAPSTONE

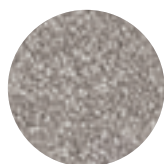


SERENITY COLLECTION
CHARMING ESCAPE
Colour Featured:
Rodeo

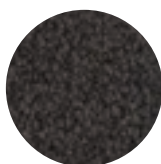
CHARMING ESCAPE

Evoking lush images of beauty and warmth, Charming Escape, a densely luxuriant carpet adds style and comfort to every home. Ideal for high traffic areas with stain, fade and wear resistance, and a softly textural surface that also helps to insulate against household noise.

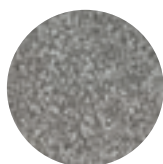
CURRENT COLLECTION



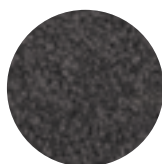
ALVA



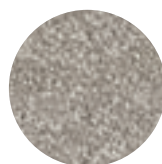
ARGENT



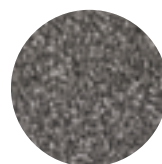
CRUZ



EDGAR



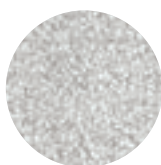
ERWIN



HUME



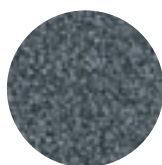
KERN



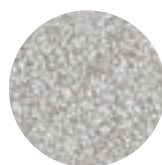
LOLA



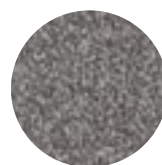
MORRIS



RILEY



RODEO



VANCE

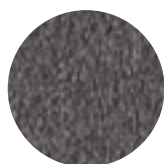


SERENITY COLLECTION
GRACIOUS
Colour Featured:
Moonstone

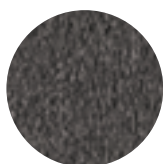
GRACIOUS

Feel like you are walking on a cloud with Gracious carpet.
This luxuriously soft carpet also features stain, wear and fade
resistance making it the perfect choice for your home.

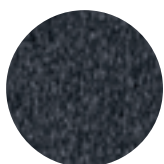
CURRENT COLLECTION



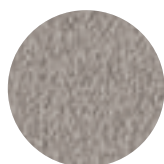
ABALONE



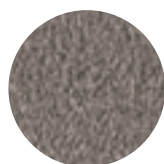
BELL TOWER



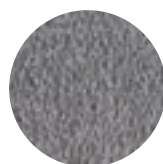
BLUE
HORIZON



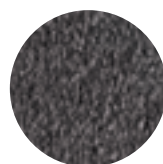
CASHMERE



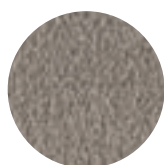
FAWN



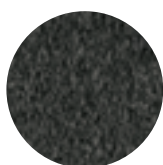
GREY AREA



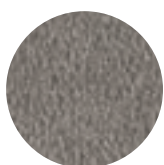
GREY SHINGLE



HOMESPUN



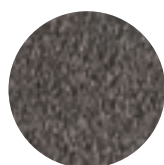
HUNTER
GREEN



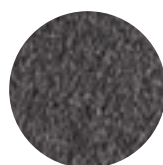
LONDON FOG



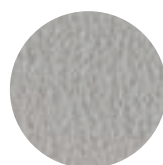
MICA



MOONSTONE



STORE GREY



WHITESTONE



SERENITY COLLECTION
GRANGE
Colour Featured:
Light Smoke

GRANGE

With more individual filaments per fibre, Grange is luxuriously soft and incredible to live on. This carpet is crafted from premium triexta with built-in stain protection, making it easy to clean and extremely durable.

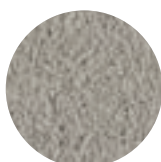
CURRENT COLLECTION



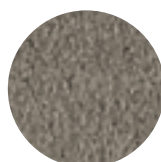
CORNSILK



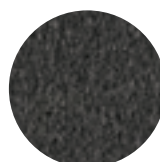
DARK STONE



ICE GREY



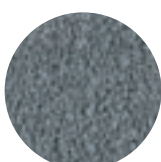
LIGHT SMOKE



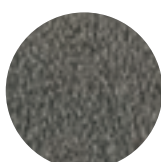
MIDNIGHT



MISTY DAWN



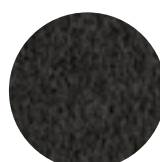
PORCELAIN
BLUE



QUARTZ GREY



SILHOUETTE



THUNDER



SERENITY COLLECTION
MAYFAIR
Colour Featured:
Grosvenor Square

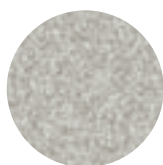
MAYFAIR

Wake up to luxury every day with Mayfair. Made in Australia from incredibly soft triexta fibre, this carpet features permanent built-in stain resistance and excellent durability. This silky soft triexta carpet allows you to enjoy life's special moments worry-free.

CURRENT COLLECTION



BELGRAVIA



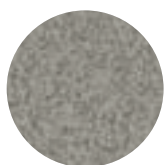
BERKLEY
HOUSE



BURLINGTON



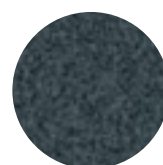
CURZON



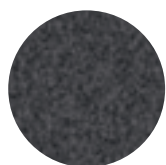
GROSVENOR
SQUARE



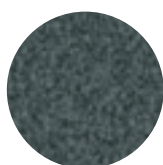
HANOVER
SQUARE



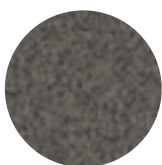
HYDE PARK



KNIGHTSBRIDGE



PARK LANE



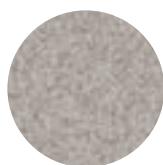
PICCADILY



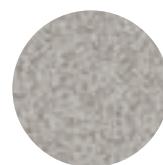
REGENT
STREET



SOHO



WEST END



WESTMINSTER

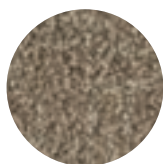


SERENITY COLLECTION
MERIDIAN
Colour Featured:
Passive

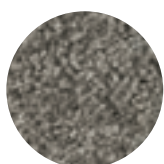
MERIDIAN

The next generation in carpet with new levels of stain, soil, wear and colourfast performance plus luxurious softness that your toes will adore.

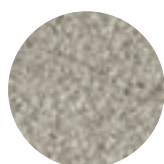
CURRENT COLLECTION



ARGOS



CADET



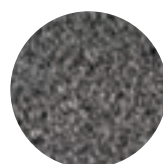
GRECIAN



INKWELL



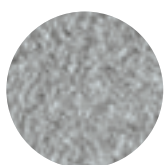
IRON ORE



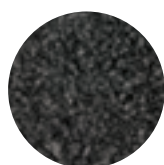
JUBILEE



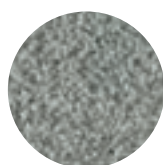
MYTHICAL



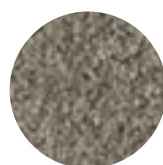
PASSIVE



PEPPERCORN



REFLECTION



SANDER



SHIITAKE



SERENITY COLLECTION
MOMENTOUS
Colour Featured:
Marquis

MOMENTOUS

Indulge in luxuriously soft carpet every day with Momentous. Meticulously crafted in Australia, from our extremely durable and stain resistant triexta fibre, this high performing carpet promises unbelievable amounts of cosy comfort underfoot.

CURRENT COLLECTION



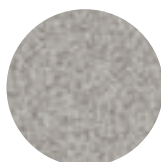
BASSANO
PLATE



BONE CHINA



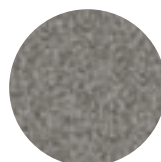
CANDLESTICK



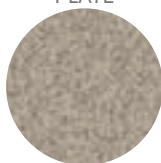
CHANDELIER



CRYSTAL



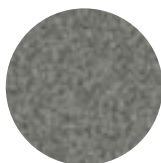
FLINT GREY



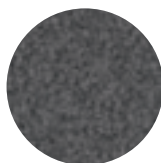
GRANVILLE



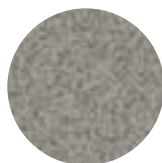
GREY SPARKLE



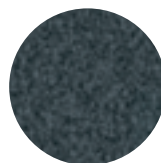
LEAD



MARQUIS



PHOENIX
BOWL



RAINFALL VASE

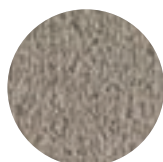


SERENITY COLLECTION
OAKMONT
Colour Featured:
Hidden Cove

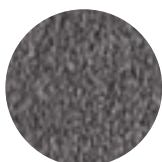
OAKMONT

Perfect for busy family homes, Oakmont is stain, soil, wear and fade resistant. Available in a gorgeous colour range, this carpet will continue to look beautiful for years to come.

CURRENT COLLECTION



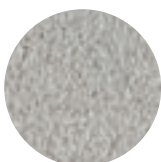
ALMOND
BREAD



ALUMINIUM



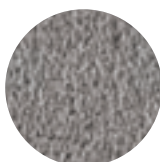
BOULDER



CLOUD WHISP



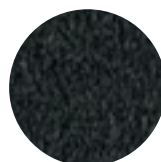
COSMOS



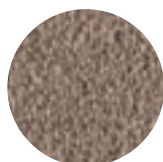
DAPPLED
GREY



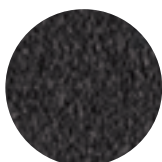
DEEP
SAPPHIRE



FERN GREEN



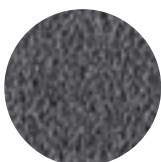
FIELDSTONE



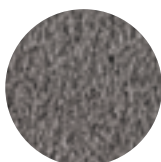
HIDDEN COVE



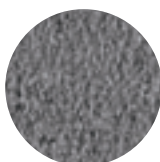
LAKE
SUPERIOR



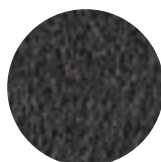
MARBLE GREY



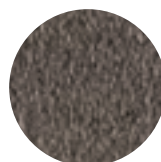
RAINY DAY



STERLING



STORMWIND



WALLABY

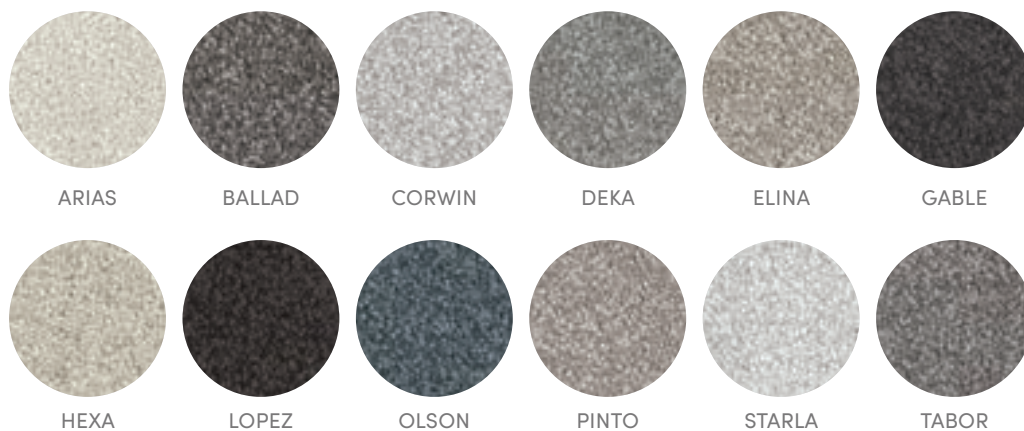


SERENITY COLLECTION
SATIN SEAS
Colour Featured:
Gable

SATIN SEAS

Satin Seas is an Australian made twisted cut pile carpet with a durable, textured finish and stain and fade resistance, making it perfect for busy living areas.

CURRENT COLLECTION





IF YOUR ETERNITY, HARLOW COLLECTION, RENDEZVOUS OR SERENITY COLLECTION CARPET FAILS TO PERFORM...

Your selected Eternity, Harlow Collection, Rendezvous or Serenity Collection 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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