

choicesflooring.com

AUSTRALIA





family friendly



CHOICES

entrend.

### WHAT IS THE BEST CARPET FOR YOUR FAMILY?

Just because you have a busy household with children or a family pet, doesn't mean you have to sacrifice style for function. In fact, the Family Friendly range of carpet will provide the best hardwearing and durable flooring options that will keep up with your lifestyle – and look good doing it.

Everyday life can be demanding on your carpet, which is why durability and stain-resistance are key things to look out for, it can be a balancing act of durability vs. comfort.

You can rest assured knowing we'll help you find the perfect choice for you and your home.



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entrend.

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HAVEN COLLARD Colour Featured: Gypsy

## **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

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# entrend.

# **CARPET THAT** TAKES CENTRE STAGE

Entrend carpet redefines durability while also providing superior stain resistance and a stunning colour palette, to ensure your space is centre stage.

The easy to clean features of entrend carpet make it a perfect soft flooring solution for those with busy lifestyles.

#### **KEY FEATURES**



Exclusive to

Choices

Flooring

Family

Friendly

с́1×

Quiet

Underfoot



Colourfastness

to Artificial Light

Hard

Wearing

Sound

Absorption



Durable

Low

Maintenance

Stain

Resistance



Easy Cleaning





Pet Friendly



Underfloor Heating Suitability





ENTREND LAVISH Colour Featured: Yates

## LAVISH

Lavish is an elegant yet functional carpet designed for today's modern life, it will deliver warmth and comfort to your home.

LISTING .

#### CURRENT COLLECTION





ENTREND SPLENDID Colour Featured: Damask

## SPLENDID

Crafted as a luxurious carpet, Splendid is an elegant selection for your interior design vision, but is robust enough for all aspects of family life.

#### CURRENT COLLECTION





снісо















FINESSE

MAJESTY

RENEGADE

TIMELESS

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

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# 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

Family

Friendly

Rental

Friendly



Allergy

Friendly

Hard

Wearing

Sound

Absorption





Anti-Slip

Low

Maintenance

Stain

Resistance



Easv Cleaning





Quiet Underfoot



Pet Friendly

Durable

Underfloor Heating Suitability

ETERNITY DELANO Colour Featured: Colt



ETERNITY ALARA Colour Featured: Eclipse

## ALARA

Stain resistance and durability combined with a versatile colour palette makes Alara the ideal option for busy households.

#### CURRENT COLLECTION





CHAI

HALO







FAWN

ARMOUR

CHALKSTONE

ECLIPSE

MIST



FRENCH OAK

HAZELWOOD

STEALTH



ETERNITY ARCHER Colour Featured: Invincible

## ARCHER

Archer will provide you with the ideal blank canvas that will inspire any room. This carpet will allow you to achieve your creative vision with a contemporary palette and durability.

#### CURRENT COLLECTION





BACIO



BURROW

RAILROAD



CAMELBACK









INVINCIBLE

OIL SLICK

RUBBLE

13

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



ETERNITY ARISTA Colour Featured: Sherbrooke

## ARISTA

Arista not only enhances the many practical benefits that architects, designers and home owners expect from synthetics, but incorporates discerning aesthetic qualities traditionally only thought possible in natural fibres.

#### CURRENT COLLECTION







FERNSHAW



GLYNDON



KEVINGTON





STANFERD

YARRBAT



ETERNITY BELLMORE Colour Featured: Lorne

## BELLMORE

Outstandingly hard-wearing, Bellmore is designed to suit the most demanding of households. It retains a carefully crafted, modern colour palette, enabling it to complement a wide range of interior themes.

#### CURRENT COLLECTION





AUGUSTA



DOUGLAS

LORNE













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

ESPERANCE

KIAMA

YAMBA



ETERNITY BURFORD Colour Featured: Silverblade

## BURFORD

Burford is a versatile and soft carpet that is available in several fashionable colours.

#### CURRENT COLLECTION





NIGHT WATCH







PRELUDE









RANCH

SILVERBLADE SPINNAKER

SYLVAN

16



ETERNITY CARADENE Colour Featured: Bilko

## CARADENE

Caradene has a colour palette which reflects modern design, featuring a large range of benefits, this locally manufactured product is sure to impress.

#### CURRENT COLLECTION







COSMIC





MANGROVE



MODE



CADET





FORTRESS



PATHWAY

SUTTON

TOP SHOT



ETERNITY CHELSEA GROVE Colour Featured: Monolith

## CHELSEA GROVE

With a contemporary textured design, Chelsea Grove sets the foundation for range of modern interior styles. This versatile loop pile creates subtle interest on the floor that will compliment your home and furnishings.

#### CURRENT COLLECTION







CAMEO

QUARTZ





MIASMA

CINDER







OVERCAST



ETERNITY DELANO Colour Featured: Colt

## DELANO

Delano features distinctively large and luxurious soft-touch loops arranged in a carefully designed non-directional pattern that not only pleases the eye, but visually lengthens and widens any space.

#### CURRENT COLLECTION







BRYANT



COLT

REEVES









LICHEN

LOMA

PALMER

TRENTON

19



ETERNITY DOWELL Colour Featured: Lancaster

## DOWELL

Give your living environment beauty and comfort with Dowell. Available in an array of colours to suit every décor, along with excellent performance, through next generation yarn technology.

#### CURRENT COLLECTION















ALBION

OMEGA

BARTER



CATO





LANCASTER

TILSON



MITRE

PALASH

PEARSON

RANGER

STANLEY

YOGI



ETERNITY EDGEHILL Colour Featured: Gradiant

## EDGEHILL

This modern and sophisticated solution dyed nylon in several on trend colours will give rich depth to any room. Soft, luxurious, and exquisitely made in Australia this product will provide your home with long lasting appeal.

#### CURRENT COLLECTION







FORGE





CHARTER

FLINT

GRADIANT

SOLACE



ETERNITY ELENDEL Colour Featured: Tuscan Tan

## ELENDEL

Elendel provides a luxurious feel that is effortlessly paired with superior stain resistance and durability. This carpet will add a touch of luxe to any room.

#### CURRENT COLLECTION





GALAXY



HEAVENLY





INDUSTRIAL



HIGHLIGHT



TERRA

TRENCH

TUSCAN TAN VORTEX

WHITE PEPPER



ETERNITY GATLING Colour Featured: Pinnacle

## GATLING

Confident and carefree, Gatling is radiant in any situation. With its dense surface, Gatling brings a cosy ambience to your living room.

#### CURRENT COLLECTION









DELMUIR







BASTOW



TALMAR

CARLISLE





ORBELLE

PINNACLE

VERINA

MURPHY

23



ETERNITY HANNING Colour Featured: Strickland

## HANNING

Hanning is a heavy weight Solution Dyed Nylon carpet which is extremely durable and perfect for high traffic areas.

#### CURRENT COLLECTION







RAFFIA



ECHO



HERMITAGE





JASPER

MINERAL MIX

STRICKLAND

THUNDER



ETERNITY HENSON Colour Featured: Trance

## HENSON

This carpet is soft underfoot and will provide the comfort and durability you would expect from this beautifully Australian manufactured product.

#### CURRENT COLLECTION





EGAN



ENIGMA





HIDEAWAY



GULLY



PILLAR

TRANCE

VISION

WORLDY

25



ETERNITY KEMBLE Colour Featured: Lascelles

## KEMBLE

We have created a beautiful colour palette to create a timeless result. Durable, stain resistant, and family-friendly. Give your floor the comfort it deserves.

#### CURRENT COLLECTION





BARON











LASCELLES



SPINNER

ZAIGER





ETERNITY LACHFIELD Colour Featured: Eureka

## LACHFIELD

Lachfield lights up any home. Sit back, relax and let Lachfield revitalize you, ready for the happy times to come.

#### CURRENT COLLECTION





COWIN



EUREKA

SIBELLA





GEORGIAN







FLAGSTONE





HARRAP

SCARBOROUGH



ETERNITY LATONA Colour Featured: Fremont

## LATONA

Latona is a textured loop carpet that gives you a design appeal with a luxurious feel. It is made for today's modern home.

#### CURRENT COLLECTION





NELSON





RAINER



ETERNITY MADDINA Colour Featured: Snowfall

## MADDINA

Maddina has a colour palette which reflects modern design, featuring a large range of benefits, this locally manufactured product is sure to impress.

#### CURRENT COLLECTION





CLOUD BURST







METRO









PALLADIAN

SELDOM

SNOWFALL

ELEMENT





ETERNITY MONTEGO Colour Featured: Pearl

## MONTEGO

Inspired by the hand-crafted rooftops of renaissance French chateaus, Montego promises raw beauty and earthy charm. The patterned textured loop pile creates a distinct uniform texture that won't show tracks, making it an inspired selection for high traffic rooms.

#### CURRENT COLLECTION





ETERNITY POINTILLIER Colour Featured: Krypton

## POINTILLIER

Pointillier features sleek tones and a beautiful finish, this product is sure to impress. Available in a range of colours, all with stipple highlight.

#### CURRENT COLLECTION





ETERNITY RICO Colour Featured: Akita

## RICO

Rico provides a combination of high-specification quality and affordability, with a rich texture and subtle heather that strongly, and beautifully, natural fibres.

#### CURRENT COLLECTION





SCOTTY



DANE



ESTRELA





FOXHOUND

SEALYHAM



ETERNITY TOULSON Colour Featured: Dobin

## TOULSON

Give your living environment beauty and comfort with Toulson. Available in an array of colours to suit every décor, along with excellent performance, through next generation yarn technology.

#### CURRENT COLLECTION













BASING



LYDFORD

MERCER



RAFT

ERNEST



GLOBE



LORNE

ROLAND

WELLER



ETERNITY ZEMA Colour Featured: Decanter

## ZEMA

Unapologetically soft and luxurious are the only words to accurately describe the Zema range. Paired with an incredible resistance to both stains and fading, all thanks to its solution-dyed fibres, this range is a breeze to clean and bound to add a touch of luxe to any home.

#### CURRENT COLLECTION



34

MERLOT PINOT NOIR

SHIRAZ

SPARKLING

VINEYARD

Right: ETERNITY CARADENE Colour Featured: Pathway






# LIKE YOU'VE NEVER SEEN BEFORE

Eternity Inception carpets are specially designed to keep their sensational looks for many years to come.

Perfect for busy lifestyles, Eternity Inception carpet resists abrasion caused by a busy home, Eternity Inception carpet is perfect for those always on their feet.

#### **KEY FEATURES**









Easv

Cleaning



Family Friendly

rnenaly



Hard

Wearing

Exclusive to

Choices

Flooring



Low

Maintenance

Colourfastness

to Artificial Light



Quiet

Underfoot



Rental

Friendly



Sound Absorption



Stain Resistance

ETERNITY INCEPTION KARALIS Colour Featured: Seal Grey

ETERNITY INCEPTION KARALIS Colour Featured: Seal Grey

### KARALIS

Karalis is a wonderfully soft product with a range of colours that provide the perfect canvas for your interior choices. Built to last, it will bring a sense of luxury and style to your home.

### CURRENT COLLECTION









BRUSHED METAL CROW

LINDEN BEIGE METROPOLIS









PANTHER

SEAL GREY

SILVER BLONDE VANILLA SPICE



ETERNITY INCEPTION WINSLET Colour Featured: Tapestry

### WINSLET

Winslet is a hard-wearing synthetic carpet that is a soft and comfortable underfoot. This product provides excellent resistance to common stains and spills, which makes it suitable for even the busiest of households.

#### CURRENT COLLECTION



MOONSTONE

















HARDWARE

SILHOUETTE

TAPESTRY

TITANIUM





# COMBINING PRACTICALITY AND STYLE

Haven allows you to create the look you want for less. Haven is able to withstand the everyday activities of those with busy lifestyles, the durability of Haven carpet will put your mind at ease, making it the perfect foundation for your home or investment property.

#### **KEY FEATURES**



Exclusive to

Choices

Flooring



Allergy

Friendly





Anti-Slip



Durable

Pet Friendly



Easy Cleaning



Family

Friendly



Hard

Wearing

Sound

Absorption

X

Low

Maintenance











Friendly

Rental



Stain Resistance

haven ZAMBRI Colour Featured: Filigree



HAVEN ALLUNA Colour Featured: Farrow

### ALLUNA

Transform your home with Alluna, this stunning carpet is available in a modern colour palette of on trend colours.

### CURRENT COLLECTION





EDGECOMB











MITTEN



PORTOBELLO

TRIBAL



HAVEN CALLOW Colour Featured: Cochrane

### CALLOW

Beautiful softness underfoot it will transform your home with many desirable colours to choose from.

### CURRENT COLLECTION





BEDFORD



BELGIAN



COCHRANE











MEDLAR

TULLAWOOD

WINSOME



HAVEN COLLARD Colour Featured: Dome

### COLLARD

Collard offers both luxury and value, made with recycled yarn system, ensures both performance and softness.

### CURRENT COLLECTION



HUSH







GYPSY

DOME





RENOIR

WHISPER



HAVEN DELTA TWIST Colour Featured: Camel Hair

### **DELTA TWIST**

Delta Twist is a polyester cut pile twist carpet bringing comfort and practicality at an affordable price. Beautifully soft, this carpet is perfect for bedrooms and features a versatile colour palette including vivid brights and contemporary neutral tones.

#### CURRENT COLLECTION











GREY SKY



MERCURY STORM

AGED STONE

CAMEL HAIR



CANNON BALL



DIVA RED



MONUMENT

PUFF BALL

SHINGLE

SMOKEY GREY STEEL MAGNET

45

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



HAVEN DENHAM COAST Colour Featured: Reedy

### DENHAM COAST

Denham Coast is a great combination of quality and affordability for homeowners, landlords, builders and developers. With a palette of modern heathered colours, and a rich organic texture, Denham Coast is an ideal foundation for contemporary interiors.

#### CURRENT COLLECTION





FORTESCUE













REEDY



MILLSTREAM

ROCKLEA



HAVEN GENNELA Colour Featured: Barrine

### GENNELA

Gennela is a perfect for homeowners, landlords, builders and developers. It's polypropylene fibres are impervious to staining, and will not absorb dyes and moisture. Colours will not rub off or bleed, and will strongly resist fading from sunlight and general wear.

#### CURRENT COLLECTION







PIMMY

ROBBINS

WEDGE

47



HAVEN HARTLAND BAY Colour Featured: Milford

## HARTLAND BAY

Hartland Bay exudes contemporary style with its ultra-modern, neutral colour palette and has the versatility to complement a wide range of interior themes.

#### CURRENT COLLECTION















STRATTON

TORRINGTON TOSBERRY



HAVEN JOCANDA Colour Featured: Caraway

### JOCANDA

Drawing from the look of a long time classic, and crafted from today's modern tones Jocanda is creating a new classic for today.

#### CURRENT COLLECTION









CARAWAY

DANE





ELK

KIBBLE

MIZUNA

PROMENADE



HAVEN LAKESIDE Colour Featured: Tinsmith

### LAKESIDE

Create a comfortable and stylish home with Lakeside. This soft and affordable polyester cut pile twist carpet well suited to low traffic areas. Choose from modern neutral or bold highlight colours that will make a splash.

#### CURRENT COLLECTION





**BLUE HORIZON** 







FOG GREY



GALVERSTON GREY





PORTOBELLO

SEA FOAM

SILVERTON

CLOUDS

SUNBAKED TARMAQ

SAND

TINSMITH

50



HAVEN MANTON Colour Featured: Arina

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

### MANTON

Modern colours and a stylish design makes this Polypropylene Loop pile carpet both desirable and functional. Market leading construction and attention to detail, with the budget conscious buyer in mind, this carpet stands out in the crowd.

#### CURRENT COLLECTION









NELLIM

TAMMER

VERSO



HAVEN STIRTON Colour Featured: Farrow

### STIRTON

Give your home a stylish look for many years to come, manufactured with a beautiful textured yarn will help create the statement that your home deserves and the loop pile design leaves your home foot print free.

#### CURRENT COLLECTION





FARROW

CORD

TRERON





INSIGHT

TRIDENT



HAVEN ZAMBRI Colour Featured: Filigree

### ZAMBRI

Simple, stylish and sophisticated. Zambri encompasses today's fashion whilst still embracing the benefits of a family friendly solution dyed fibre.

### CURRENT COLLECTION





FILLIGREE

SAXON







MOJITO







TORO

SABLE

TAPENADE



### IF YOUR ENTREND, ETERNITY, ETERNITY INCEPTION OR HAVEN CARPET FAILS TO PERFORM...

Your selected Entrend, Eternity, Eternity Inception or Haven 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** 



\*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.





Colour Featured: Foxhound



choicesflooring.com

JOIN OUR ONLINE COMMUNITY

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