



choicesflooring.com



*asthma friendly*

CHOICES

NEW ZEALAND







## WHAT IS SENSITIVE CHOICE?

Sensitive Choice® is a community service program created by the National Asthma Council Australia for all of us who want to breathe purer, cleaner, fresher air and reduce asthma and allergic reactions.

While the Sensitive Choice® program and the products featured within this brochure do not claim to offer cures or treatment for such conditions, we conscientiously strive to help cleanse and purify the personal environments in which we all live and breathe.

Choices Flooring is a community-conscious company and we are proud to display the blue butterfly on our Brease carpet range and Dunlop Comfort CHOICE underlay, so you can rest assured knowing you are making a healthy choice for your home.

For more information on the Sensitive Choice® program, visit [choicesflooring.com](http://choicesflooring.com) or [sensitivechoice.com](http://sensitivechoice.com)





# asthma friendly 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.



# SOLUTION DYED NYLON CARPET CARE & MAINTENANCE GUIDE

If you or your family suffer from asthma or allergies, a solution dyed nylon (SDN) carpet will certainly assist you in making your home a healthy one. However, regular maintenance is required to ensure you can enjoy its outstanding qualities for years to come.

## DRY VACUUM REGULARLY

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 prevents 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.

## 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.





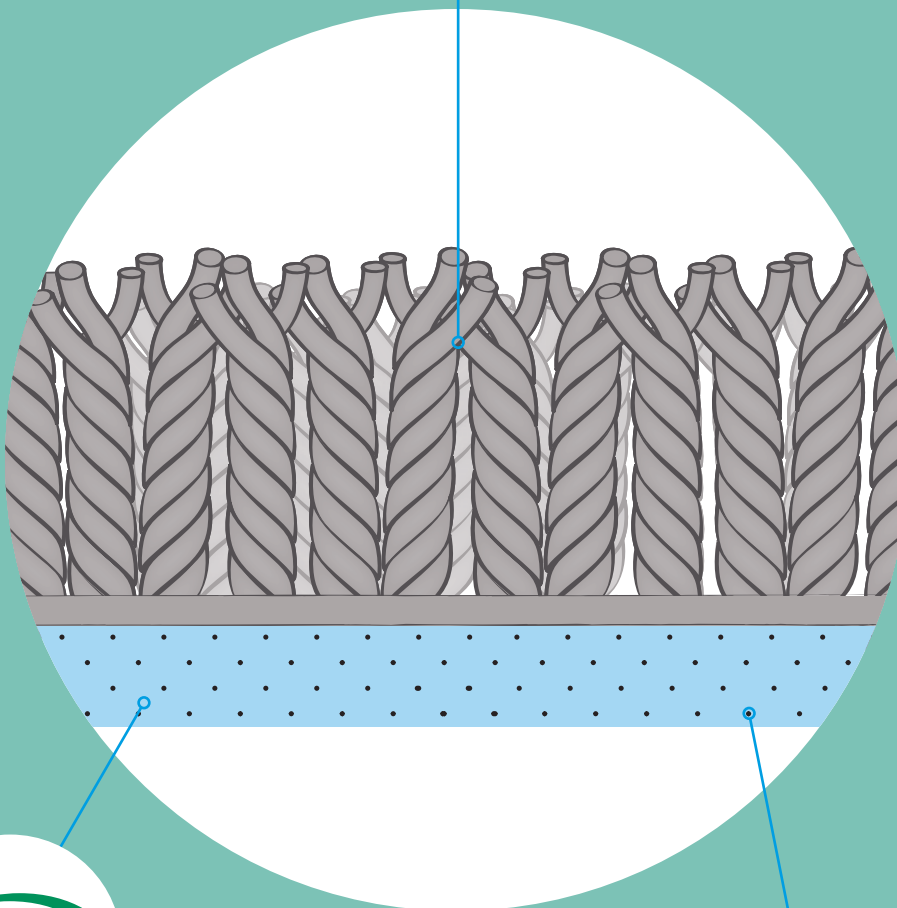
For more information regarding the care & maintenance  
of your carpet, visit [choicesflooring.com](https://www.choicesflooring.com)





## Active Care®

Active Care® is a self-renewing, odour destroying treatment within Brease carpet that chemically absorbs and decomposes gases from the source, reducing common odours and improving air quality.



## Ultra-Fresh

Scientific evidence has established that the presence of bacteria, mould, mildew and fungi in interior environments can be major contributors to health problems. Brease carpet addresses this by incorporating the proven antimicrobial, Ultra-Fresh into its fibres and underlay.

Ultra-Fresh is scientifically proven to help control dust mites and assist in the prevention of asthma and other allergies triggered by them. It also provides lasting hygienic freshness, effective odour protection and extends the life of Brease carpet.



## EasyBac+®

EasyBac+® is a reinforced backing applied to all Brease carpets that is made from fibres that prohibit mould or mildew growth. It also provides excellent insulation, comfort, and noise reduction.



# THE TECHNOLOGY BEHIND BREASE CARPETS

An innovation in carpet technology, Brease carpet has been especially developed to be asthma and allergy friendly.

Brease carpet has the added benefits of Ultra-Fresh and EasyBac+<sup>®</sup> to prevent the growth of bacteria, mould, mildew and fungi.

Thanks to its Active Care<sup>®</sup> treatment, Brease carpet also has self-renewing odour destroying properties that reduce common odours and improves air quality.

## KEY FEATURES



Exclusive to  
Choices  
Flooring



Allergy  
Friendly



Anti  
Slip



Asthma  
Friendly



Colour  
Fastness to  
Artificial Light



Durable



Easy  
Cleaning



Eco-Friendly



Family  
Friendly



Hard  
Wearing



Low  
Maintenance



Quiet  
Underfoot



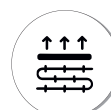
Sensitive  
Choice



Sound  
Absorption



Stain  
Resistance



Underfloor  
Heating  
Suitability



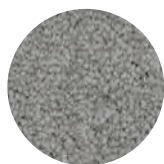


BREASE ARHERN  
Colour Featured: Railing

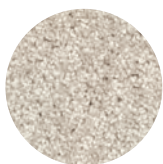
## ARHERN

Arhern features a wonderful twist design in the latest designer colours.

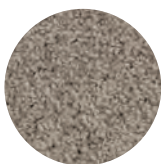
### CURRENT COLLECTION



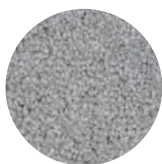
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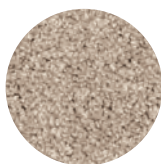
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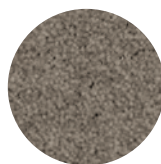
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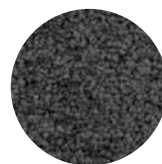
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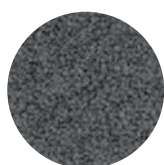
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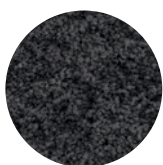
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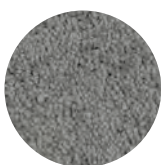
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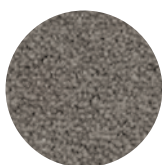
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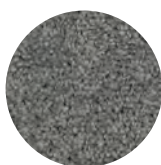
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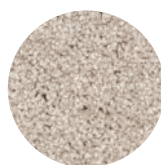
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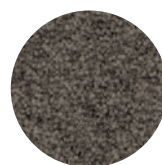
TALLOW



TANNER



TRELIS



VARD0

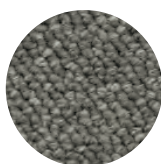




BREASE BACUZZI  
Colour Featured: Dawson

## BACUZZI

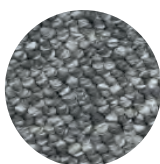
Bacuzzi has been designed for the modern home, featuring a unique blend of natural colours and a soft texture.



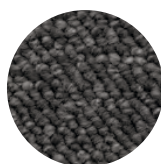
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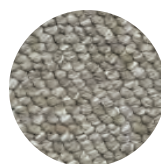
BOLTON



CIVIC



DARLY



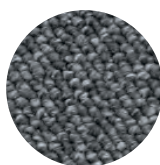
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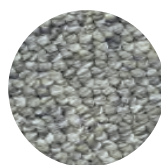
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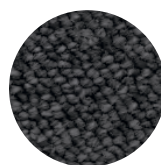
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PELLETT



RAGLAN



WALA



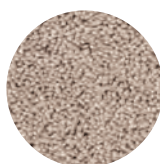


BREASE CALHOUN  
Colour Featured: Ridge

## CALHOUN

Soft and luxurious featuring the latest in colour trends, Calhoun will enhance any area of your home.

### CURRENT COLLECTION



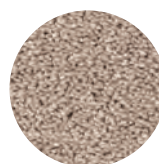
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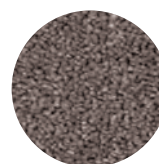
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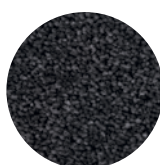
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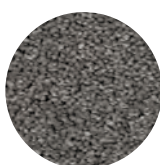
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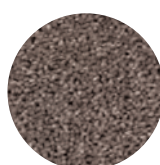
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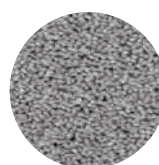
RIDGE



SONARA



VERBENA



WYNDANCE





BREASE CALHOUN  
Colour Featured: Childer

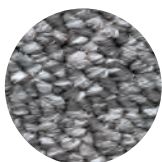
## CRESTONE

Enjoy real warmth, softness and timeless elegance in every room with the modernized loop pile range Crestone.

### CURRENT COLLECTION



CHILDER



DALLEY



ELSTER



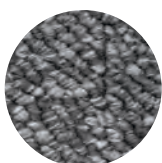
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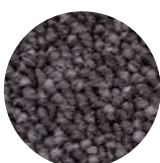
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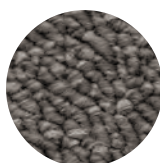
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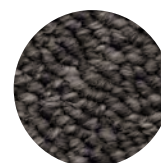
PRYOR



RIPPON



WALLEN



WIMBA





BREASE DAKALA  
Colour Featured: Malone

## DAKALA

Ready for all life throws at it, Dakala has been produced with the modern family in mind.

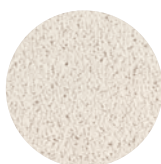
### CURRENT COLLECTION



BELASKI



CARMO



COSIO



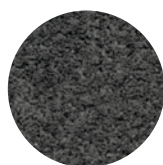
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FONTAINE



GILLION



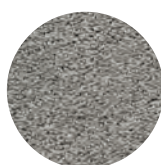
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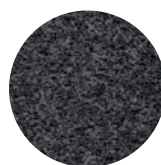
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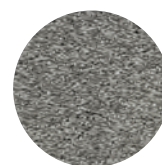
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PEPINA



ROKA



TYNES



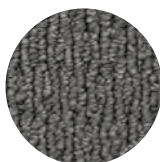


BREASE EVARO  
Colour Featured:  
Bentley

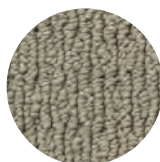
## EVARO

Evarto is an extremely durable carpet, yet is also soft to touch. Evarto has a wonderful textured appearance and contemporary design featuring the latest colour trends.

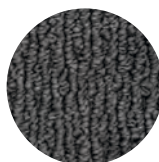
### CURRENT COLLECTION



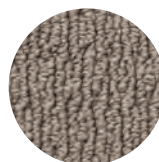
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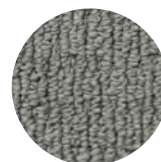
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CONLIN



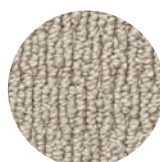
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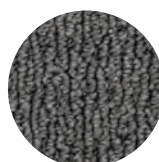
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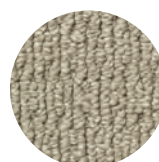
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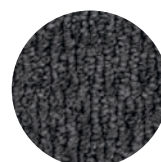
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MERRILL



MONIZ



REILLY



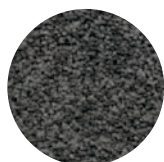


BREASE KINSELLA  
Colour Featured:  
Cosmic

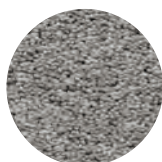
## KINSELLA

Ready for all life throws at it, Kinsella has been produced with the modern family in mind.

### CURRENT COLLECTION



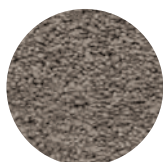
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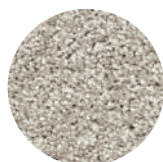
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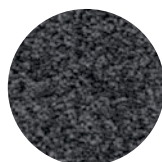
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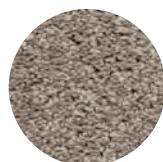
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GYPSUM



LAVA



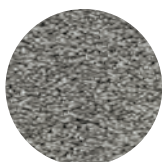
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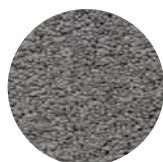
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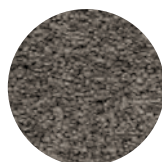
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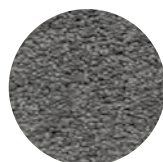
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STARGAZER



SUBLIME



TUNDRA



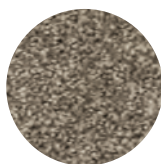


BREASE LANCIA  
Colour Featured:  
Sena

## LANCIA

Featuring the latest in fibre technology, Lancia is crafted with a subtle tonal effect is soft underfoot yet still offers exceptional on floor performance.

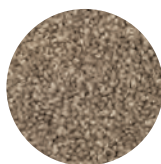
### CURRENT COLLECTION



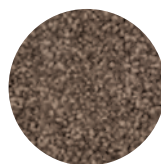
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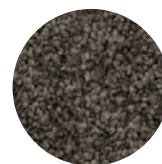
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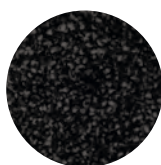
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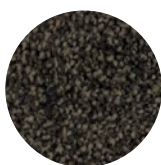
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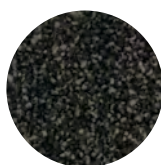
IVES



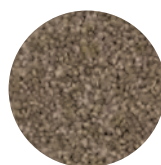
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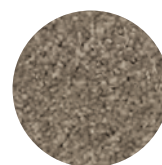
NORTON



ROBEY



SENA



YORK

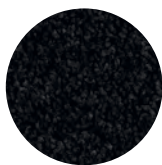




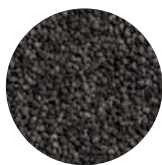
BREASE MARTELLO  
Colour Featured:  
Elamo

## MARTELLO

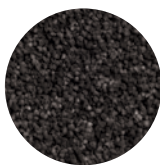
Martello is a high quality carpet that you'll love to live with. Not only is it extremely soft but is perfect for high traffic areas thanks to its built-in durability.



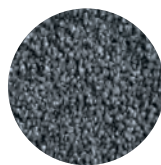
AIRLIE



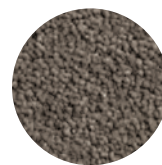
CHERLEY



CURZON



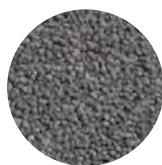
ELAMO



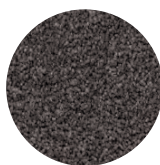
FANTAIL



JOFFRE



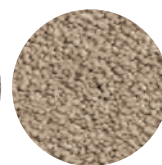
SILVERLEAF



TORVILLE



TURNER



VUE





BREASE MIRADOR  
Colour Featured: Bantry

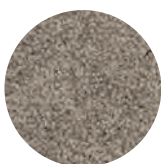
## MIRADOR

Mirador features a wonderful twist design in the latest designer colours.

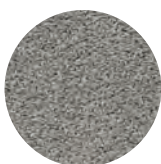
### CURRENT COLLECTION



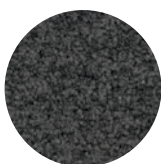
BACTON



BANTRY



CAMLEY



DAPLYN



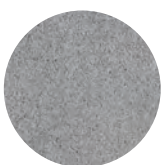
FIFE



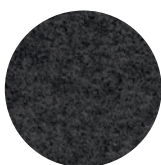
GORDON



MERCIER



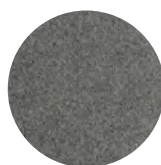
ORSMAN



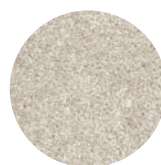
PATEL



PORTIA



ROMER



TENISON

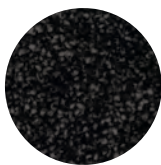




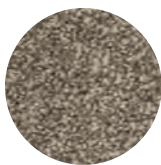
BREASE NORDLING  
Colour Featured:  
Grove

## NORDLING

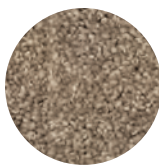
Featuring the latest in yarn technology and colour trends, Nordling will enhance any area of your home.



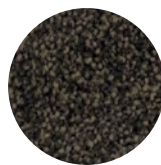
CARADON



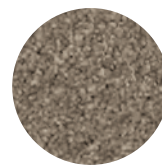
DANDY



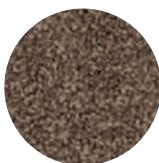
ELK



GLEBE



GROVE



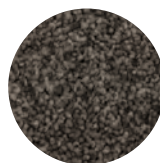
JACKSON



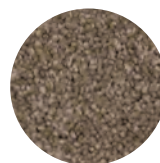
LODGE



NITON



RYDER



TEMPLE



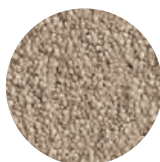


BREASE TESCONI  
Colour Featured:  
Nordett

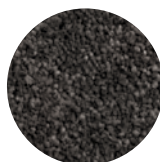
## TESCONI

Tesconi is soft, stylish and sophisticated featuring the latest in designer colours.

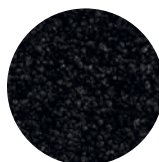
### CURRENT COLLECTION



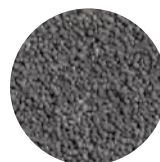
Alloy



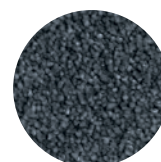
Burr



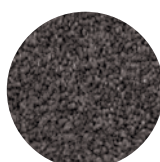
Comet



Gibbs



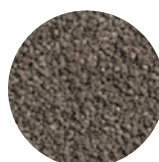
Harrop



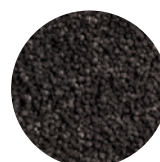
Hopla



Kendall



Nordett



Trojan



Unsworth



# IF YOUR BREASE CARPET FAILS TO PERFORM...

Your selected BREASE 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](http://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. 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 (March 2025).

## 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.





**Sleepyhead**  
FLOORING



## a quality underlay will provide the utmost comfort for you and your family

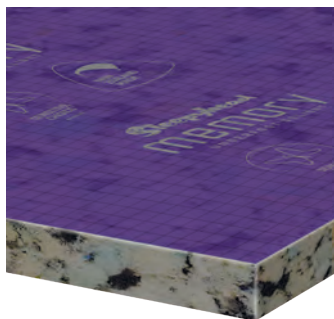
Sleepyhead Flooring's high quality carpet underlays provide superior warmth, comfort, acoustic and moisture resistance properties.

Sleepyhead has been manufacturing in New Zealand since 1935. All of our carpet underlay is designed to meet the unique lifestyle needs of New Zealanders and is manufactured here in New Zealand.

Sleepyhead Memory and Refresh carpet underlay has been approved as part of the Sensitive Choice programme. The Sensitive Blue Butterfly is proudly displayed on products and services that have been verified by the National Asthma Council Australia as being a better choice for people with asthma or allergies.

Apart from these health benefits, Sleepyhead Flooring underlay is also good for the environment - made from 100% recycled foam, raw material that would otherwise be destined for landfill.





## Sleepyhead memory™

### NEW ZEALAND'S MOST LUXURIOUS UNDERLAY

Sleepyhead Memory is a unique hybrid combination of traditional foam and advanced memory foam.

#### COMFORT

The unique blend of foams in Sleepyhead Memory helps distribute weight and surface pressure evenly for the ultimate in luxurious comfort and feeling underfoot that is unsurpassed.

#### QUIETER

The memory foam used in Sleepyhead Memory underlay has significantly better acoustic properties than polyurethane foam used in some traditional underlays. With up to double the sound absorption of a traditional underlay, Sleepyhead Memory is an ideal choice for multi-story living.

#### HEALTHIER

Sleepyhead Memory is treated with Fresh-Protect™, an anti-microbial compound that inhibits the growth of bacteria, mould and dust mites and helps reduce allergens and asthma triggers for the one in three Kiwis who suffer from asthma or allergies.

#### WARMER

Sleepyhead Memory has enhanced thermal properties compared to standard underlays. Memory foam is up to 60% denser than standard polyurethane foam, so the hybrid blend of foam in Memory results in greater insulation.

### SPECIFICATIONS

Thickness: 11mm

Density: 130kg/m<sup>3</sup>

Roll Length: 10 metres (5 broadloom metres)

Feel: Plush/Medium





## Sleepyhead refresh

### NATIONAL ASTHMA COUNCIL AUSTRALIA APPROVED

Sleepyhead Refresh has been approved as part of the Sensitive Choice programme. The Sensitive Blue Butterfly is proudly displayed on products and services that have been verified by the National Asthma Council Australia as being a better choice for people with asthma or allergies.

### TREATED WITH CARE

Derived from coconut oil, Fresh Protect™ is an anti-microbial and anti-fungal treatment that is safe for people, pets and the environment. Sleepyhead Flooring is the only underlay in New Zealand to treat its underlay with Fresh Protect™.

### FIGHTS BACTERIA

Underlay products treated with Fresh Protect™ have been proven to protect against fungal and mould deterioration, bacterial contamination, odour and dust mites. The high rate of allergies and asthma in New Zealand has been linked to triggers such as bacteria, mould and dust mites. Sleepyhead Refresh helps to keep your home healthy and happy, without compromising on comfort.

### BETTER FOR YOUR HEALTH AND THE ENVIRONMENT

Fresh Protect™ is a bio-based, non-leaching, green technology that delivers microbial performance and environmental integrity. Bonded to the foam during the manufacturing process, Fresh Protect™ is non-toxic and completely safe for use around people and animals.

### SPECIFICATIONS

Thickness: 11mm

Density: 125kg/m3

Roll Length: 10 metres (5 broadloom metres)

Feel: Firm/Medium





## FEATURES & BENEFITS



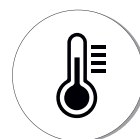
Makes carpet feel richer, thicker and more luxurious



Extends the life of your carpet by absorbing impact



Improves carpet appearance and retention



Acts as a thermal insulator



Improves acoustics by reducing noise transfer



Environmentally friendly, 100% recyclable



Meets New Zealand standard for soft underlays (AS 4288:2003)



# NZ MADE SLEEPYHEAD UNDERLAY IS GUARANTEED FOR THE LIFE OF YOUR CARPET

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

The New Zealand Made logo is reputedly the most recognised and trusted product symbol of New Zealand and helps consumers identify truly New Zealand made products quickly and easily. Sleepyhead Flooring products proudly feature this logo.



For more information ask your Choices Flooring consultant or visit **[choicesflooring.com](http://choicesflooring.com)**



For more information about asthma visit the Sensitive Choice website, **[sensitivechoice.com](http://sensitivechoice.com)**

For more information on Sleepyhead Flooring carpet underlay visit **[sleepyheadflooring.co.nz](http://sleepyheadflooring.co.nz)**





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

JOIN OUR ONLINE COMMUNITY

