













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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### 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.



## 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





### A BLEND OF COMFORT, VALUE & STYLE

Offering the look and feel of luxury for less, Enchantia will elevate your living space. The combination of softness and durability is the perfect foundation for either your home, investment property, or both. With it's many features and wide range of colours, there is a style for everyone.

#### **KEY FEATURES**



Exclusive to Choices Flooring



Allergy Friendly



Anti-Slip



Colour Fastness to artificial light



Durable



Easy Cleaning



Family Friendly



Hard Wearing



Low Maintenance



Pet Friendly



Quiet Underfoot



Rental Friendly



Sound Absorption



Stain Resistance



Underfloor Heating Suitability



ENCHANTIA LENAH VALLEY Colour Featured: Cleon

### GRANTON

Bringing you both functionality and style, Granton is the carpet to suit any room in your home.



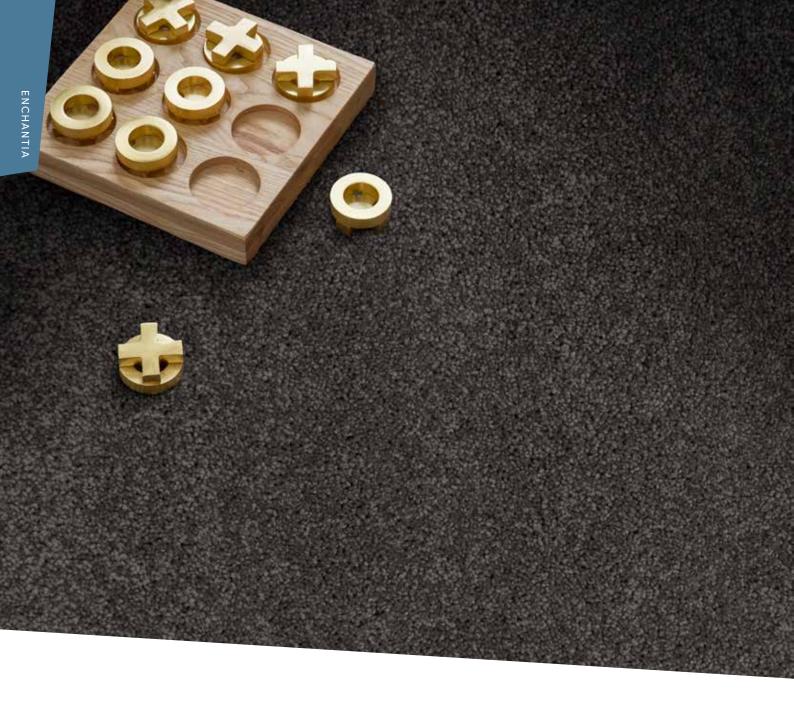


ENCHANTIA HADLEIGH Colour Featured: Franklin

### HADLEIGH

Create your own sanctuary with Hadleigh, the ideal blending both comfort and value.





ENCHANTIA LENAH VALLEY Colour Featured: Jewel

### LENAH VALLEY

Discover the difference with this high-quality polyester carpet – the perfect combination of style, comfort, and value. From its soft, luxurious texture to its durable construction, this carpet is designed to enhance your home with lasting beauty and practicality.





ENCHANTIA NEWTOWN

### NEWTOWN

Discover the difference with this high-quality polyester carpet – the perfect combination of style, comfort, and value. From its soft, luxurious texture to its durable construction, this carpet is designed to enhance your home with lasting beauty and practicality.









### 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.

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Underfloor Heating Suitability

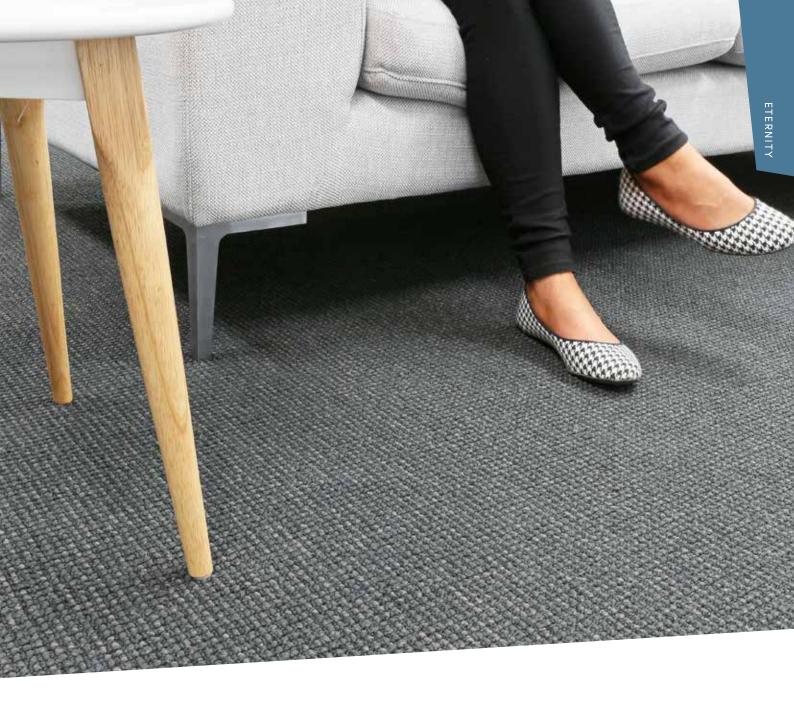


ETERNITY AGOSTINI Colour Featured: Mugello

### **AGOSTINI**

Agostini offers an exceptional balance of premium quality and affordability, boasting a luxurious texture that remarkably mimics the elegance of wool. With its striated pattern and versatile, earthy colour palette, Agostini goes beyond mere functionality, refreshing any bedroom or living space.





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.





ETERNITY BARATTI Colour Featured: Shellfish

### **BARATTI**

Baratti range, a textured loop crafted from Solution Dyed Nylon fibres, exhibiting both aesthetic appeal and durability. Its excellent wear resistance and superior stain resistance features ensure longevity, while its vibrant enduring colour and anti-static properties make it a premium choice in nylon carpets.



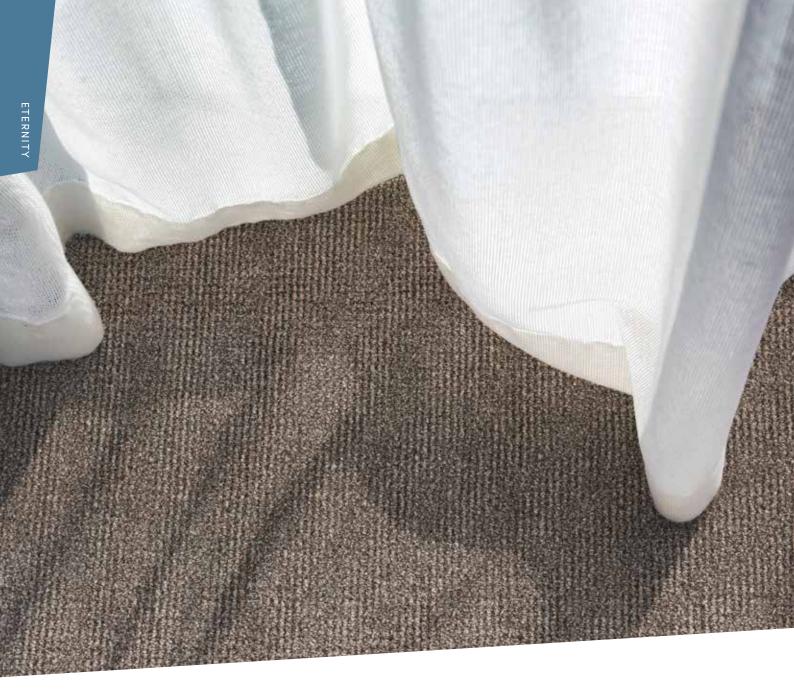


ETERNITY BELLMORE Colour Featured: Lorne

### 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.





ETERNITY DELANO Colour Featured:

### BRENNAN

This contemporary carpet range takes nylon loop pile in a fresh new direction, with its eye-catching form and tonal variations.



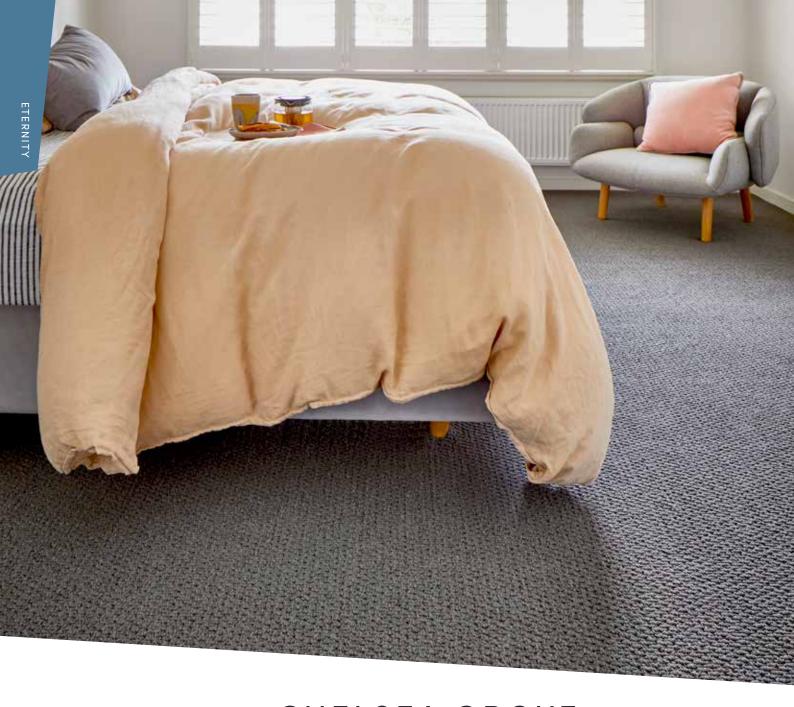


ETERNITY BURFORD Colour Featured: Silverblade

### BURFORD

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





ETERNITY CHELSEA GROVE

### 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.





ETERNITY BARATTI Colour Featured: Mana

### CLARE VALLEY

Clare Valley elegantly ushers in softness and subtle luxury. Shoes will always be kicked off at the door in order to fully experience the sumptuous textures and softness underfoot, with comfort at the forefront.





ETERNITY DELANO

### 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.





ETERNITY DELEMONT

### DELEMONT

Inspired by the Boucle fabric, it's timeless elegance and beautiful heathered colours will suit a wide array of interior spaces, from contemporary to classic. Enjoy a sense of luxury in bedrooms and living areas, knowing it is soft to the touch yet durable against abrasion.





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.





ETERNITY FASCINATION Colour Featured: Dakota

### **FASCINATION**

Designed with durability in mind, Fascination is a cut pile twist that adds subtle texture to the floor. This Solution Dyed Nylon carpet features a beautiful, yet functional colour palette of light and dark neutrals





ETERNITY GATLING

### **GATLING**

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





ETERNITY HANNING

### HANNING

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





ETERNITY HAYZER Colour Featured: Argo

### **HAYZER**

Hayzer presents a luxuriously soft look and feel underfoot without sacrificing the most important features a carpet needs in the everyday home. Amazing wearability, stain resistance, colourfastness and anti-static properties ensure that this range is the perfect choice for your home.





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.





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.



### LACHFIELD

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





#### ETERNITY LUCIDO

### LUCIDO

Lucido embodies the timeless elegance, texture, and durability that our customers anticipate from a meticulously crafted carpet.





ETERNITY MALUMA Colour Featured: Malton

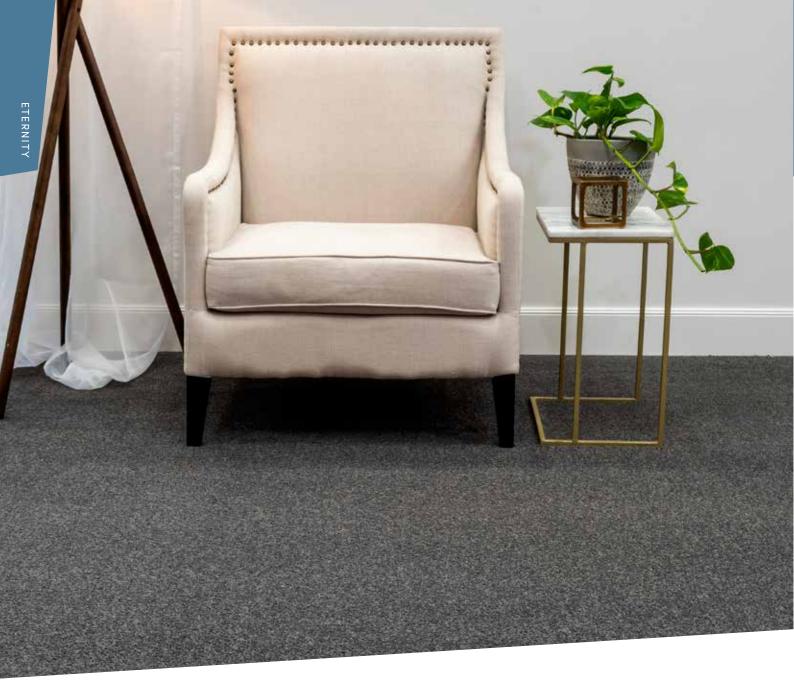
### MALUMA

The patterned textured loop pile of Maluma creates a distinct uniform texture that won't show tracks, making it an inspired selection for high traffic rooms. Made in Australia from durable solution dyed nylon, Maluma is stain resistant, fade resistant and perfect for family homes





RALEIGH

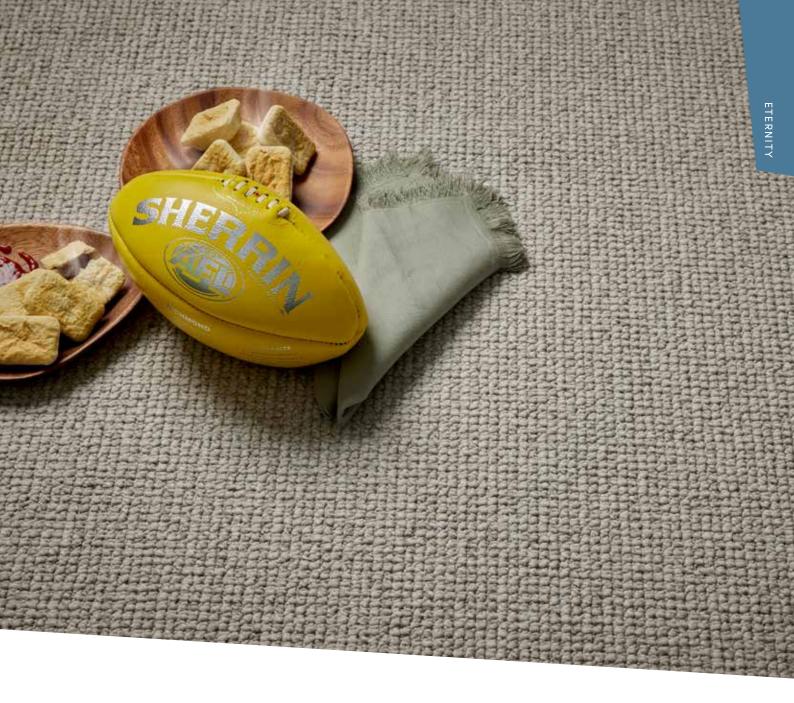


ETERNITY MOLARO Colour Featured: Verity

### MOLARO

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





ETERNITY NORMANDY Colour Featured: Anjou

## NORMANDY

Normandy exceeds practicality and expectations for synthetic fibres. Its unique striated pattern, chunky texture and neutral tones seamlessly blend into your home, balancing both comfort and style. Rated 'Extra Heavy Duty' for homes and 'Medium Duty' for commercial use, Normandy is exceptionally durable.





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.











## 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.



Exclusive to Choices Flooring



Colourfastness to Artificial Light



Durable



Easy Cleaning



Family Friendly



Hard Wearing



Low Maintenance



Quiet Underfoot



Rental Friendly



Sound Absorption



Stain Resistance

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.





ETERNITY DELANO Colour Featured: Remsen

## WHITLANDS

Discover the Whitlands range where true comfort meets lasting luxury. With its soft feel and resilient, solution-dyed fibres that resist stains and fading, it simplifies upscale living.



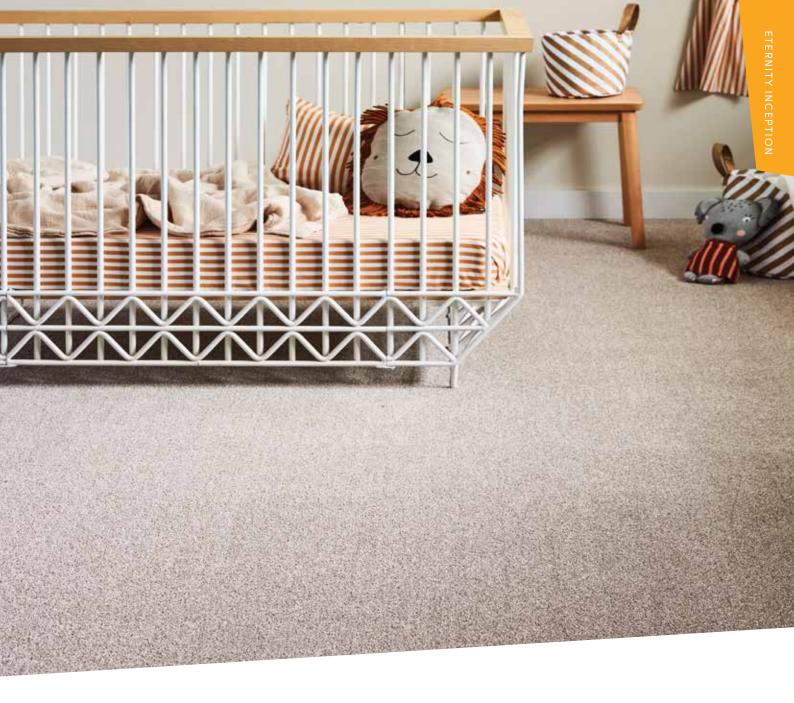


ETERNITY INCEPTION WILLOW LAKE Colour Featured: Name needed

## WILLOW LAKE

Indulge in the true comfort and luxury of the Willow Lake range. With its soft, luxurious feel and durable qualities like unrivalled stain and fade resistance from its solution-dyed fibres, this range makes maintaining a luxurious home absolutely effortless.





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.









## 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



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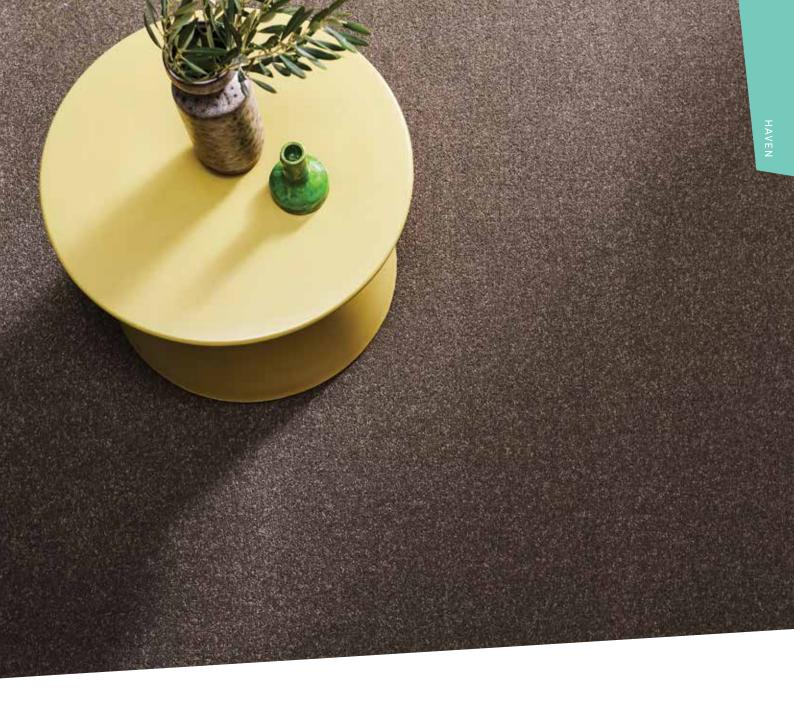


HAVEN ALLUNA Colour Featured: Farrow

## ALLUNA

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





HAVEN CALLOW Colour Featured: Cochrane

## CALLOW

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



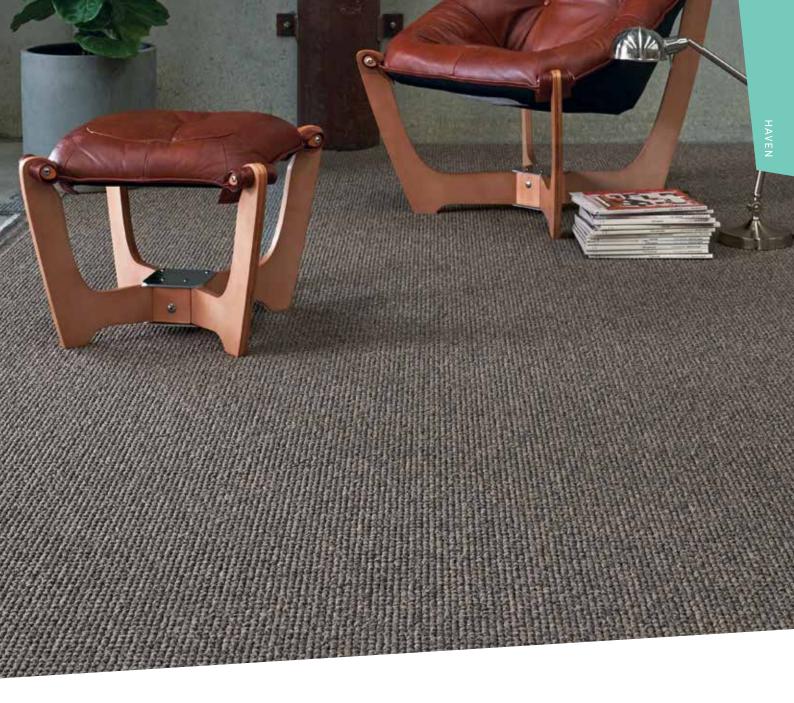


HAVEN DELTA TWIST Colour Featured: Camel Hair

## **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.





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.





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.





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.



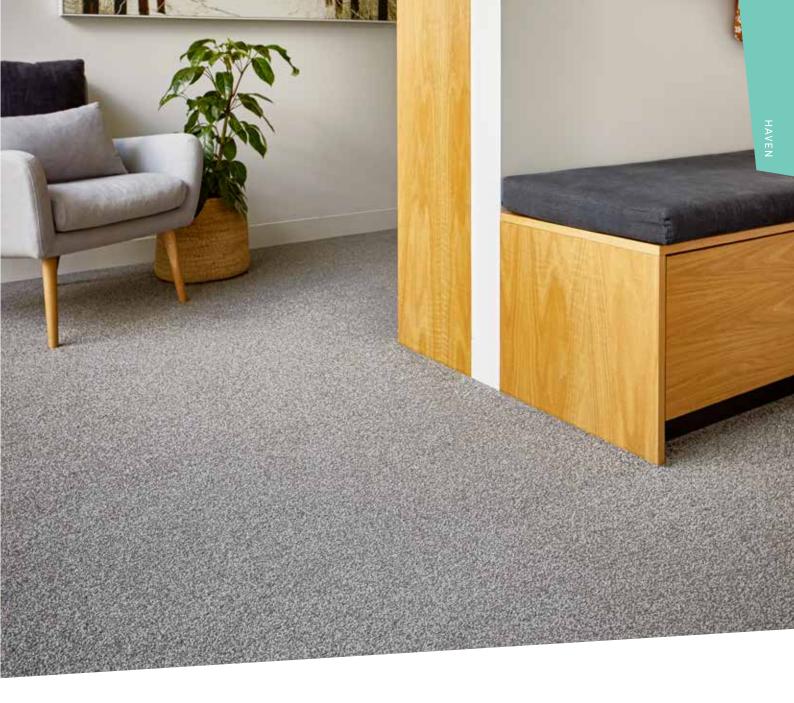


HAVEN JOCANDA Colour Featured: Caraway

## 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.





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.





HAVEN MANTON Colour Featured: Arina

## 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.





HAVEN NORCROFT Colour Featured: Doric

## NORCROFT

Stylish simplicity defines the Norcroft range. Delivering a sense of warmth with a simple colour scheme, this range also boasts durability, and an easy-clean design which is perfect for high-traffic areas.





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.











## 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.



Exclusive to Choices Flooring



Anti Slip



Colourfastness to Artificial Light



Durable



Easy Cleaning



Eco Friendly



Family Friendly



Hard Wearing



Low Maintenance



Pet Friendly



Quiet Underfoot



Sound Absorbtion



Stain Resistance



SERENITY COLLECTION SHADOW MIST Colour Featured: Garner

## SHADOW MIST

A perfect balance of comfort and practicality, Shadow Mist is made from DuraTuft® Soft PET - a premium polyester carpet fibre that offers durability and stain resistance without compromising on softness. Made in Australia, this cut pile twist carpet comes in a range of contemporary colours that make styling your home with a premium carpet an accessible luxury.





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

Your selected Enchantia, Eternity, Eternity Inception, Haven or Serentiy 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 (October 2024).

#### 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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