











natural CHOICES

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BEFORE YOU BUY

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

HOW LIGHTING AFFECTS THE LOOK OF YOUR FLOOR

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

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

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

THE EFFECTS OF ARTIFICIAL LIGHTING

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

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

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



WOOL CARPET CARE & MAINTENANCE GUIDE

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

VACUUMING YOUR WOOL CARPET

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

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

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

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

Adjustable Height - always use the highest setting where appropriate.

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

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

PROMPTLY ATTEND TO SPILLS AND STAINS

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

PROFESSIONALLY STEAM CLEAN

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



For more information regarding the care & maintenance of your carpet, visit choicesflooring.com







ILLOURA CARPETS BRINGS UNIQUE AND RICH COLOUR DEPTH ENHANCING INTERIORS.

KEY FEATURES



Durable



Easy Cleaning



Eco Friendly



Hard Wearing



Low Maintenance



Quiet Underfoot



Rental Friendly



ILLOURA AYRSHIRE Colour Featured: Lorne

AYRSHIRE

Ayrshire is a wool loop pile carpet with relaxed forms that maintains simplicity with a heathered yarn composition.



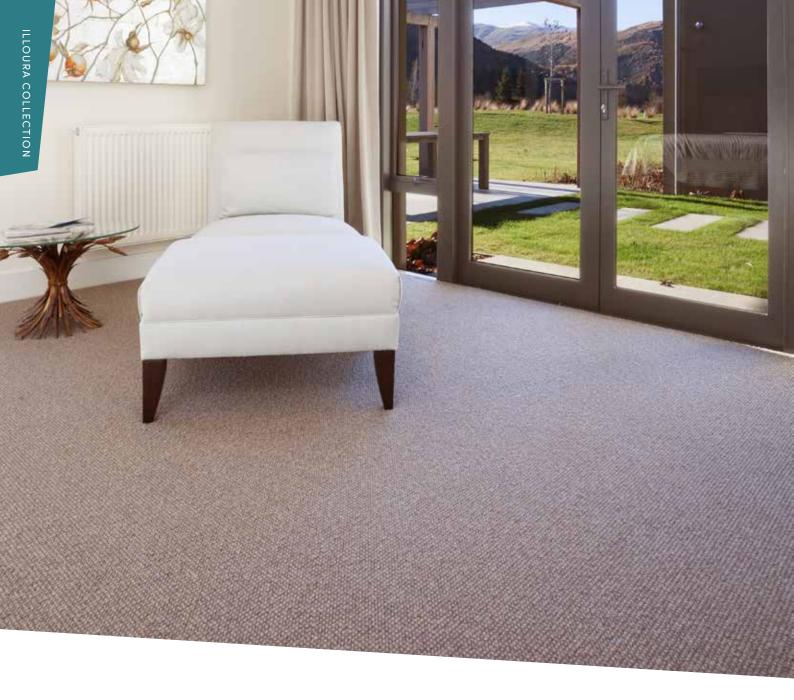


ILLOURA KADOTA Colour Featured: Lunaric

KADOTA

Kadota, a meticulously woven elegant loop pile of subtle beauty and expert craftsmanship. Bringing to life the essence of nature through its low and tight pile





ILLOURA LANDORE Colour Featured: Kobe

LANDORE

Landore is a gorgeous loop pile carpet with a tailored appearance that's quite rustic in nature. It offers everything you'd want from a residential carpet – being durable, family-friendly and easy care. Made with 100% New Zealand wool.





ILLOURA LEDURA Colour Featured: Lombard

LEDURA

Ledura is a family-friendly and hard-wearing loop pile wool carpet. There's no rustic here, just a tailored heather loop pile that looks sharp on the floor and will suit everything from a villa to an apartment. The honeycomb patterning gives a similar look to sisal. Made with 100% New Zealand wool.





ILLOURA MAKLEY Colour Featured: Ackana

MAKLEY

A cut pile carpet of serene appearance which will beautify any home interior. Makley is a stylish yet durable option for any home. Made with 100% New Zealand wool.





ILLOURA TONKAWA Colour Featured: Edson

TONKAWA

Tonkawa is a wool loop pile carpet that creatively uses colourful wool flecks blended into natural fibres to create a practical and hard-wearing solution for your floor.









REWARD YOUR YOURSELF WITH THE UNMATCHED LUXURY OF TEMUKA WOOL CARPET

Temuka brings the natural warmth, luxury and strength of wool carpet into your home.

Due to its natural wool fibres and fashionable designs, Temuka wool carpet will allow you to create the perfect ambiance for your home.

KEY FEATURES



Exclusive to Choices Flooring



Friendly



Antı Slip



Durable



Easy Cleaning



Family Friendly



Hard Wearing



Low Maintenance



Natural Fibre



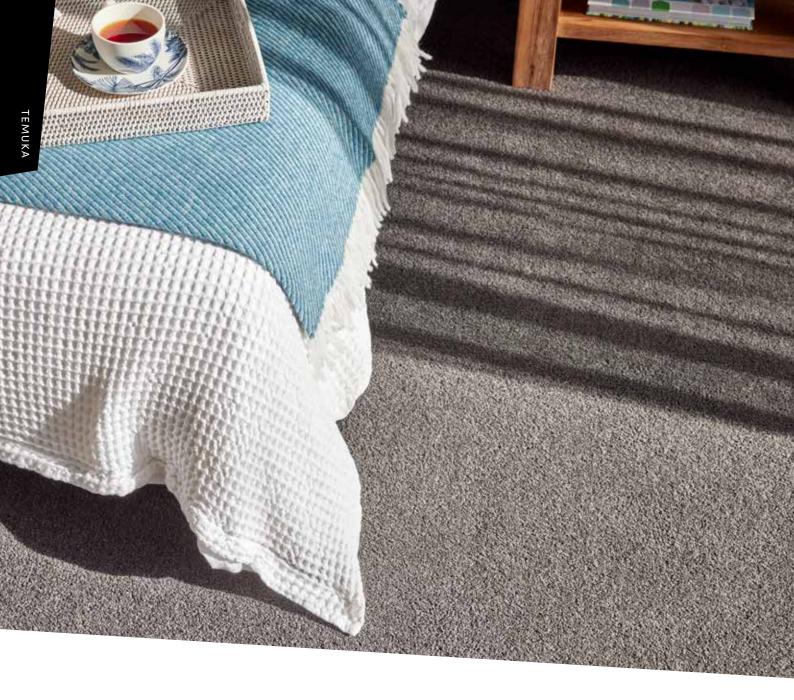
Quiet Underfoot



Sound Absorbtion



Stain Resistance



TEMUKA AIREDALE Colour Featured: Norwood

AIREDALE

A carpet of understated elegance, The textured twist of this heavy-weight wool twist subtlety plays with light to create a calm lustre that will keep looking good for years to come. Five stand-out and durable colours make up this selection of twist pile wool carpets.





TEMUKA BARMERA

BARMERA

Classically styled and superior performing twist.





TEMUKA DARROCH Colour Featured: Nairn

DARROCH

Super smooth and structured loop pile. The Darroch range has smooth natural colours. An easy choice if you want a calm neutral base to freshen up the appearance of your home. Also, because of the super chunky rustic loop pile design, it will keep your feet warm in winter and noticeably reduce noise.





TEMUKA FAIREDALE Colour Featured: Alvar

FAIRDALE

Nothing beats the elegance of a premium wool carpet along with the comfort and character it'll bring to your home. Featuring a loop pile weave, this carpet has a textured and speckled design adding to the aesthetics of your space.

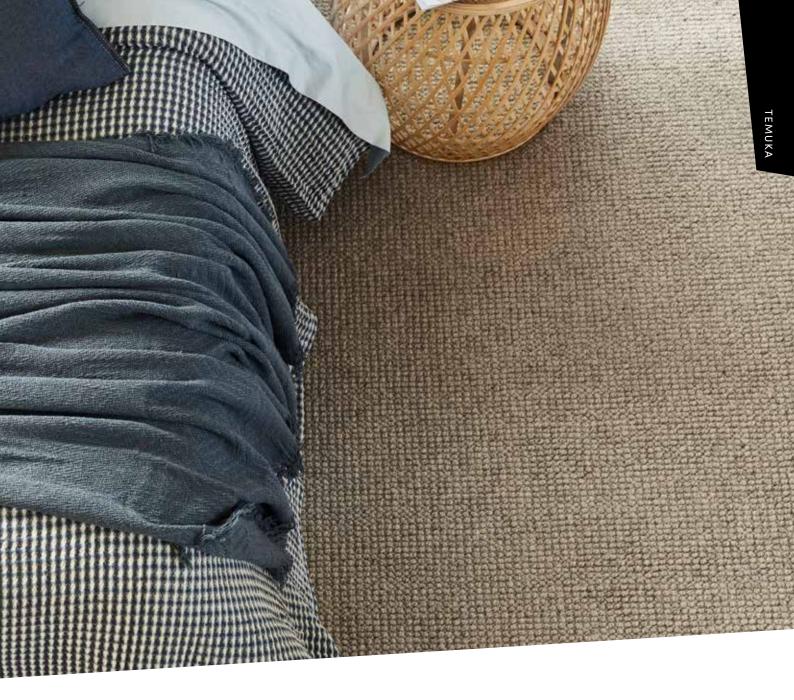


TEMUKA GLEN VALLEY Colour Featured: Mountain Peak

GLEN VALLEY

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





TEMUKA LANGDALE Colour Featured: Cordovan

LANGDALE

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





TEMUKA MATHESON Colour Featured: Grace

MATHESON

Matheson is charming, luxuriously comfortable yet casual and inviting. This is a carpet for people who love the planet and love their family. Each colour is crafted with multiple coloured fibres into a heathered blend and complimented with a stipple effect yarn.





TEMUKA NOBBY Colour Featured: Whitepepper

NOBBY

The ultimate wool carpet, Nobby is anti-allergenic, fire resistant fibre and stain resistance. Premium Nobby pure wool carpet will add significant value to your home.





TEMUKA POYNTON
Colour Featured: Manning

POYNTON

The textured loop pile in these carpets provide luxurious depth. Your toes will sink into the woolly luxury and you will smile knowing you have invested wisely in your family's wellbeing and helped nature at the same time.





TEMUKA SENTRY RIDGE Colour Featured: Crystalline

SENTRY RIDGE

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







TEMUKA TOTERA Colour Featured: Hickory

TOTERA

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





TEMUKA WENTWORTH PLACE Colour Featured: Iris

WENTWORTH PLACE

Crafted from 100% New Zealand wool, Wentworth Place provides the hard-wearing durability that comes hand in hand with resilient wool fibre, while presenting a diverse colour palette in a beautifully structured loop – he perfect balance between aesthetics and practical comfort.









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

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

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

KEY FEATURES



Exclusive to Choices Flooring



Allergy Friendly



Anti Slip



Durable



Easy Cleaning



Eco Friendly



Family Friendly



Hard Wearina



Low Maintenance



Natural Fibre



Quiet Underfoot



Sound Absorbtion



Stain Resistance

WINDSOR WOOL HARTSVILLE Colour Featured: Sweet Melon



WINDSOR WOOL BROOKSIDE Colour Featured: Winter Lake

BROOKSIDE

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



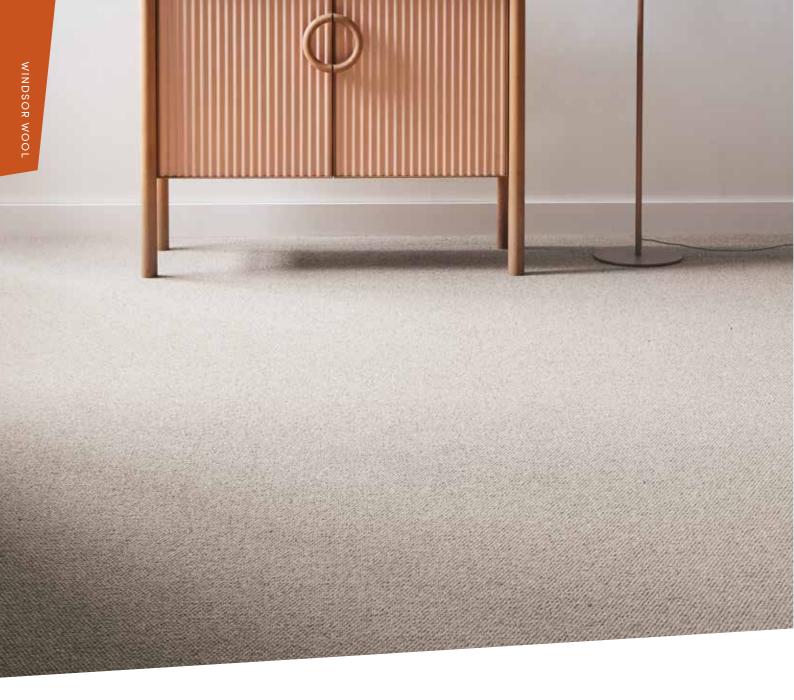


WINDSOR WOOL CORRIGANS COVE Colour Featured: Stetson

CORRIGANS COVE

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





WINDSOR WOOL COTTER RIVER Colour Featured: Silver Birch

COTTER RIVER

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





WINDSOR WOOL GLEN WILLS Colour Featured: Cool Bone

GLEN WILLS

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



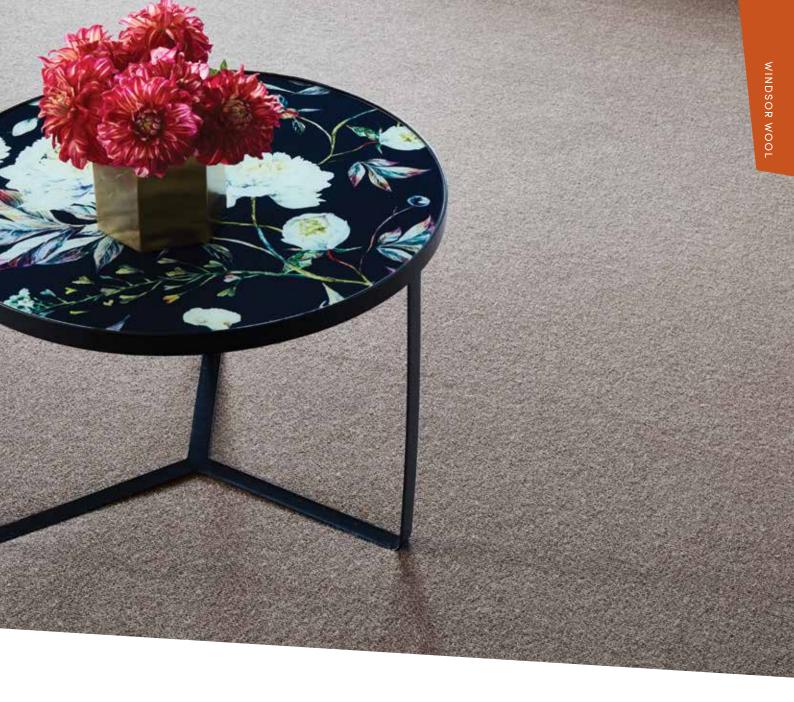


WINDSOR WOOL HARTSVILLE Colour Featured: Sweet Melon

HARTSVILLE

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





WINDSOR WOOL MAZARI Colour Featured: Stratus

MAZARI

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





WINDSOR WOOL MELVILLE ISLAND Colour Featured: Aspen Grey

MELVILLE ISLAND

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





WINDSOR WOOL RISTOW Colour Featured: Valencia

RISTOW

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





WINDSOR WOOL WILLOWSTONE Colour Featured: Alessi

WILLOWSTONE

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



IF YOUR TEMUKA OR WINDSOR WOOL CARPET FAILS TO PERFORM...

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



*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 (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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