

choicesflooring.com

C

# CHOICES

AUSTRALIA

-







### WHY BUY WOOL CARPET?

Wool is a natural fibre that's been used in carpet for centuries, and is the perfect natural choice for those looking to add beauty and luxury to their home.

Wool carpet is incredibly durable, it also naturally repels and resists stains and disguises dirt, meaning it will maintain its appearance over many years.

If you suffer from allergies, the beauty of wool extends to its health benefits. Wool carpet resists dust mites, mould and bacteria and its fibres cannot be inhaled making it a great natural, non-allergenic choice.

In addition to looking good, wool carpet absorbs sound and cushions the home against echo and room to room transfer noise. With the added benefit of being naturally fire resistant, it's a simple choice.

Available in a range of colours, you're spoilt for choice when it comes to selecting your desired shade.

Whichever wool carpet option you choose, you'll love its natural beauty, durability and take comfort in its enduring quality.





2	Before	you	Buy
---	--------	-----	-----

4 Wool Carpet Care & Maintenance Guide



8	Ayrshire		
9	Kadota		

- 10 Landore
- Ledura

11

- 12 Makley
- 13 Tonkawa



- 16 Ashmont17 Calverton
- 18 Fairdale

19

- Glen Valley
- 20 Hillsborough
- 21 Langdale
- 22 Sentry Ridge
- 23 Totera
- 24 Wentworth Place
- 25 Windarra



- 28 Astoni
- 29 Beaufort
- 30 Brookside
- 31 Corrigans Cove
- 32 Cotter River
- 33 Floriston
- 34 Glen Wills
- 35 Hartsville
- 43 Guarantees & Warranties

- 36 Mazari
- 37 Melville Island
- 38 Ocean Isle
- 39 Ristow
- 40 Tanners Road
- 41 Willowstone

## **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.

me II

Under natural light your carpet can appear drastically lighter.

## 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**





Cleaning





Hard Wearing



Maintenance



Underfoot



Friendly

Rental Friendly

Ц× Quiet



ILLOURA AYRSHIRE Colour Featured: LORNE

### AYRSHIRE

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

#### CURRENT COLLECTION



LORNE RUTLAND

ND

TINLEY

8



ILLOURA KADOTA Colour Featured: Lanark

### 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

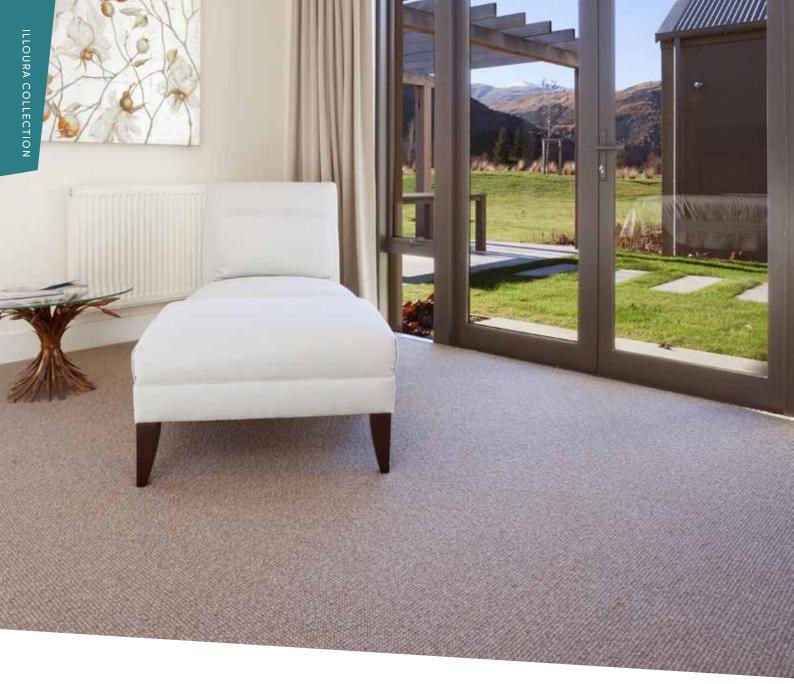
#### CURRENT COLLECTION



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

PURCELL

WARNER



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.

#### CURRENT COLLECTION



HAZELMERE

MATONG

NORBURY



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.

#### CURRENT COLLECTION



OTTO



13





## 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**





Flooring













Family Friendly







Quiet

Underfoot

Durable



Sound

Absorption

Easy

Cleaning



Stain Resistance



Low Maintenance Natural Fibre

TEMUKA LANGDALE Colour Featured: Wilmington



TEMUKA ASHMONT Colour Featured: Cumulus

### ASHMONT

Ashmont invites comfort and happiness into the home, with its luxurious underfoot feel. Available in heavenly shades, the classic cut twist pile of Ashmont provides the perfect neutral design base.

#### CURRENT COLLECTION





BURREN



CUMULUS



ELEMENTAL







SECRET

VICTORIAN

HAZY



TEMUKA CALVERTON Colour Featured: Murphy

### CALVERTON

Calverton, a chunky wool carpet that's available in a variety of neutral colours that perfectly suit today's textural styling trends. Crafted with a high low loop pile, it's super soft underfoot and complements a variety of interior design finishes and furnishings.

#### CURRENT COLLECTION



MURPHY

SAWYER

WILLARD



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.

#### CURRENT COLLECTION





CHARRED

WOOD





DESERT SAND

GLACIAL MIST



PEAK



OBSIDIAN

RIVERBANK

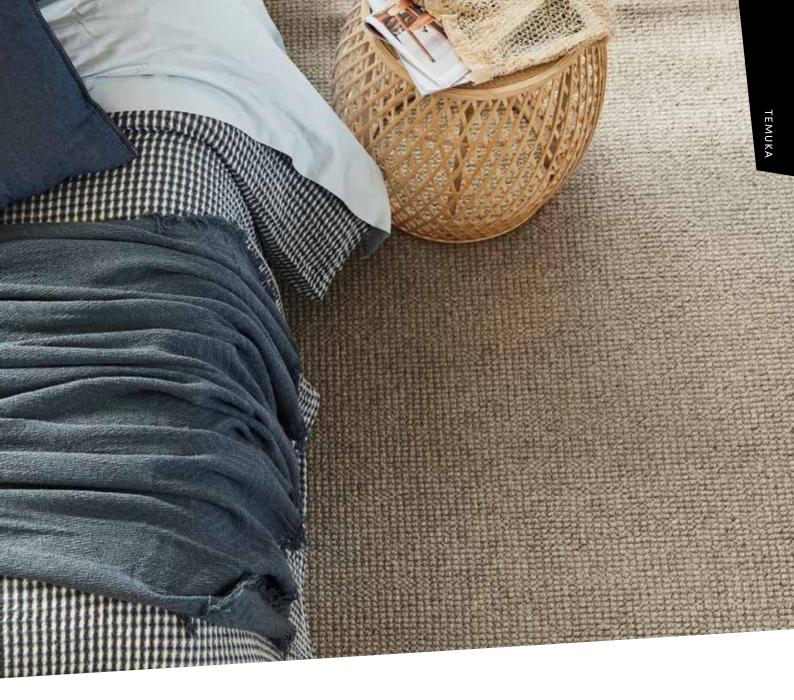


TEMUKA HILLSBOROUGH Colour Featured: Jasper

### HILLSBOROUGH

Inspired by the work of ancient stonemasons, Hillsborough takes visual and textural cues from techniques dating back thousands of years. This carpet features an organic, linear pattern which will add texture, depth and luxury to any space.





TEMUKA LANGDALE Colour Featured: Cordovan

### LANGDALE

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

#### CURRENT COLLECTION





ESTATE





VARDO WILM

CORDOVAN

SHERWIN

WILMINGTON

21

R.R.R.R.R. TEMUKA

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.

#### CURRENT COLLECTION









ASH GREY

BATTLEMENTS CRYSTALLINE

E GUNPOWDER



FOG



SMOKEY TAUPE

TEMUKA TOTERA Colour Featured: Hickory

### TOTERA

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

#### CURRENT COLLECTION









VALLEY

WICKHAM



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 – perfect balance between aesthetics and practical comfort.





TEMUKA WINDARRA Colour Featured: Camstone

### WINDARRA

Boasting enduring beauty and quality, Windarra is available in a rich range of colours that will add life and luxury to your interior. Made from high quality wool, this carpet features hypoallergenic properties, while still offering warmth, softness and opulence.







## 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



Eco

Friendly

۲(×



Allergy

Friendly

Friendly



Anti

Slip



Wearing Maintenance

 $1 \circ w$ 

Durable



Easy

Cleaning

Natural Fibre

WINDSOR WOOL ASTONI Colour Featured: Cooper

Quiet Underfoot

Sound Absorbtion

Stain Resistance

27



WINDSOR WOOL ASTONI Colour Featured: Burra

### ASTONI

Made from 100% wool, Astoni is a luxurious textured carpet available in many neutral tones. The stylish chunky loop pile style not only looks great on the floor, but also provides cosy comfort underfoot.





WINDSOR WOOL BEAUFORT Colour Featured: Alaska

### BEAUFORT

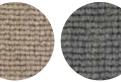
Manufactured with premium pure wool yarn, the Beaufort range adds interest and appeal to any interior with a unique natural look and feel.

#### CURRENT COLLECTION





CARMACK





ENDICOTT

HERSCHEL

TESLIN







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.





YARRA



WINDSOR WOOL CORRIGANS COVE

## 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.

#### CURRENT COLLECTION





CREEK RUSH





MARBLE MIST NIGHTINGALE





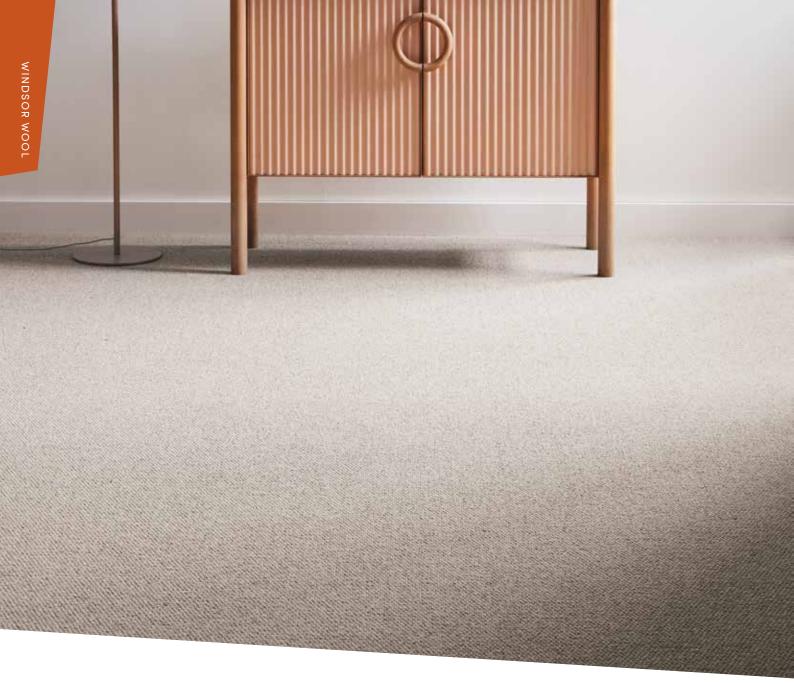




Swatch colour and room image can differ due to light conditions. Refer to page 2.

PHANTOM

SEA BASS ST



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.

#### CURRENT COLLECTION









DEEP TAUPE

RIVERBED





STILL CREEK S

SUMMER FOG



WINDSOR WOOL FLORISTON Colour Featured: Dorley

### FLORISTON

A level loop 100% wool product, with a modern colour palette. This carpet boasts all the features of New Zealand's finest wool. Environmentally sustainable making this range a satisfyingly positive option for your home.

#### CURRENT COLLECTION



OLSEN

METWOOD

SHELBY



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.

#### CURRENT COLLECTION





ICED SLATE



PEARLY VEIL



SILVER MINK



SUNDIAL

SWEET MELON

WHIRLPOOL

WOLF GRAY



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.

#### CURRENT COLLECTION





LINEN GAUZE





MOONSTONE ORCHARD









SMOKE CLOUD

VANILLA BEAN ZINC MARLE



WINDSOR WOOL OCEAN ISLE Colour Featured: Safari

### OCEAN ISLE

Invoking a sense of seaside tranquility, Ocean Isle adds a casually elegant charm to contemporary living spaces. Available in neutral shades, the level loop pile carpet, crafted from the very best New Zealand wool, is soft and texturally pleasing underfoot.

#### CURRENT COLLECTION



KENNETT



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.

#### CURRENT COLLECTION





BRANDIS



MERCURY





PARADOX



MODERN



PLATINUM

SEQUENCE

SILVER PATINA UMBER

VALENCIA

39

WINDSOR WOOL TANNERS ROAD Colour Featured: Midnight Coal

### TANNERS ROAD

Tanners Road is a wool blend twist pile carpet featuring the latest colour trends blended with colours that have stood the test of time.

#### CURRENT COLLECTION





GRANITE



TIMBERS

HARBOR GREY



MOON

HONEY

BRONZE





COASTAL FOG











WINDSOR WOOL WILLOWSTONE Colour Featured: Alessi

an all

### 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.

#### CURRENT COLLECTION





CHRISTIANNE

ROSELLA



EVERLEY



LIANA





MADDISON

VALENCIA





### 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. 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.



choicesflooring.com

JOIN OUR ONLINE COMMUNITY

