



choicesflooring.com

natural

CHOICES

A U S T R A L I A



A photograph of a sheep in a field at sunset. The sheep is the central focus, looking towards the camera. The background is a soft, golden glow from the setting sun, with other sheep visible in the distance. The overall mood is warm and natural.

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.



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

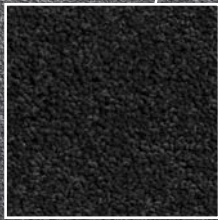
Natural sunlight is not the only lighting that has an impact on the colour of your carpet; the type of light fixtures you have in the room will also play a part in how the carpet will look in your room.

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.



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](https://www.choicesflooring.com) or speak with your sales consultant at your local Choices Flooring store.

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 carpet - only 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





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



Allergy
Friendly



Anti
Slip



Durable



Easy
Cleaning



Family
Friendly



Hard
Wearing



Low
Maintenance



Natural
Fibre



Quiet
Underfoot



Sound
Absorption



Stain
Resistance

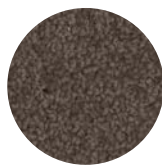


TEMUKA ASHMONT
Colour Featured: Cumulus

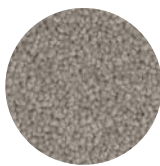
ASHMONT

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.

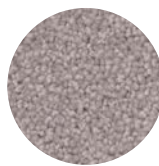
CURRENT COLLECTION



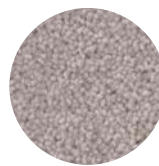
ANTLER



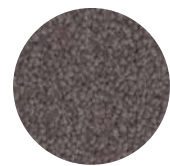
BURREN



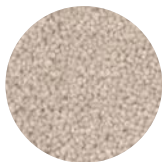
CUMULUS



ELEMENTAL



HAZY



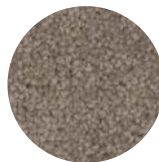
POLAR



SEATTLE



SECRET



VICTORIAN



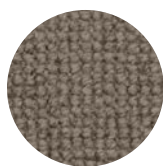
TEMUKA FAIRDALE
Colour Featured: Alvar

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.



ALVAR



CABEZA



CORONADA



KOURA



PUEBLO



SALINA



SAVOY



SIERRA

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

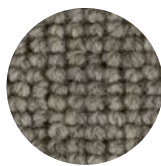


TEMUKA GLEN VALLEY
 Colour Featured: Mountain Peak

GLEN VALLEY

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

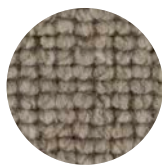
CURRENT COLLECTION



BEDROCK



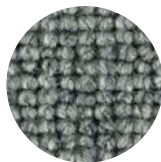
CHARRED
WOOD



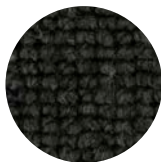
DESERT SAND



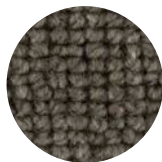
GLACIAL MIST



MOUNTAIN
PEAK



OBSIDIAN



RIVERBANK

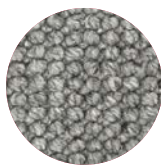


TEMUKA LANGDALE
Colour Featured: Cordovan

LANGDALE

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

CURRENT COLLECTION



BREDA



CORDOVAN



ESTATE



SHERWIN



VARDO



WILMINGTON

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

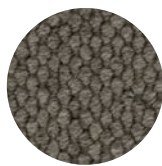


TEMUKA SENTRY RIDGE
 Colour Featured: Crystalline

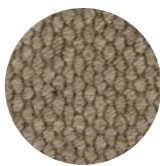
SENTRY RIDGE

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

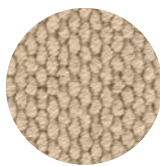
CURRENT COLLECTION



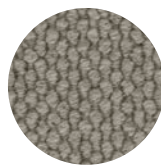
ASH GREY



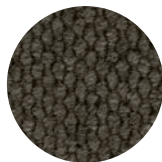
BATTEMENTS



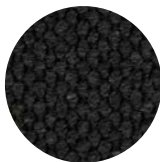
CRYSTALLINE



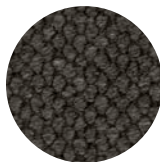
GUNPOWDER



MORNING
 FOG



NOIR



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



HICKORY



SYRUP



TAWNY



TORTILLA



VALLEY



WICKHAM

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



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 - the perfect balance between aesthetics and practical comfort.



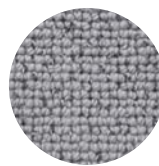
CLOVE



FIG TREE



GARDEN RESERVE



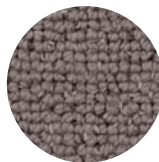
HARBOUR
 STEPS



HAYMARKET



IRIS



PARKLANDS

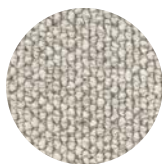


TEMUKA WINDARRA
Colour Featured: Camstone

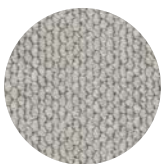
Swatch colour and room image can differ due to light conditions. Refer to page 2.

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.



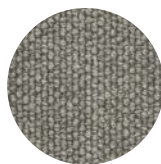
CAMSTONE



DAHMER



FEATHER



HUNTER



MARQUISE



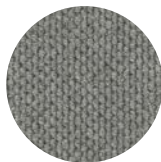
SANDROCK



SHINTO



TREBLE



VAPID





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 Wearing



Low Maintenance



Natural Fibre



Quiet Underfoot



Sound Absorption



Stain Resistance

WINDSOR WOOL ASTONI
Colour Featured: Cooper

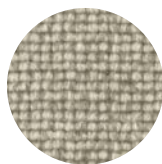


WINDSOR WOOL ASTONI
Colour Featured: Burra

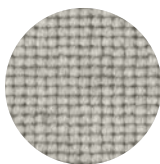
ASTONI

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.

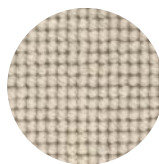
CURRENT COLLECTION



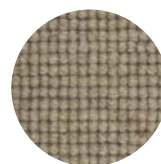
BURRA



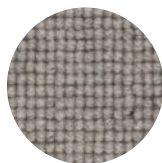
COOPER



DUKE



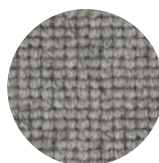
MITRE



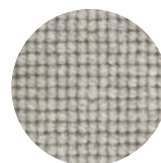
NOKOTA



REILLY



SLATE



TURANO



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



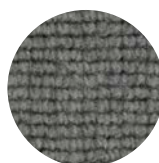
ALASKA



CARMACK



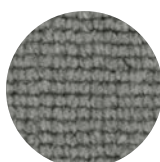
ENDICOTT



HERSCHEL



TESLIN



WHITEHORSE



YUKON



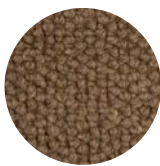
WINDSOR WOOL BROOKSIDE
Colour Featured: Winter Lake

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.



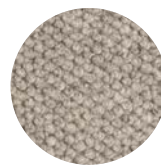
BRIDGE
WATER



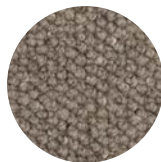
DAWN HUSH



LAMBSKIN



ROCKBANK



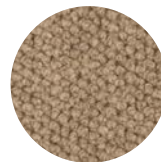
SEQUOIA



TUSSOCK



WINTER LAKE



YARRA



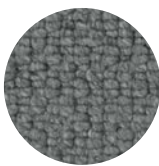
WINDSOR WOOL CAMBRIDGE
Colour Featured: Rubine

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

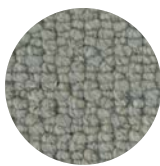
CAMBRIDGE

A chunky wool carpet that complements today's rustic and handcrafted decorator styling, Cambridge is available in a range of classic neutrals.

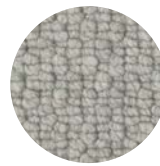
CURRENT COLLECTION



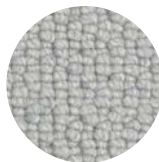
DORCHESTER



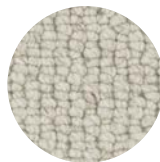
FELT



INOX



RUBINE



TRACERY

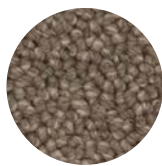


WINDSOR WOOL CLAYFIELD
Colour Featured: Jute Rope

CLAYFIELD

Clayfield delivers an incredibly fantastic loop pile in an array of phenomenal colours, including some beautifully rustic stipple options; all while providing the hard-wearing and stain resistance capabilities of woollen fibre.

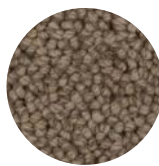
CURRENT COLLECTION



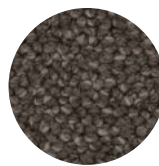
CARAWAY



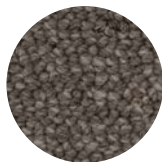
FAIR WIND



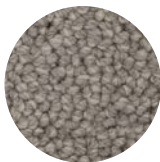
JUTE ROPE



MOONLESS
NIGHT



PIPELINE
GREY



SNOWBOUND



STONECAST



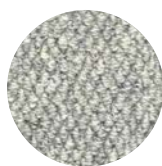
WINDSOR WOOL
CORRIGANS COVE
Colour Featured: Stetson

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

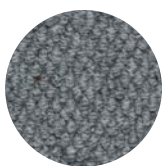
CORRIGANS COVE

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



ALPINE



CREEK RUSH



MARBLE MIST



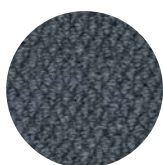
NIGHTINGALE



OAKWOOD



PHANTOM



SEA BASS



STETSON



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



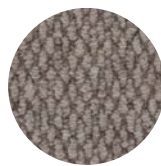
COAL



CROW



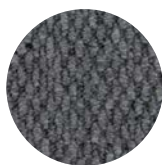
DEEP TAUPE



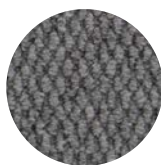
RIVERBED



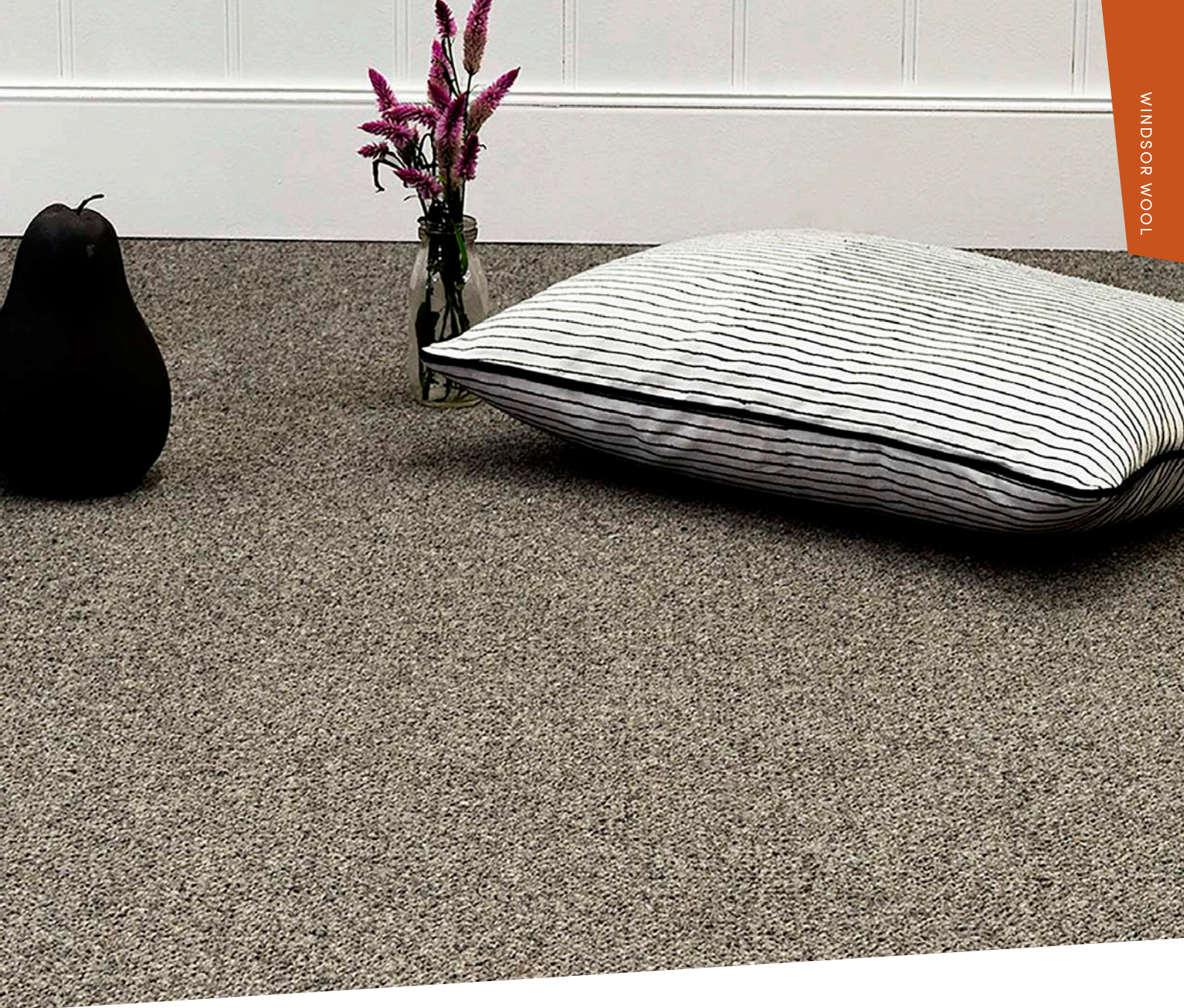
SILVER BIRCH



STILL CREEK



SUMMER FOG

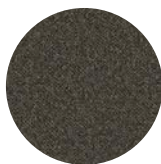


WINDSOR WOOL
 FLORISTON
 Colour Featured:
 Dorley

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

FLORISTON

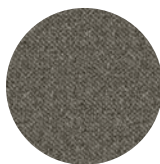
A level loop 100% wool product, with a modern colour palette. This carpet boasts all the features of New Zealand's finest wool. Environmentally sustainable making this range a satisfyingly positive option for your home.



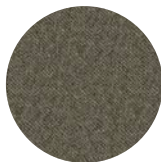
ALAMO



CISCO



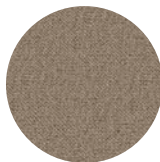
DORLEY



METWOOD



OLSEN



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.

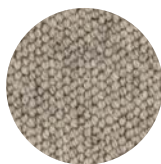
CURRENT COLLECTION



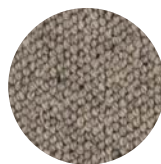
CAPRI



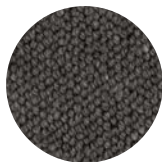
CASHEW NUT



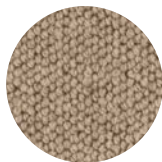
COOL BONE



PALLADIUM



PLUNGE



RATTAN



TOMBSTONE



WARM
 NUTMEG



WINDSOR WOOL
HARTSVILLE
Colour Featured:
Sweet Melon

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

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.



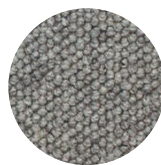
CORNUCOPIA



ICED SLATE



PEARLY VEIL



SILVER MINK



SUNDIAL



SWEET MELON



WHIRLPOOL



WOLF GRAY



WINDSOR WOOL KALLISTA
Colour Featured: Fawn

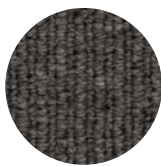
KALLISTA

Kallista is an entry level sisal that has contemporary colours ranging from warm neutrals to cool greys. Because it is made from pure wool fibre, the carpet will trap the dust mites until you are ready to vacuum, thereby improving the indoor air quality in your home.

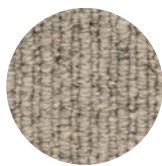
CURRENT COLLECTION



ALPINE SNOW



BURNOUT



DUST



EMBERS



FAWN



LYREBIRD



MOONSTONE



SLATED



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.

CURRENT COLLECTION



ARMADILLO



HAZEL



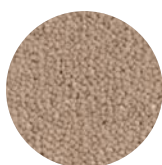
MALT



NAVAJO



OLD
MONTEREY



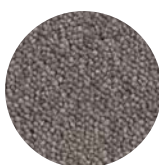
PALM
SPRINGS



ROCKET



SPICE



STRATUS



TOTEM

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

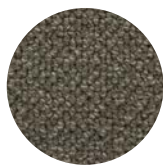


WINDSOR WOOL
MELVILLE ISLAND
Colour Featured: Aspen Grey

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.

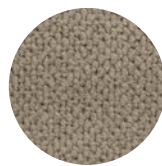
CURRENT COLLECTION



ASPEN GREY



LINEN GAUZE



MOONSTONE



ORCHARD



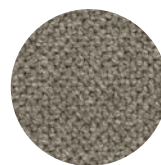
ROASTED
PACAN



SMOKE
CLOUD



VANILLA BEAN



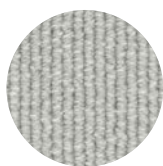
ZINC MARLE



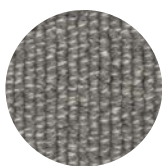
WINDSOR WOOL OCEAN ISLE
Colour Featured: Safari

OCEAN ISLE

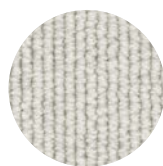
Invoking a sense of seaside tranquility, Ocean Isle adds a casually elegant charm to contemporary living spaces. Available in neutral shades, the level loop pile carpet, crafted from the very best New Zealand wool, is soft and texturally pleasing underfoot.



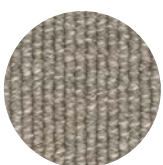
BELLCOURT



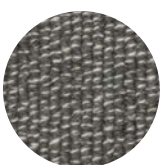
BONNIE



DEACON



KENNETT



NOBLE



SAFARI

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



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



ABSTRACT



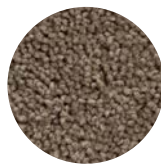
BRANDIS



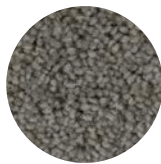
MERCURY



MODERN



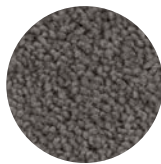
PARADOX



PLATINUM



SEQUENCE



SILVER PATINA



UMBER



VALENCIA



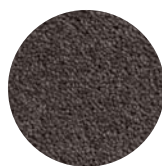
WINDSOR WOOL
TANNERS ROAD
Colour Featured:
Midnight Coal

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

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.

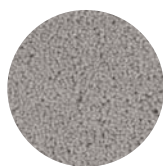
CURRENT COLLECTION



ASH BROWN



AUTUMN
TIMBERS



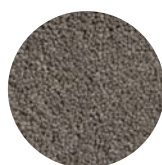
BEIJING
MOON



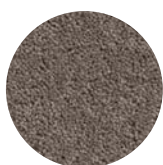
COASTAL FOG



FERN



GRANITE



HARBOR GREY



HONEY
BRONZE



MIDNIGHT
COAL



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.

CURRENT COLLECTION



ALESSI



CHRISTIANNE



EVERLEY



LIANA



MADDISON



ROSELLA



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



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. Our goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and compensation for any other reasonably foreseeable loss or damage. You're also entitled to have the goods repaired or replaced if goods fail to be acceptable quality and the failure does not amount to a major failure. Actual colour samples shown in this brochure may vary due to the printing process. View a true representation of the range at your local Choices Flooring store. All information is correct at the time of printing (April 2023).

PILE REVERSAL / WATERMARKING

Watermarking, shading, pooling and pile reversal all refer to various types of pile distortion. If you are considering a carpet for your home, please be aware that shade variations may occur. Caused by relatively slight changes in pile from foot traffic, vacuuming, general use and the sides of fibers reflect more light than their tips, pile laying away from the observer appears lighter, while pile laying toward the observer appears darker. Areas that appear dark when viewed from one direction appear light when viewed from the opposite direction, and vice versa. These changes in pile lay are temporary and usually can be removed easily by vacuuming or brushing the pile.



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