



Choices
Flooring

choicesflooring.com

family friendly

CHOICES

NEW ZEALAND

ENCHANTIA

Eternity

Eternity
INCEPTION

HAVEN

A pink unicorn plush toy with orange mane and a white lamb plush toy are sitting in a woven basket on a carpet. The unicorn has a black eye and a small brown nose. The lamb has a black eye and a small pink nose. The basket is made of light brown woven material. The carpet is a light beige color.

WHAT IS THE BEST CARPET FOR YOUR FAMILY?

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.

family friendly CHOICES



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HAVEN COLLARD
Colour Featured: Dome

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

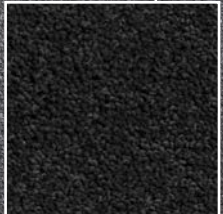
Natural sunlight is not the only lighting that has an impact on the colour of your carpet; the type of light fixtures you have in the room will also play a part in how the carpet will look in your room.

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.

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](https://www.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 HADLEIGH
Colour Featured: Franklin

HADLEIGH

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

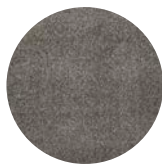
CURRENT COLLECTION



ANGLIA



ANSELL



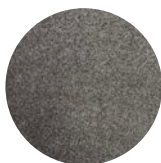
BENTON



FRANKLIN



MALDON



MORRIS



NEWELL



ROWLAND







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.

KEY FEATURES



Exclusive to Choices Flooring



Durable



Easy Cleaning



Family Friendly



Hard Wearing



Low Maintenance



Pet Friendly



Quiet Underfoot



Rental Friendly



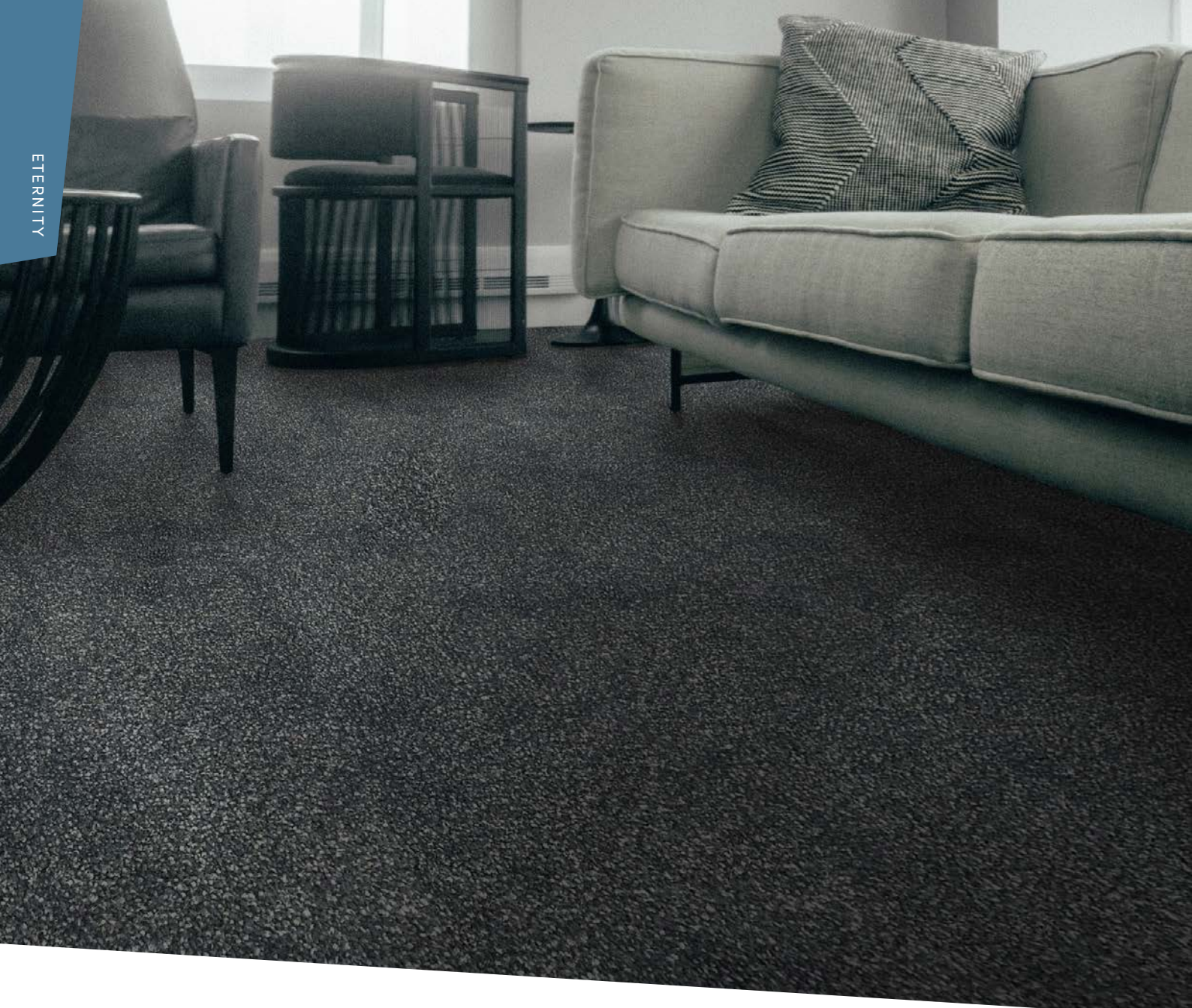
Sound Absorption



Stain Resistance



Underfloor Heating Suitability



ETERNITY AYRTON
 Colour Featured: Devon

AYRTON

Ayrton is a divinely plush solution dyed nylon carpet that will be a comfortable and luxurious addition to your home. Ayrton has expertly coordinated colours to work in perfect harmony with current interior trends.

CURRENT COLLECTION





ETERNITY BALLAN
 Colour Featured: Lewis

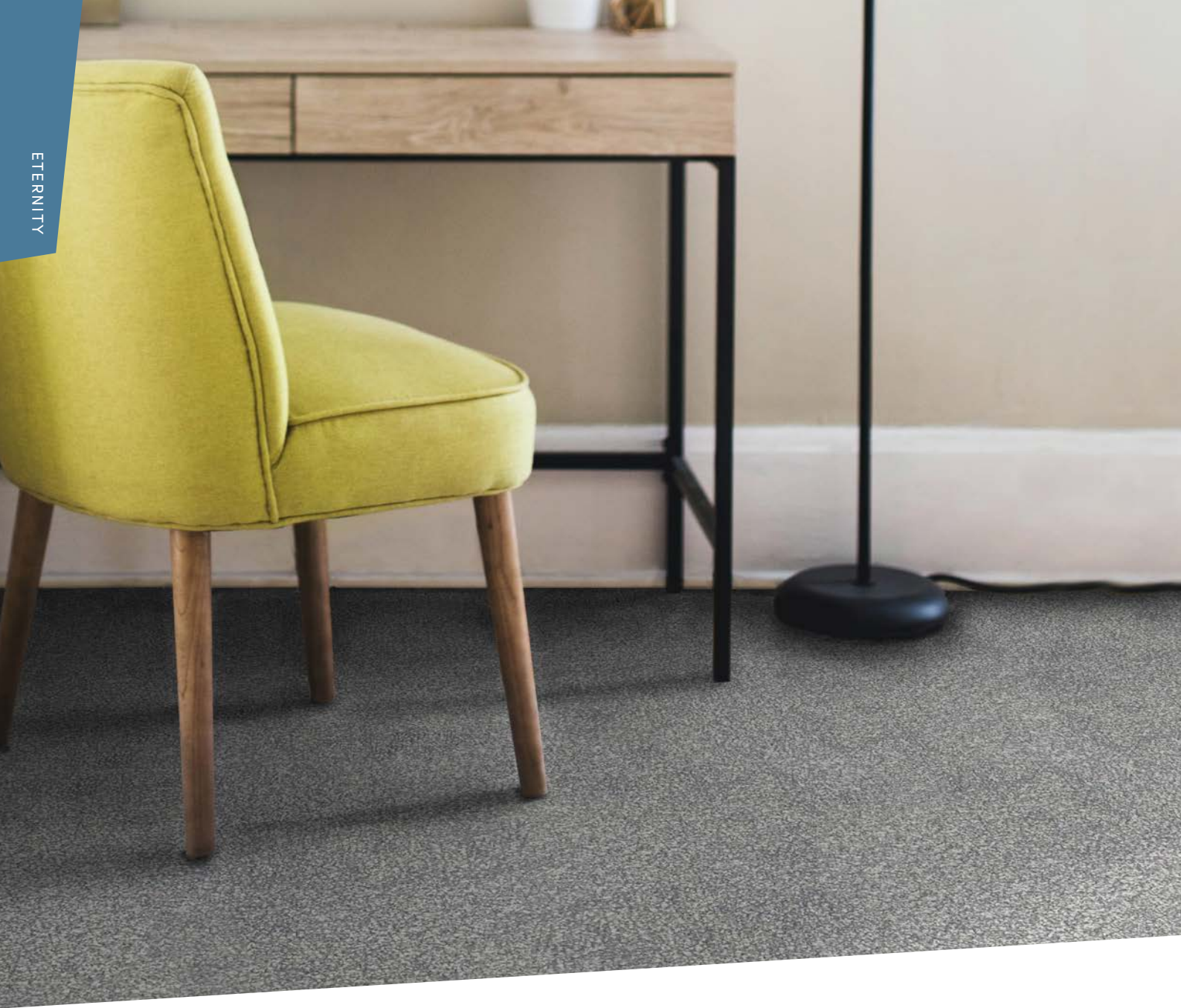
BALLAN

A divinely plush solution dyed nylon carpet that will be a comfortable and luxurious addition to your home. An affordable carpet with stain and fade resistant properties that's easy to clean and maintain.

CURRENT COLLECTION



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

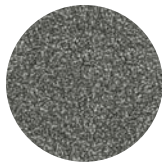


ETERNITY CRAMMOND
Colour Featured: Bray

CRAMMOND

Crammond has expertly coordinated colours to work in perfect harmony with current interior trends. An affordable carpet with stain and fade resistant properties that's easy to clean and maintain.

CURRENT COLLECTION



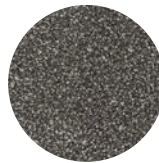
BRAY



COLE



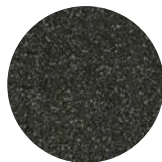
DANDO



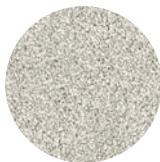
DEAGON



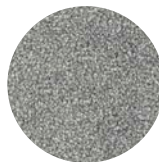
HOGAN



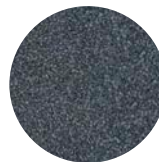
LOFT



MILNE



MORCOM



STARKE



TURNER



ETERNITY DELANO
Colour Featured: Colt

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.

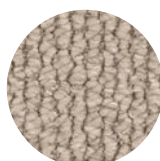
CURRENT COLLECTION



AERO



ARKELL



COLT



LICHEN



PALMER

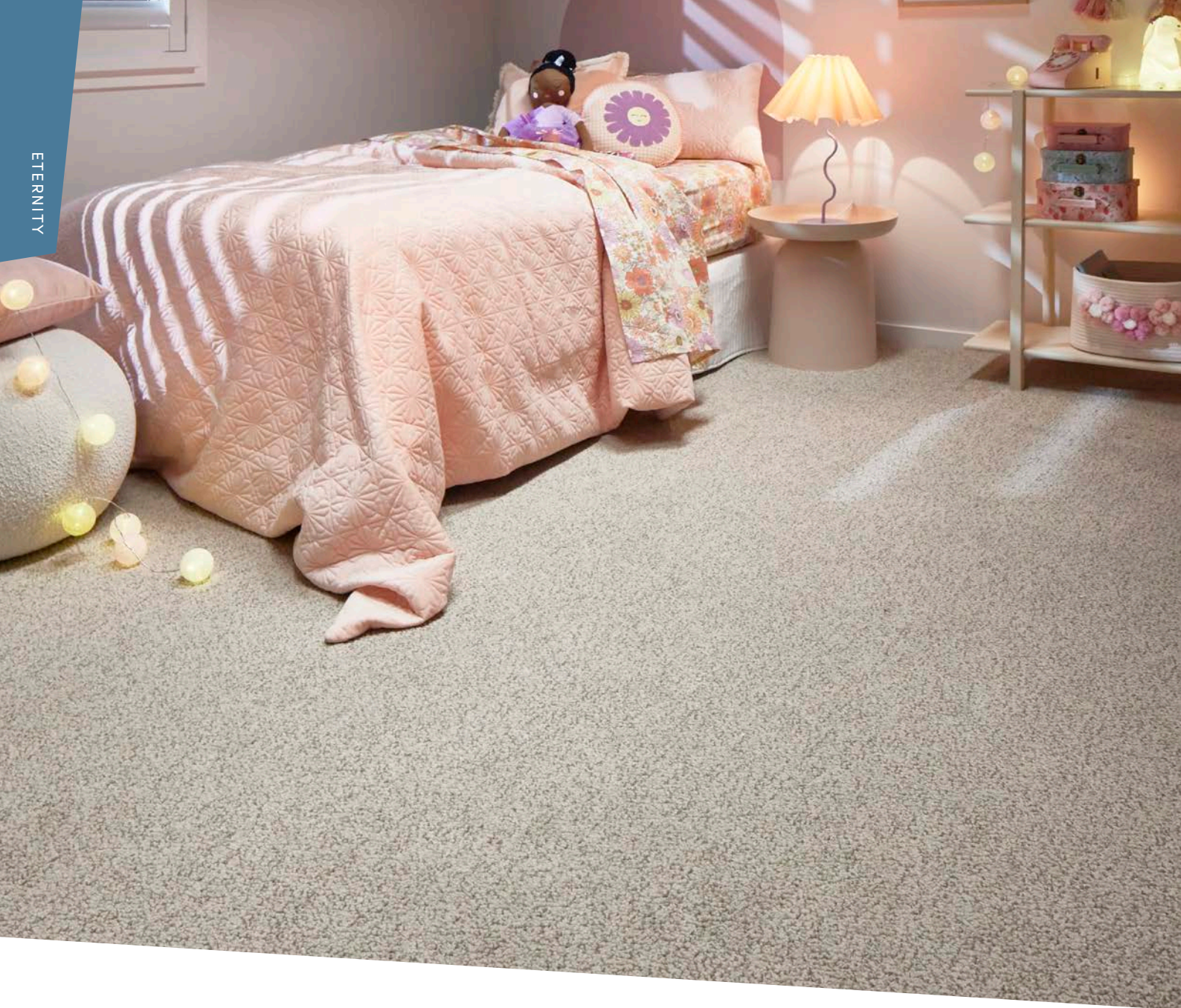


PINARI



TRENTON

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



ETERNITY DELEMONT
Colour Featured: Ordon

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.



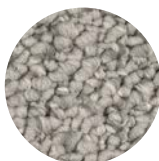
BOVEE



HENRI



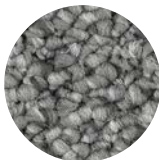
JURA



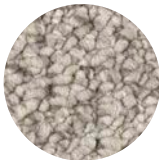
LUCELLE



MARCEL



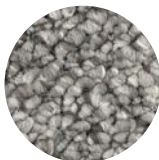
MAURICE



ORDON



ROMAINE



SENTIER



ETERNITY GARDA
 Colour Featured: Kitt

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

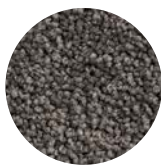
GARDA

Garda is the perfect balance between style and efficiency. A soft and luxurious feel paired with an incredible resistance to both stains and fading.

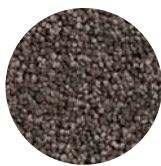
CURRENT COLLECTION



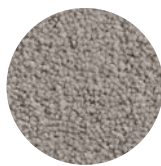
ANCHOR



BANJO



BEDA



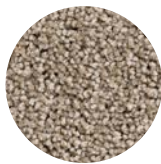
CASTOR BEAN



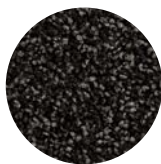
DROVER



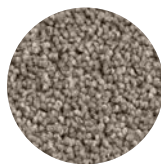
GREY GULLY



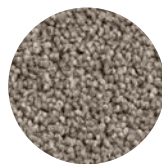
KITT



LEVI



NECTAR



RIVER SAND



ETERNITY HANNING
 Colour Featured: Strickland

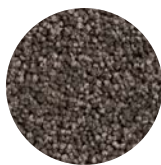
HANNING

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

CURRENT COLLECTION



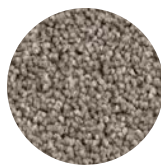
BEATON



DELANEY



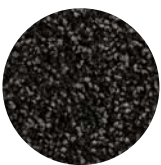
DRIFTWOOD



ECHO



HERMITAGE



JASPER



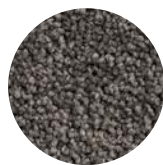
MINERAL MIX



RAFFIA



STRICKLAND



THUNDER

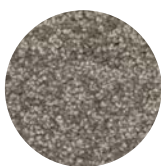


ETERNITY HAYZER
 Colour Featured: Argo

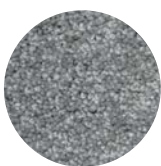
HAYZER

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.

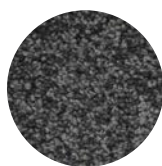
CURRENT COLLECTION



ARGO



BERRIS



HARTZ



HYDE



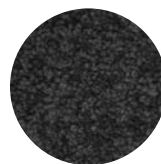
LENZ



PENDA

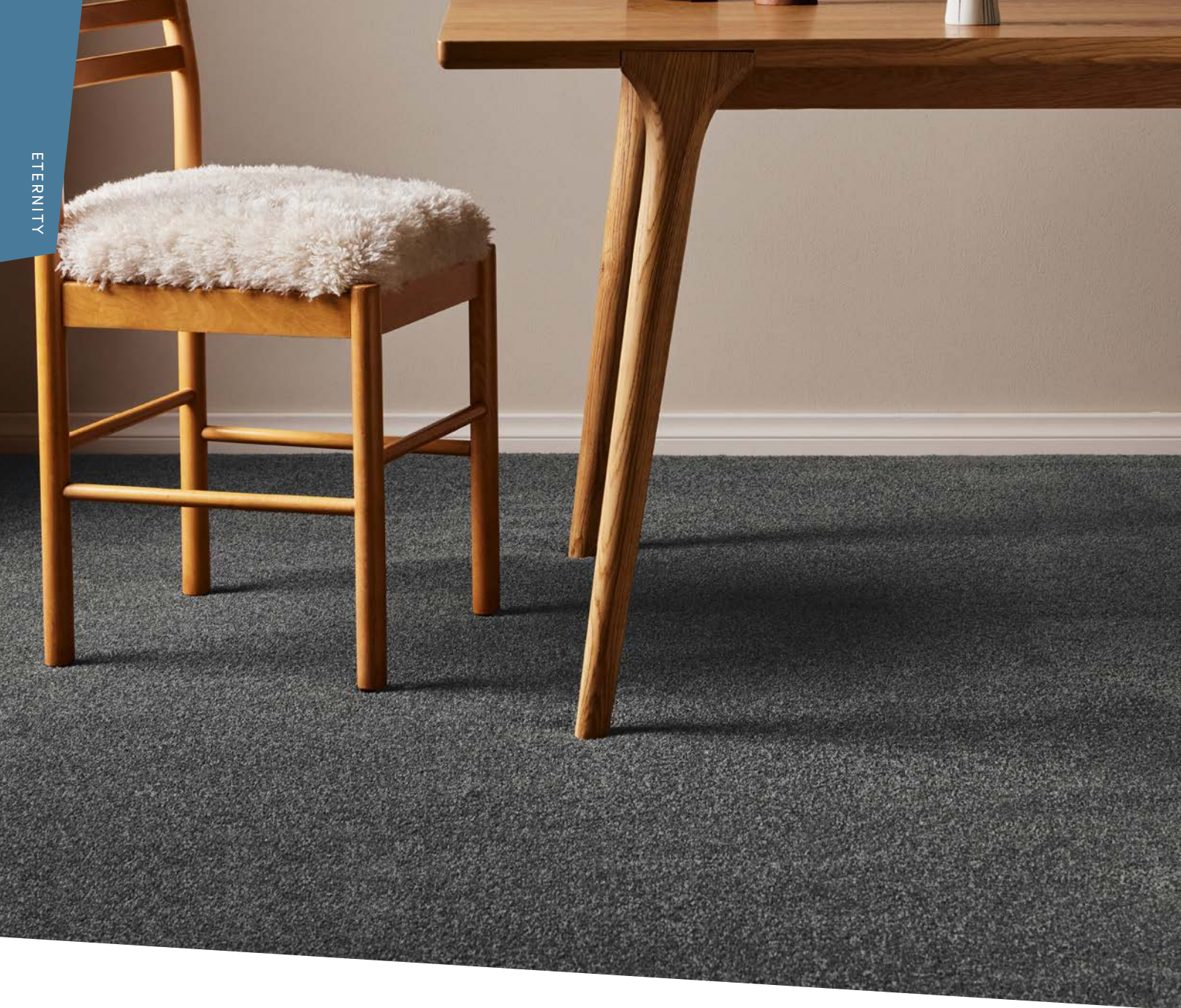


TAPPA



TURBO

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



ETERNITY KALKIRA
 Colour Featured: Keisa

KALKIRA

Unapologetically soft and luxurious are only a few words that can describe Kalkira. Paired with an incredible resistance to stains, soiling, and fading (all thanks to its solution dyed fibres), this range is a breeze to clean and bound to add a touch of luxe to any home.

CURRENT COLLECTION



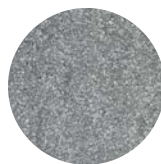
BATALLY



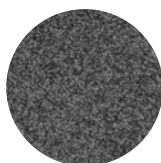
CRUZ



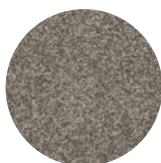
DRAY



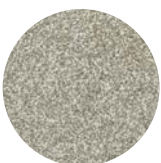
HAWKIN



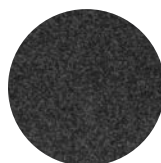
KEISA



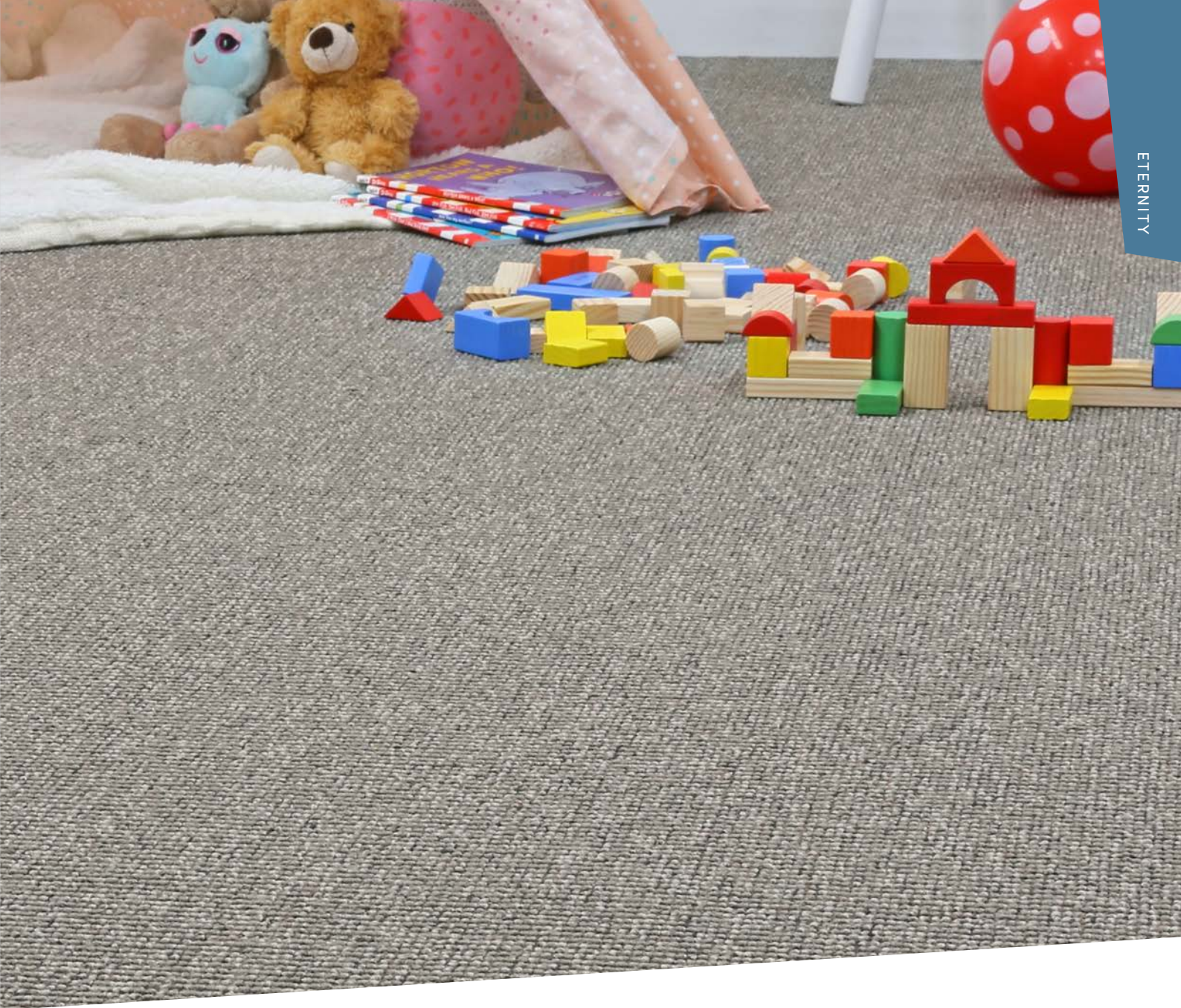
MALT



POLO



SHARI

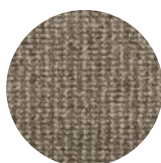


ETERNITY LANGHORNE HUT
 Colour Featured: Bertol

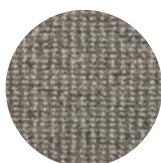
LANGHORNE HUT

Langhorne Hut's outstanding durability hasn't come at the expense of style and sophistication. It retains a carefully crafted modern colour palette and understated, woven-look design, enabling it to complement a wide range of interior themes.

CURRENT COLLECTION



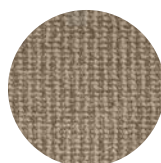
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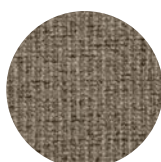
BERTOL



BORRETT



CHAPEL



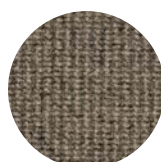
HANOK



ORRI



SHEOAK



SOLVAY

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



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.



ANJOU



COMICE



CONCORDE



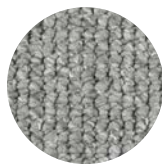
FORELLE



MAGNESS



NELIS



SENER



SHINKO



STARKRIMSON

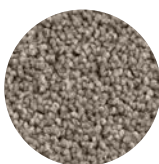


ETERNITY SUPERIOR
 Colour Featured: Rooney

SUPERIOR

Superior is dynamic and comfortable with a beautiful range of colours from warm neutrals to deep charcoals, all with an incredible price point.

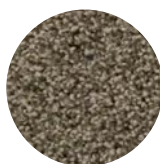
CURRENT COLLECTION



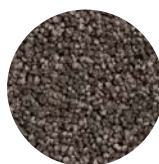
BRITTON



DOLPHIN



GIPPSLAND



GOBLIN



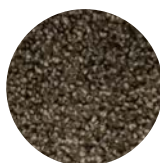
KENT



LOCH NESS



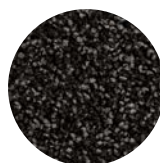
MORAINÉ



NAKURU



ROONEY



TALGA

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



ETERNITY ZEMA
Colour Featured: Decanter

RIGHT: ETERNITY DELANO
Colour Featured: Lichen

ZEMA

Unapologetically soft and luxurious are the only words to accurately describe the Zema range. Paired with an incredible resistance to both stains and fading, all thanks to its solution-dyed fibres, this range is a breeze to clean and bound to add a touch of luxe to any home.

CURRENT COLLECTION



CABERNET



CANTINA



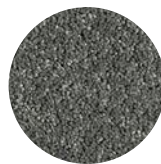
CHARDONNAY



DECANTER



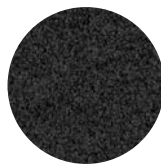
FERMENTED



MERLOT



PINOT NOIR



SHIRAZ



SPARKLING



VINEYARD





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.

KEY FEATURES



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

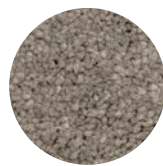


ETERNITY INCEPTION KARALIS
 Colour Featured: Seal Grey

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.

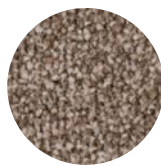
CURRENT COLLECTION



BRUSHED METAL



CROW



LINDEN BEIGE



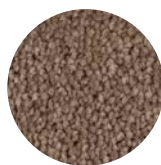
METROPOLIS



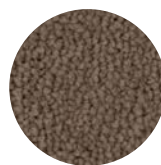
PANTHER



SEAL GREY



SILVER BLONDE



VANILLA SPICE



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.

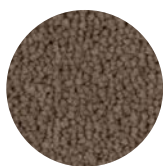
CURRENT COLLECTION



GREY WOLF



HARDWARE



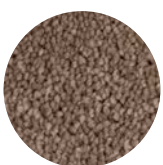
IVORY CREAM



LIQUORICE



MOONSTONE



SILHOUETTE



TAPESTRY



TITANIUM

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





HAVEN

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



Exclusive to
Choices
Flooring



Durable



Easy
Cleaning



Family
Friendly



Hard
Wearing



Low
Maintenance



Pet Friendly



Quiet
Underfoot



Rental
Friendly



Sound
Absorption



Stain
Resistance

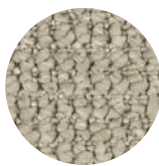


HAVEN DENHAM COAST
Colour Featured: Reedy

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.

CURRENT COLLECTION



DAMPIER



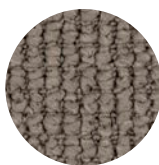
FORTESCUE



HAMERSLEY



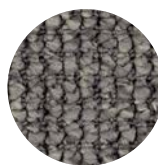
INDEE



MILLSTREAM



PERON



REEDY



ROCKLEA



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.

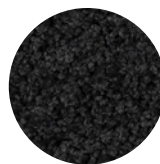
CURRENT COLLECTION



BAYNES



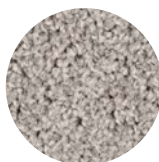
DORIC



ELGOOD



JEBB



SHELTON



WALHAM



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

Your selected Enchantia, Eternity, Eternity Inception or Haven 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. 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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