

# FLOORING < X > TRA

INTEREST  
FREE\*

CARPET YOUR HOME FROM

\$1999\*

WIN a holiday to the Northern Lights with Urban Instinct!\*





## ON THE COVER

OAK FLOORING: \$99m<sup>2</sup> supply only | Soul Elements 'Forest Retreat' (Oak) in 'Daintree'  
RUG: from \$499 | 'ANASTASIA' 251 in 'SILVER'

Thanks to the following contributors:  
Satara Living for providing furniture, Annales Hay for styling and Kate Enno for artwork.

Don't forget to check out our blog +  
subscribe to the newsletter for our latest offers

#FLOORINGXTRA  
FOLLOW US:



Flooring Xtra Australia

@flooringxtra\_au

# introducing TEA HOUSE

Our latest launch in Soul Elements is 9mm European made laminate flooring, featuring a moisture resistant HDF core and is an XL board size at over 240mm wide by a massive 2m long! Tea House boasts a lifetime residential warranty and a unique 'Emboss in Register' technology, where the Emboss follows the grain of the laminate design to provide a truly realistic timber look finish to your floor. The result is a stylish, quality, easy to maintain laminate floor, that has taken the technology of laminate flooring to the next level. Tea House colour 'Sencha' is featured in this image and is currently \$49m<sup>2</sup> supply only and available in 10 on trend colours. View more about Soul Elements products on our website [www.flooringxtra.com.au](http://www.flooringxtra.com.au) or in-store.



Featured colour: 'Sencha'

In-store now!



INSPIRED BY PURE COMFORT

## PRODUCT GUIDE

**1.**  
Laminate: Tea House  
'Fukamushi' \$49m<sup>2</sup> Carpet:  
Pure Balance 'Wellbeing'  
\$44m<sup>2</sup> Paint by Haymes:  
'Deep Buff', 'Gunpowder  
Smoke' & 'Minimalist 2'  
Essastone: 'Bitumen' Laminex:  
Timber Veneer 'Rimini Walnut'  
Crown Cut, Melt finish

**2.**  
Laminate: Tea House  
'Guricha' \$49m<sup>2</sup> Carpet:  
Pure Balance 'Spirit' \$44m<sup>2</sup>  
Paint by Haymes: 'Thunder  
Bay', 'Greyology 5' &  
'Marble Mist' Laminex:  
Impressions 'Chalky Teak  
009' nuance finish & 'New  
Graphite 486' nuance finish

**3.**  
LVP: Secret Temple 'Rutog'  
\$54m<sup>2</sup> Carpet: Namaste  
'Firefly' \$49m<sup>2</sup> Paint by  
Haymes: 'Whitewash 5' &  
'White On White' Essastone:  
'Fino Venato' Laminex:  
Impressions Riven Finish  
'Rural Oak 077'

**4.**  
LVP: Secret Temple 'Bamda'  
\$54m<sup>2</sup> Carpet: Namaste  
'Garland' \$49m<sup>2</sup> Paint by  
Haymes: 'Greyology 5' and  
'Modesty White' Essastone:  
'Zinc' Laminex: Impressions  
'Chalky Teak 009' nuance  
finish & 'Lustrous Elm 274'  
nuance finish

**5.**  
Timber: Forest Retreat (Oak)  
'Pilliga' \$99m<sup>2</sup> Carpet: Zen  
Garden 'Cobble Stone'  
\$56m<sup>2</sup> Paint by Haymes:  
'Pale Mushroom', 'Marble  
Mist', 'Gunpowder Smoke'  
& 'Chlorophyll' Essastone:  
'Monte Cervino' Laminex:  
'Blackened Linewood 338'  
nuance finish

**6.**  
Timber: Forest Retreat Aust  
Species 'Blackbutt Wide'  
\$114m<sup>2</sup> Carpet: Tranquil  
'Retreat' \$34m<sup>2</sup> Paint by  
Haymes: 'Minimalist 2',  
'Minimalist 5' & 'Balsam'  
Essastone: 'Calcite' Laminex:  
Innovations 'Satin Smoke  
249'



**1.**  
\$ - Create a cozy haven that is warm and inviting, with hearty terracotta hues that pop against charcoals. It feels rich, textured and beautifully composed with natural colours and materials being the focus of the space.



**3.**  
\$\$ - Warm and tactile, featuring organic materials layered with crisp whites, while the character of textured whites brings class and honesty. Creating a comfortable space to escape to through our senses, for a contrasting finish, add a touch of gold.



**5.**  
\$\$\$ - Clean lines paired with chunky texture bring contrast and elegance. With a predominately neutral colour palette, allow your senses to be drawn to key features around your home, like the softness of a pale green. Add sheer curtains for a touch of glamour.



**2.**  
\$ - Coastal greens and blues bring calmness and lightness to a space. Retreat to a Scandinavian aesthetic with light timbers and natural weaves. For a contemporary touch, add a subway tile feature.



**4.**  
\$\$ - Grey undertones allow pops of colour to be greeted. Chic but relaxed, this style is exciting, try a warm accent colour like a dusty pink to contrast the cooler hues, or for a natural feel, use vessels of greenery to bring the outdoors in.



**6.**  
\$\$\$ - With a focus on indoor-outdoor living, comfort is king. Pair an Australian species timber with high-gloss textures and select surfaces for the ultimate balance. Features in leather and rattan ground this look for a contemporary focus.

# BRINGING SOUL to your home

Exclusive to Flooring Xtra is Soul Elements - our thoughtfully designed Carpet and Flooring range, suited to busy homes. Soul Elements balances life and work in an active world - hard wearing and both kid and pet friendly, these ranges work hard for our families. See how they can work for any budget and lifestyle.

We have put together some moodboard inspiration featuring flooring and carpet from Soul Elements, with finishes from Laminex, Essastone and Haymes. We have created 3 budget options which will give you an idea of where to start. See our product list and our website for more information on these boards and our products.

## flooring

- ✓ Minimum 20 year residential warranty
- ✓ Less board repetition
- ✓ Board width options

The inherent warmth of timber adds visual interest and liveability to a home. A timber-look is timeless and you can play up its natural form, versatility and character with these on trend Australian residential housing themes. From a hardwearing laminate to a European Oak, these classic design options will outlast fashion and fads in any budget.

## carpet

- ✓ Fade resistant
- ✓ Stain resistant
- ✓ Wear rating

The Soul Elements carpets Zen Garden, Namaste and Pure Balance have been treated with stain-resistant technology to protect the fibres from most common household food and beverage spills. It will not wear off or wash off, it will continue to protect for the life of your carpet. The backing of these products is made from 70% recycled PET plastic bottles. It also inhibits any mould or fungal growth where you can't see it for total peace of mind.



You can see or read more about Soul Elements at [www.flooringxtra.com.au/soulelements](http://www.flooringxtra.com.au/soulelements) or visit in-store to view the ranges.





As part of our  
URBAN INSTINCT  
launch we're giving away a  
trip for two to  
*the Northern Lights*  
see page 23 for details.



Wool. Texture. Natural.

Pair Oslo 'Fram' with Soul Elements 'Forest Retreat - Daintree' for ultimate country luxe

Featured carpet: 'Oslo' colour 'Fram'

★★★★★

**\$94m<sup>2</sup>**

'COPENHAGEN' 60oz / SUPPLY ONLY

20

Icons: Head, Quote, Fire, Stairs

★★★★★

**\$64m<sup>2</sup>**

'OSLO' 50oz / SUPPLY ONLY

10

Icons: Head, Quote, Fire, Stairs

★★★★★

**\$59m<sup>2</sup>**

'RIGA' 43oz / SUPPLY ONLY

10

Icons: Head, Quote, Fire, Stairs

★★★★★

**\$59m<sup>2</sup>**

'STOCKHOLM' 40oz / SUPPLY ONLY

10

Icons: Head, Quote, Fire, Stairs

From Paddock  
to floor

.....New.....  
**RELEASE**  
.....To us.....  
**EXCLUSIVE**

# URBAN INSTINCT

URBAN INSTINCT brings you luxury and design perfection. Being mindful of earth's natural beauty and adopting the raw elements on offer from the outdoors then bringing them to life indoors, capturing the feeling of comfort and simplicity. By embracing the energy of our vast rural landscape and investing time in creating an urban sanctuary, we encourage the freedom to cook on the weekends, relax with friends and live in the here and now.

With a Nordic influence, our NEW wool ranges bring the opulence of our beautiful country to your floor. The muted colours of these ranges have been carefully chosen for blending with today's stylish home interiors without being intrusive. The different textures of each range add a modern twist to an elegant and classic looking carpet.

With stippled heathers, stunning loops and timeless tones, these ranges are the ultimate texture to create your urban sanctuary. Wool is a natural, sustainable fibre that will keep you warm in winter, and cool in summer.

Right now, if you buy any carpet in the Urban Instinct range, you go into the draw to WIN a trip for two to the Northern Lights, read more about this offer on page 23.





**< WOOL** - naturally, it just feels better!



**EXCLUSIVE**  
..... To us .....

**\$39m<sup>2</sup>**

**'GLADSTONE' 40oz / SUPPLY ONLY**

- 7 colours available
- Woolrich twist pile
- Bold, on trend colour palette
- Wool for warmth
- Perfect for active households

Featured colour: 'Georgette'



**..... New .....**  
**RELEASE**

**\$34m<sup>2</sup>**

**'HAKEA' 34oz / SUPPLY ONLY**

- 6 colours available
- Versatile woolrich carpet
- Suitable for any busy family home
- Neutral tones and heathered appearance
- Minimal effort required for maintenance

Featured colour: 'Honey'



**..... New .....**  
**RELEASE**

**\$34m<sup>2</sup>**

**'TUCKAROO' 30oz / SUPPLY ONLY**

- 7 colours available
- Hard wearing Wool Berber
- A classic carpet reborn
- Earthy, textural tones
- A great family carpet - serviceable and easy to maintain

Featured colour: 'Pebble'



**EXCLUSIVE**  
..... To us .....

**soft.e**  
*Recycled Fibre Carpet*

**\$49m<sup>2</sup>**

**'WINSTON' 60oz / SUPPLY ONLY**  
8 colours available

**\$38m<sup>2</sup>**

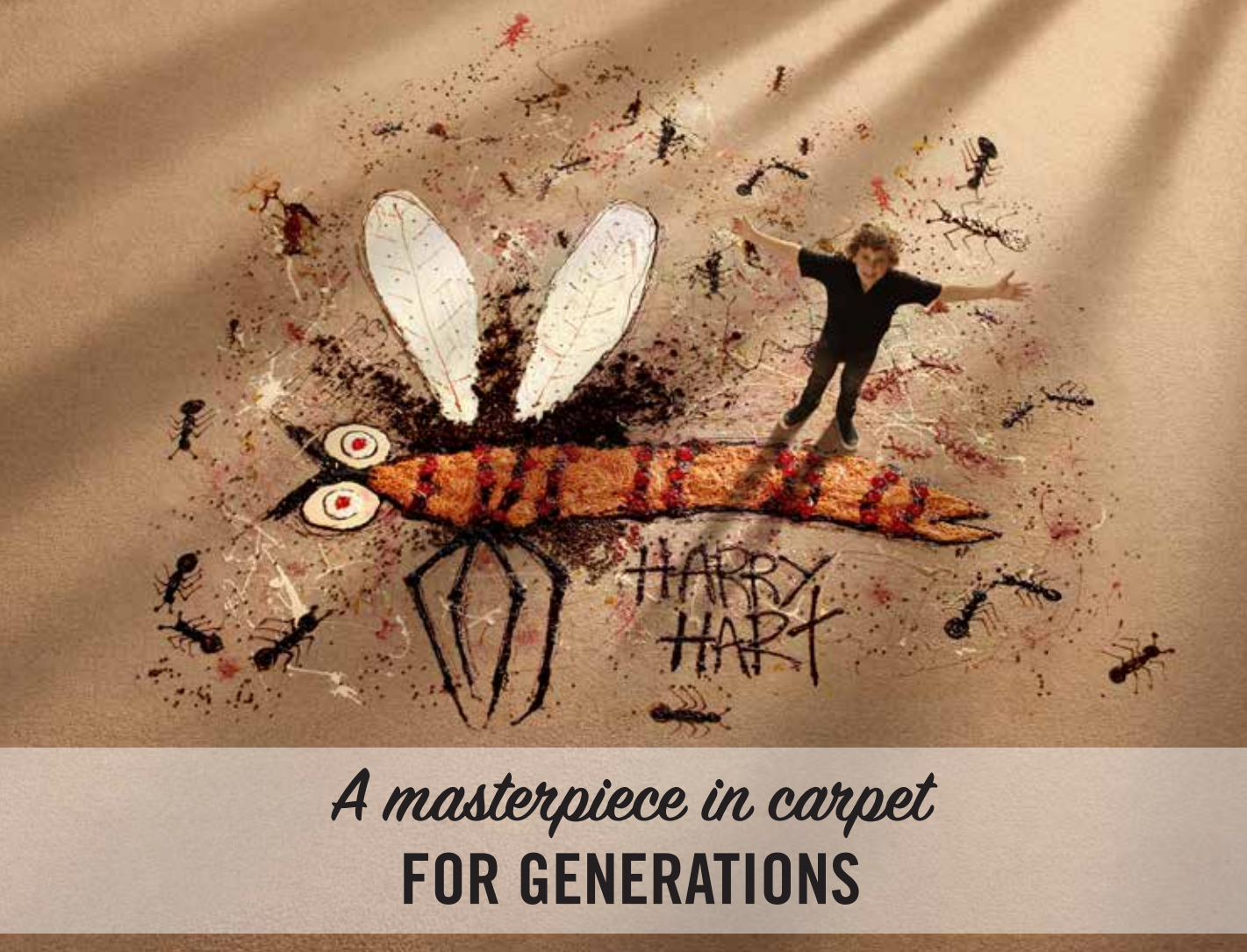
**'SEBASTIEN' 40oz / SUPPLY ONLY**  
6 colours available

Soft.e, which is available exclusively through Flooring Xtra, is created in a way which results in a carpet that looks and feels the way carpet should. No compromises. It's made by firstly collecting bottles, washing then cutting them into small flakes. These small flakes are re-polymerised and converted into PET chips. They are then treated and colour dyed into a gorgeous palette where you are spoilt for choice. Soft.e has a generous palette which features many colours and styles suitable for any new build or renovation alike.

**14 MILLION PLASTIC BOTTLES HAVE BEEN RECYCLED TO CREATE OUR REVOLUTIONARY PRODUCT SOFT.E** Read more at [flooringxtra.com.au/the-soft-e-story/](http://flooringxtra.com.au/the-soft-e-story/)

Featured carpet: 'Sebastien 'Sukumar'

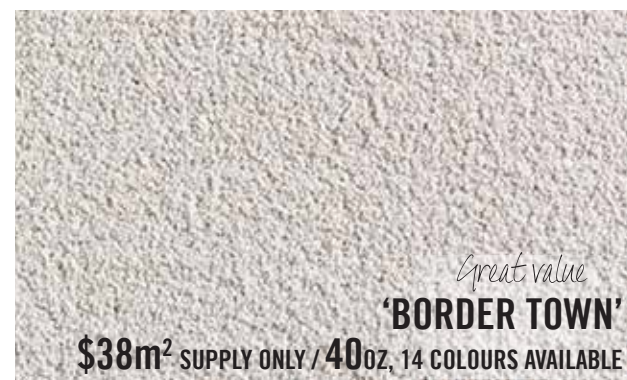




*A masterpiece in carpet*  
**FOR GENERATIONS**



*Great value*  
**'PORT MACDONNELL'**  
\$48m<sup>2</sup> SUPPLY ONLY / 56oz, 14 COLOURS AVAILABLE



*Great value*  
**'BORDER TOWN'**  
\$38m<sup>2</sup> SUPPLY ONLY / 40oz, 14 COLOURS AVAILABLE

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## STAINMASTER®

EverSoft® SDN carpet

**It must be able to stand the test of time.**

STAINMASTER® EVERSOF<sup>®</sup> SDN carpet is Durable, Easy to Clean, Food and Drink Stain and Dry Soil Resistant, not to mention SOFT.

Thanks to its food and drink stain resistance technology, STAINMASTER® EverSoft® SDN carpet is easy to care for. In addition, its soil resistance technology limits the ability of dry soil to stick to the fibre, so you can make sure the outside world stays outside and not stuck to your carpet.

For more STAINMASTER® carpet information visit your local Flooring Xtra store.



**\$38m<sup>2</sup>**

**'CADAGHI' 50oz / SUPPLY ONLY**

- 7 colours available
- Solution Dyed Nylon
- Value for money with great looks to match
- The twist pile adds character and interest to your floor

Featured colour: 'Spice'

## **SOLUTION DYED TWIST** - *your toes will thank you!*



**\$35m<sup>2</sup>**

**'CORKWOOD' 40oz / SUPPLY ONLY**

- 12 colours available
- Solution Dyed Nylon
- Contemporary muted colours to complete a room with style and durability

Featured colour: 'Gravel'



*Top PICK*

**\$26m<sup>2</sup>**

**'MAPLETON FALLS' 30oz / SUPPLY ONLY**

- 10 colours available
- Solution Dyed Nylon
- The twist adds interest to your floor
- Diverse colour palette
- Provides long term resilience
- Durable and stain resistant

Featured colour: 'Natural Canvas'



**SOLUTION DYED TEXTURE** - *texture on a budget*



**\$34m<sup>2</sup>**

**'BARRINGTON TOP' 45oz / SUPPLY ONLY**

- 10 colours available
- Add visual depth and texture to your floor
- A beautiful blend of softness and strength
- Low maintenance carpet

Featured colour: 'Toblerone'



**\$24m<sup>2</sup>**

**'CARRABEEN' 22oz / SUPPLY ONLY**

- 9 colours available
- Solution Dyed Nylon carpet
- This tone on tone loop pile carpet has an elegant texture
- Adds depth and distinction to your floors
- Soft touch

Featured colour: 'Grey Wisp'

*Top PICK*



*Great value* **\$24m<sup>2</sup>**

**'BALOGHIA' 18oz / SUPPLY ONLY**

- 7 contemporary colours available
- Add an element of texture and pattern to your space
- Very durable, and has excellent appearance retention

Featured colour: 'Hazel Snow'

**WALLPAPER** - *for a touch of class*



**We now offer**

# WALLPAPER

Give your home that sense of personal style, with our new range of wallpaper. Make your home cosy, or bring dramatic flair to a focus point in your home - with wallpaper, the options are endless! Make a statement with elegant patterns, the choice is up to your inner interior designer. Wallpaper is an easy decor update that will completely transform your room! From subtle styling to artistic designs in bold colours, however you choose.

\* Please note wallpaper may not be available in some stores. Please be sure to check our store listing for clarification on your nearest Flooring Xtra store.





*Shop online!*  
**RUG STORE**

As the days and nights get colder and colder, there is nothing better than coming home to sink your feet into a soft, cosy rug. Not only do rugs feel great, they can become a real feature in the home too. They can add colour, texture and pattern into a space, while not being permanent or too expensive. With over 300 styles to choose from, our online rug store is user friendly and affordable.



FREE DELIVERY



EASY RETURNS

*Be inspired!*  
**WWW.FLOORINGXTRA.COM.AU**





# < LUXURY VINYL PLANK - *exceptional durability*



**EXCLUSIVE**  
..... To us .....

*Great value*

**\$55m<sup>2</sup>**

**'NEW HARVEST' / SUPPLY ONLY**

- Beautifully realistic and highly practical
- Guaranteed to last for years to come
- Textured finish, and an industry-leading friction grip backing
- Authentic replication of natural wood products

Featured colour: 'Leland'

6 colours available



**EXCLUSIVE**  
..... To us .....

**\$49m<sup>2</sup>**

**'URBAN FIT MAXI' / SUPPLY ONLY**

- Modern, wide and long length planks for a more spacious feel
- Superior and supportive underfoot comfort
- Excellent acoustic properties
- Contains nano-silver anti-bacterial and anti-fungal treatment

Featured colour: 'Tasmanian Oak'

8 colours available



**Top PICK**

**FASTFIT**  
**#REGRAM @emmarosedesign**

**EXCLUSIVE**  
..... To us .....

**\$42m<sup>2</sup>**

**'FAST FIT' / SUPPLY ONLY**

- Modern, durable LVP plank
- Easy to install + maintain
- Extra thick construction providing underfoot comfort + enhanced acoustic properties

Featured colour: 'Scrubbed Oak'

8 colours available



**\$69m<sup>2</sup>**

**'LOOSELAY LONGBOARD' / SUPPLY ONLY**

- Modern, wide and extra long length planks for a more spacious feel
- Inspired by European Oak and Australian woods featuring distressed planks with a unique grain detail, and a light surface texture
- Excellent acoustic properties
- Low maintenance option for busy family homes

Featured colour: 'French Grey Oak'

12 colours available

**Karndean Designflooring**

**WATERPROOF** - 100% waterproof flooring!

**EXCLUSIVE**  
..... To us .....

**AQUASmart**

**\$49m<sup>2</sup>**

**'AQUASmart' / SUPPLY ONLY**

- Contains a unique Wood Polymer Composite (WPC) that makes AquaSmart 100% waterproof
- Can be mopped and cleaned without fear of water damage
- Can be installed anywhere including wet areas

Featured colour: 'Chestnut Oak'

8 colours available





*2 new colours!*

**\$54m<sup>2</sup>**

**‘XXL GRANDE’ / SUPPLY ONLY**

- Superior quality, designed and made in Germany
- 12mm thickness
- Maintains both FSC and PEFC certifications
- 2175mm long board format meaning less board repetition
- Manufactured in Germany
- High density core board with a high performance surface coating

Featured colour: ‘Brentwood’

8 colours available



**\$29m<sup>2</sup>**

**‘SOLIDO’ / SUPPLY ONLY**

- Designed and made in Germany
- Maintenance and cleaning is minimal due to protective finishes and abrasion resistant wear layers
- Smaller board format making it perfect for any room size whilst still delivering high performance

Featured colour: ‘Phoenix’

10 colours available



**Top PICK**

*Great value*

**\$25m<sup>2</sup>**

**‘ESSENTIAL’ / SUPPLY ONLY**

- European made
- Cost effective, yet stylish laminate
- Hard wearing and easy to maintain
- Matte finish
- Versatile colour palette

Featured colour: ‘Rustic Oak’

8 colours available

Thanks to Selling With Style for styling this image



# BAMBOO - superbly durable!



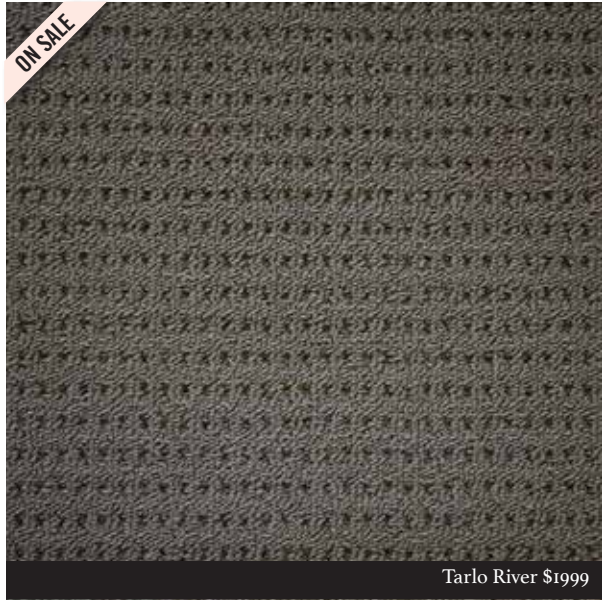
From  
\$69m<sup>2</sup>

## 'BAMBOO' / SUPPLY ONLY

- Highly durable product
- Includes a high performance coating system to minimise maintenance
- Bamboo will look great for years to come
- Beautiful tonal colour palette
- Sourced from dedicated plantations
- making it a truly renewable material

Featured colour: 'Latte'

8 colours available



Tarlo River \$1999



Tarlo River \$1999



Bunya \$1999



Kamala \$2299

## CARPET YOUR HOME FROM

# \$1999\*

For a limited time only, choose from these 4 featured carpets that will rejuvenate your home from just \$1999\* including quality Dunlop Envirotred underlay and installation (up to 65 square metres). With various appearances and textures in many neutral shades, you're sure to find your perfect match. See [www.flooringxtra.com.au](http://www.flooringxtra.com.au) for full colour banks.



Over 30 colours to choose from!

Kamala \$2299



Euodia Tree \$2699



Euodia Tree \$2699



Euodia Tree \$2699



# < WINDOW FURNISHINGS - dress to impress!



> ROLLER BLINDS

> ROMAN BLINDS

> VENETIAN BLINDS

> PANEL BLINDS

> SHUTTERS

> Pop in store to see more!

CALL OR VISIT YOUR  
**LOCAL FLOORING**  
XTRA STORE TO  
SCHEDULE YOUR  
**FREE IN-HOME**  
CONSULTATION\*.

Our friendly staff  
can provide advice  
on which window  
furnishing system is  
best suited for you and  
your home.

\* Please note window furnishings may not be available in some stores. Please be sure to check our store listing for clarification on your nearest Flooring Xtra store.

A fabulous flooring experience

[www.flooringxtra.com.au](http://www.flooringxtra.com.au)

FLOORING XTRA

DISCOVER THE

## — NORTHERN — *Lights*

WITH URBAN INSTINCT

Ever dreamed of visiting the Northern Lights? Well, to celebrate the launch of Urban Instinct, inspired by the Nordic, you have the chance to win a trip for two to see the Aurora Borealis in person.

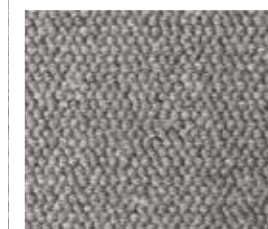
Arguably one of the most impressive sights on Earth is the Northern Lights, shining across the night sky above the snowy Arctic wilderness.

**The prize:** A travel package for two adults. This includes return flights to Oslo from your nearest Australian capital city. Upon arrival in Oslo you will take up a tour to Tromso, which is nestled beneath snow-capped mountains on Norway's fjordland coast. Tromso is one of the best places on earth to see the Aurora Borealis – the spectacular northern lights. This unforgettable winter package offers an exceptional chance of seeing Scandinavia's most incredible natural phenomenon in breathtaking surrounds.

**To enter:**

1. Make a purchase of any of the 4 products in the Urban Instinct wool ranges. A minimum of 36m2 must be purchased during the catalogue period to qualify for the competition.
2. Once you have purchased and booked an installation date with the store, go to [www.flooringxtra.com.au/competitions](http://www.flooringxtra.com.au/competitions) to complete the form, agree to the terms and conditions and submit your entry.
3. Upon confirmation with the store of your entry you could be one of the lucky ones to see this incredible natural phenomena!

Terms and Conditions can be found at [www.flooringxtra.com.au/competitions](http://www.flooringxtra.com.au/competitions)





FLOORING XTRA

Over  
80 STORES  
NATIONWIDE

Call  
1300 FLOORX  
FOR YOUR  
NEAREST STORE

## WHY FLOORING XTRA?

Our passionate and friendly local business owners are dedicated to providing the very best experience to each of our clients, whether they be homeowners or businesses, we offer an extensive range of high quality product.

Our people run their own stores and they've been doing it for years, which makes them knowledgeable and reliable when assisting our customers in making selections.

Most of the people in our stores are locals in your community, you may know them through your local involvement and networking. Therefore, they need to provide customer service excellence 100% of the time.

Our prominent black building and green tree symbolises generational longevity, strength and service. It provides shelter and shade for

those under its canopy. As a business, it is our strength of service 'while under our canopy' that will draw people to us and have them return for generations.

We come to you. Our team of experts give great in-home advice, at a time that suits you. Just choose a time that works for you and our team will help you out with a no obligation consultation with a FREE measure & quote. Our Lifetime Installation Warranty offers our consumers peace of mind.

So, we invite you to call or pop in to see our friendly staff at one of our stores, to chat about your flooring and window furnishing needs.

Use our store locator on our website to find your local Flooring Xtra store.



**We Come To You  
Get A Free Measure & Quote**



**Lifetime  
Installation Warranty**



**Interest Free Available  
In Selected Stores**

## CARING FOR OUR COMMUNITIES

### TERMS + CONDITIONS

Terms & Conditions: Floor coverings are sold in different widths. Sq Metre price excludes installation, installation materials, floor preparation, furniture moving, electrical work, uplift and removal. Minimum floor covering purchase is one lineal metre or single pack. A cutting fee may apply. Petrol levy freight surcharge may apply in some regional areas. Not all products available in all stores. Images are for illustrative purposes only and the actual carpet colour may vary from colour shown. Catalogue pricing commences on 16th June 2017 and concludes 13th August 2017, or until stocks are sold, whichever occurs first. Catalogue offers may not be used in conjunction with any other promotion. Catalogue pricing at participating stores only. \*Interest Free finance is available in selected stores, please see website for further information. \*Carpet your home from \$1999. \*Up to 65sq metres fully installed with quality Dunlop Envirotred underlay. Price includes installation, installation materials, excludes floor preparation, furniture moving, electrical work, uplift and removal. Petrol levy freight surcharge and travel may apply in some regional areas. Discover the Northern Lights competition - go to our website for full terms & conditions. See in-store for further details. METRO/EAST



### UNDERLAY RECYCLING WITH DUNLOP

Flooring Xtra stores are actively supporting a recycling program with Dunlop Australia, whereby underlay material removed from your property is recycled.

Flooring Xtra retailers collect old or discarded foam underlay, together with off-cuts and trims sent back to them, and deliver this to Dunlop Flooring, where it is cleaned, sorted and ultimately recycled into new reusable underlay. Dunlop underlays are made of 90% recycled materials and are 100% recyclable, which means we are saving on landfill.

### BETTER FOR YOU AND THE PLANET

Everyday use can take its toll on your carpet so it's important to protect it. Dunlop Envirotred is an underlay, exclusive to Flooring Xtra, which lightens the load by absorbing impact instead of your carpet. This helps prevent carpet from being crushed, matted, or worn, which in turn provides longer lasting comfort. It's pure heaven for your feet, making carpet feel richer, thicker, softer, and warmer.

Envirotred is proudly Australian made so you can be confident you've chosen a quality product. Plus, it's guaranteed by Dunlop for the life of your carpet. It's also accredited by the Carpet and Rug Institute's Green Label program in the USA, which identifies products with superior indoor air quality. Furthermore, it meets the requirement set by the Green Building Council of Australia's Green Star program, and achieves maximum rating points for building interiors.



### SUPPORTING PLANET ARK

Our partnership with Dunlop and Planet Ark is another way Flooring Xtra is helping to leave a lighter footprint. Recycling is one of the most common ways that Australians can help reduce their impact on the environment.

Each year, Planet Ark runs National Recycling Week to promote better recycling in homes, schools and workplaces across the country. Dunlop Flooring and Flooring Xtra are proud to be supporters of this initiative, and to demonstrate our commitment we proudly donate \$1 from every roll of Envirotred sold, towards National Recycling Week.

### THE SOFT.E STORY IS A HAPPY EARTH STORY

Soft.e, which is exclusive to Flooring Xtra, is a revolutionary carpet constructed 100% from recycled plastic drink bottles, both for the backing and pile. To put rather simply, this means less landfill from using up all those plastic bottles and limited "new" resources required; in fact over 14 million plastic bottles have been recycled by producing this carpet so far.

Soft.e is made by firstly collecting bottles, washing then cutting into small flakes. These small flakes are re-polymerised and converted into PET chips. They are then treated and colour dyed into a gorgeous palette. The 3-ply drawn textured yarn the bottles create, are colour-fast and durable. Durability being another important environmental consideration to take into account. If a carpet is such poor quality that it only lasts a few years, the cost (both financially and for the earth) is substantial.



Be *inspired* by the wide ranges of colours and styles