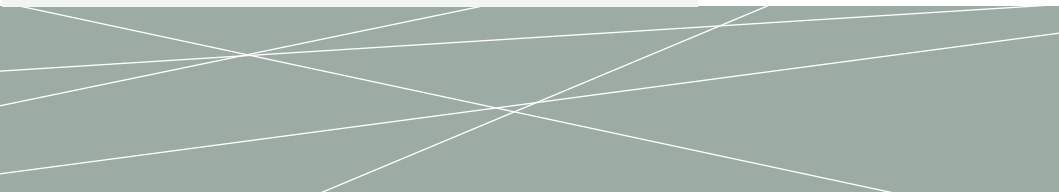




# ABOUT FELTEX CARPETS

ESTABLISHED OVER 70 YEARS AGO, Feltex Carpets has built a reputation for being one of New Zealand's leading carpet manufacturers, through consistently providing consumers with innovative, high quality and stylish floor covering solutions. The privately owned Feltex operation includes spinning mills, dye houses, design studios, carpet manufacturing mills and offices in New Zealand and Australia.



## BUDGET

**YOUR CARPET REPRESENTS** a substantial investment and everyone wants it to look attractive over the years. Please be aware of cheap carpets which look very nice initially but are not likely to last. Spending more money on items such as a quality "residential extra heavy duty including stairs" rated carpet can be offset by reduced energy and waste in New Zealand landfills.

## HOW DO YOU KNOW IF YOU ARE BUYING A QUALITY CARPET?

**THE LEVEL OF QUALITY** of a carpet is determined by its construction, fibre type, and weight. A quality fibre in a heavy weight carpet should perform a lot better than a lighter weighted carpet. If you are unsure, it is generally a good idea to ask what performance rating the carpet has achieved. For example, a carpet that achieves a residential extra heavy duty including stairs rating is superior to a carpet that achieves a residential extra heavy duty rating. If you have stairs it is recommended that you purchase a carpet that is rated to be suitable for stairs.

## COLOUR

**COLOUR IS ONE** of the most important factors to consider when building a new home or renovating. Colour impacts on the mood, feeling and the personality of a room. Colour can help alter the appearance of a room's size, allowing you to make the most of natural and artificial light.

Depending on light, colour can appear different in various areas of your home. It is recommended that you view your carpet in different areas in your home during the daytime as well as under artificial light before you make your final selection.

Remember that once your carpet has been installed it will not look the same as a small sample. Carpet tends to appear slightly 'lighter' once installed in large areas.

## OTHER THINGS TO CONSIDER WHEN CHOOSING CARPET

**WOOL, WOOL-RICH OR A QUALITY SYNTHETIC CARPET?** All of these fibres have benefits. Your retail assistant should help you to make the right decision for your environment.

Keep an extra piece of your selected carpet along with any other colour samples. They will be invaluable when shopping for additional items or when altering colour schemes in later years. Extra carpet can also become very 'handy' for maintenance purposes.

Your carpet and underlay choice could impact on your ability to open/close doors freely. Therefore, it is important to consider total carpet and underlay thickness. Use new, quality underlay under your carpet, particularly on stairs. Good underlay not only gives better resilience underfoot, but it can also add to the life of your carpet.

Even though some carpets are deemed suitable for use on stairs, it is possible that pile distortion (or flattening) will occur over time on the stair nosing's and tread area. Stairs are subject to a singular concentrated foot pressure. Feltex Carpets suggests you purchase a spare section of carpet to use for the replacement of stairs.

## CUSTOM DESIGN

**FELTEX IS PROUD** to offer an extensive collection of stock line product ranges to suit virtually every taste and style. However, if you require something that is more closely attuned to your commercial project, the choice is huge!

For more information on the custom design service please contact Feltex Carpets on **0800 100 008** or visit **[www.feltexcarpets.co.nz](http://www.feltexcarpets.co.nz)**



## CARPET STYLES

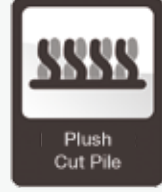
### CUT PILE TWIST:

Constructed with a high twisted yarn, the pile lays in different directions, giving a more textured appearance.



### CUT PILE PLUSH:

The tuft ends all blend together to create a smooth almost velvet type surface. Each tuft is cut at the same height to create a luxurious finish.



### LOOP PILE:

The yarn is made into loops rather than being cut to create a cut pile carpet. Loop pile carpets are available in a range of different styles including level loops, sisals and multi-level loops.



### CUT AND LOOP PILE:

A combination of both cut and loop tufts giving a textured appearance. A wide range of patterns can be achieved in this style of carpet.



## PURCHASE FELTEX CARPET WITH CONFIDENCE

ALL FELTEX NEW ZEALAND tufted carpets are produced under the internationally recognised ISO9001 quality management system.

Feltex Carpets New Zealand is ISO 14001 accredited which demonstrates that the company is serious about continuously improving their environmental performance. The internationally recognised ISO 14001 standard sets out requirements for an environmental management system (EMS) which has enabled Feltex Carpets to measure and document how the company can reduce their environmental impact.

Feltex Carpets is a local manufacturer. The majority of Feltex Carpets are manufactured in Auckland using wool which is sourced from New Zealand farmers. When you purchase a Feltex Carpet, you can feel confident that you have purchased the very best!

Because Feltex Carpets is a local company you can expect a high level of after sales service.

Feltex Carpets offers a range of visually pleasing flooring solutions, which help

to create a soft, warm and homely environment. Imagine sinking your toes into the rich pile of a Feltex Carpet.

Feltex Carpets is continuously improving its manufacturing processes to reduce their impact on the environment. Feltex Carpets offer an extensive collection of Environmental Choice licensed products to suit virtually every taste and style. This signifies that the manufacturing processes used to manufacture these carpets comply with rigorous environmental standards.

Feltex Carpets offer an extensive collection of carpets that comply with the Environmental Specifications of the Australian Certification Scheme.

Feltex Carpets absorb energy or shock as they are compressed, creating a cushioned feeling underfoot. This can help to reduce muscle fatigue and joint pain. Absorption of energy also reduces the risk of injury in the event of a fall.



Carpet can significantly reduce heat loss through the floor. Combined with underlay, thermal insulation is even more pronounced. Carpet also insulates from extreme external heat during summer.

A Feltex carpet is easy to maintain. A good vacuum cleaner, a periodic professional clean and prompt attention to spills is all you need to do to keep your carpet looking good.

Feltex carpets help to absorb noise travelling through walls, ceilings and floors in a way that hard surfaces simply cannot match. With underlay, sound reduction is further enhanced.

## WOOL CARPETS



USING HIGH QUALITY WOOL sourced from New Zealand farmers, a Feltex wool carpet provides the ultimate in comfort, warmth and style.

- **EXTENSIVE WARRANTY PACKAGES** (please refer to Feltex Carpets Warranty & Maintenance Guide for further information)
- **FIRE RESISTANT**  
Wool carpets are also naturally resistant to fire, making your home a safer place for your family.
- **REDUCE HUMIDITY**  
Pure wool carpets dissipate unwanted dampness by naturally absorbing excess moisture from the air. This humidity absorption does not affect the carpet. A drier room is not only more comfortable, but better for your family's health, visibly reducing the presence of moulds and mildews.
- **REDUCE AIR POLLUTANTS**  
The number of air pollutants found in today's living and working environments can reach into the thousands. Feltex pure wool carpets can help to clean the air by diffusing these pollutants, and thereby reducing their presence in the interior environment.
- **EASY TO MAINTAIN**  
Wool has a natural protective membrane which helps to repel unwanted moisture and/or stains.
- **NATURALLY SOFT AND BEAUTIFUL**  
Imagine sinking your toes into a pure New Zealand wool Feltex carpet!

## SOLUTION DYED NYLON

FELTEX CARPETS SOLUTION DYED NYLON provides the ultimate in carpet colourfastness, stain protection and performance. That's why Feltex Carpets can confidently offer New Zealand families such an extensive warranty package! The polymers that make up Solution Dyed Nylon are coloured using only the very best quality colour pigments available. This means the colour is locked into the molecular structure of the yarn prior to the carpet itself being manufactured.



- Extensive warranty packages (please refer to Feltex Carpets Warranty & Maintenance Guide for further information)
- Feltex Solution Dyed Nylon is non-allergenic
- Will not shed or pill
- Easy to maintain
- Luxurious feel underfoot



classic

Designed to express quality, Feltex Classic is a premium range of residential carpets crafted to the highest standards.



Feltex Carpets has a quality carpet to suit your family home, whatever your taste in home décor.

feltex | woven

Combining weaving skills that are centuries old with modern technology, Feltex Woven offers a choice of premium carpet designs.



Pure Inspiration. Feltex has the ideas, products and people to provide an inspired carpet solution for your next project.



Feltex Carpets is a proud business club sponsor of Ronald McDonald House. Ronald McDonald House is a 'home away from home' facility where families can stay while their child receives treatment at Starship Hospital.



AUCKLAND



EDITION 1



#### CONTACT

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