



**Choices**  
Flooring

[choicesflooring.com](http://choicesflooring.com)

*family friendly*


CHOICES

NEW ZEALAND

*Eternity*

*Eternity*  
INCEPTION

HAVEN



## 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.

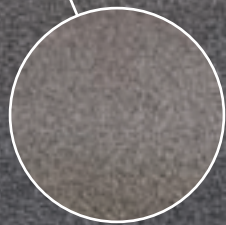
For example, carpet that is laid in a room that receives little to no natural light will appear drastically different to a room that has a lot of natural light coming in. The carpet will also appear different as the light changes throughout the day and transitions from morning to night.

## 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)







# 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

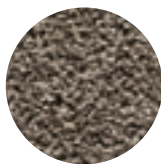


ETERNITY ALARA  
 Colour Featured: Eclipse

# ALARA

Stain resistance and durability combined with a versatile colour palette makes Alara the ideal option for busy households.

## CURRENT COLLECTION



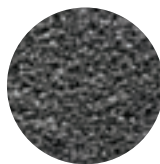
ARMOUR



CHAI



CHALKSTONE



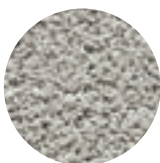
ECLIPSE



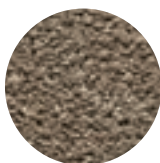
FAWN



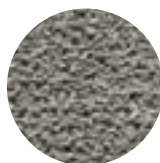
FRENCH OAK



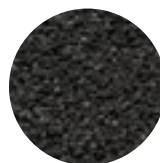
HALO



HAZELWOOD



MIST



STEALTH



ETERNITY ARCHER  
 Colour Featured: Invincible

# ARCHER

Archer will provide you with the ideal blank canvas that will inspire any room. This carpet will allow you to achieve your creative vision with a contemporary palette and durability.

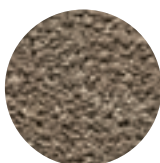
## CURRENT COLLECTION



ALABASTER



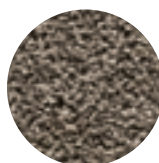
BACIO



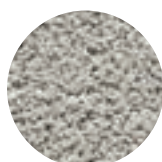
BURROW



CAMELBACK



COBBLESTONE



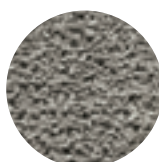
INVINCIBLE



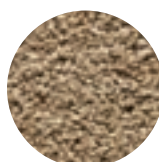
OIL SLICK



RAILROAD



RUBBLE



SEASHELL

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

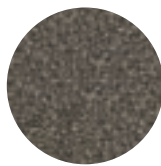


ETERNITY AYRTON  
 Colour Featured: Devon

# 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.

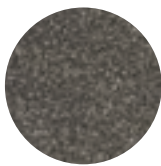
## CURRENT COLLECTION



BAFFIN



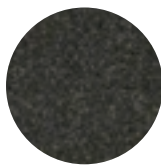
DEVON



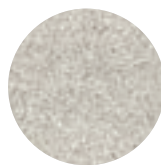
FORCE



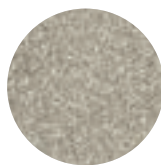
HAWKIN



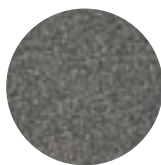
KNIGHT



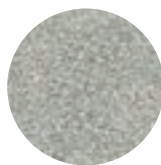
MANSEL



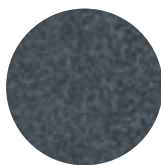
MERCER



ROWLEY



SOMERSET



WALES

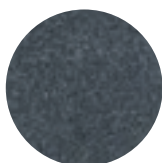


ETERNITY BALLAN  
Colour Featured: Lewis

# 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



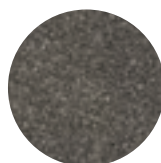
BAIRD



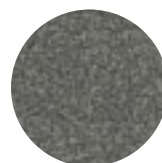
BALLENDEN



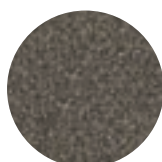
GOWER



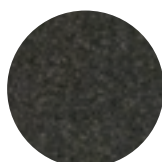
HARRIS



LAPPIN



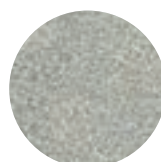
LEWIS



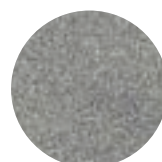
RANSFIELD



RITSON



SELWOOD



WEBB

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

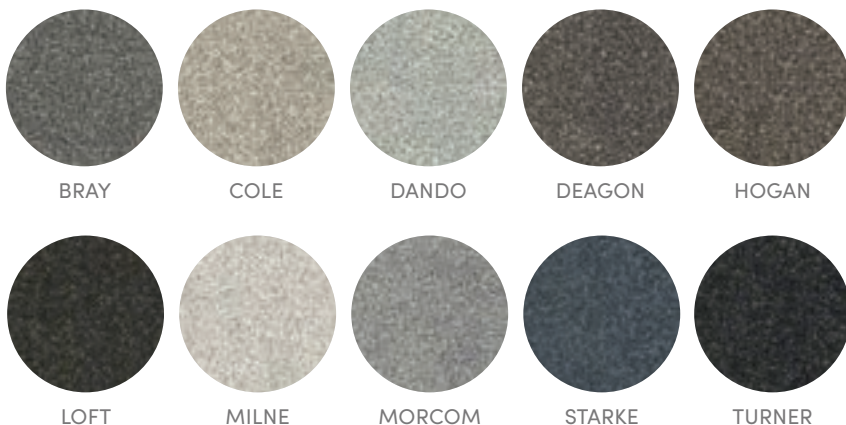


ETERNITY CRAMMOND  
 Colour Featured: Bray

# 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



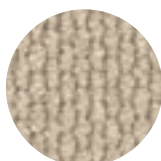


ETERNITY DELANO  
Colour Featured: Colt

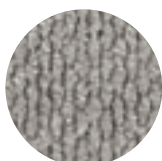
## DELANO

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.

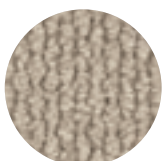
### CURRENT COLLECTION



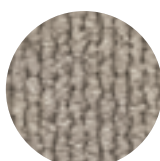
AERO



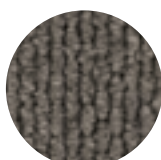
ARKELL



COLT



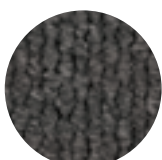
LICHEN



PALMER



PINARI



TRENTON

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

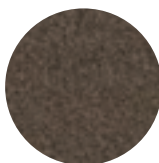


ETERNITY DELAVIN  
 Colour Featured: Revlin

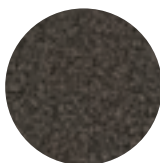
# DELAVIN

Combining a natural look with outstanding performance and luxury.

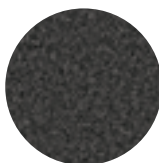
## CURRENT COLLECTION



ASHTON



COVE



ESKE



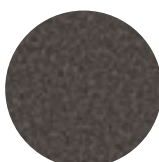
GLEBE



MARIAN



REVLIN



WINDWARD





ETERNITY ELENDEL  
 Colour Featured: Tuscan Tan

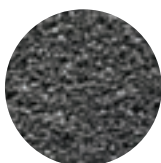
# ELENDEL

ElenDEL provides a luxurious feel that is effortlessly paired with superior stain resistance and durability. This carpet will add a touch of luxe to any room.

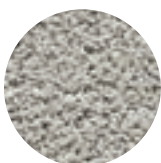
## CURRENT COLLECTION



BISQUE



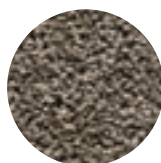
GALAXY



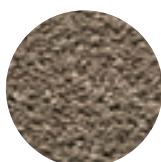
HEAVENLY



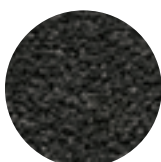
HIGHLIGHT



INDUSTRIAL



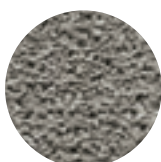
TERRA



TRENCH



TUSCAN TAN



VORTEX



WHITE PEPPER

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



ETERNITY GARDA  
 Colour Featured: Kitt

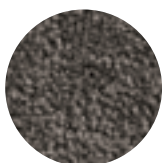
# GARDA

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

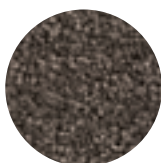
## CURRENT COLLECTION



ANCHOR



BANJO



BEDA



CASTOR BEAN



DROVER



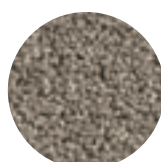
GREY GULLY



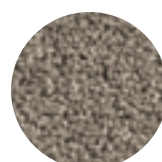
KITT



LEVI



NECTAR



RIVER SAND

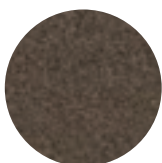


ETERNITY - GRANDOR  
 Colour Featured: Cavan

# GRANDOR

Grandor has a colour palette which reflects modern design, featuring a large range of benefits, this product is sure to impress.

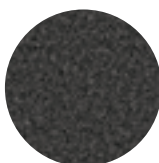
## CURRENT COLLECTION



ASHBOURNE



BALLINA



BANDON



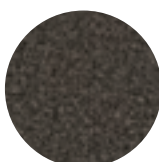
BRAY



CAVAN



ENNIS



LARNE

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



ETERNITY HANNING  
 Colour Featured: Strickland

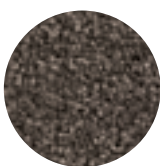
# HANNING

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

## CURRENT COLLECTION



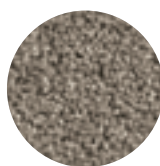
BEATON



DELANEY



DRIFTWOOD



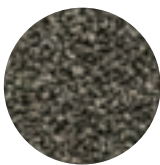
ECHO



HERMITAGE



JASPER



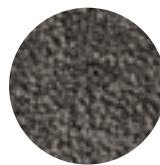
MINERAL MIX



RAFFIA



STRICKLAND



THUNDER

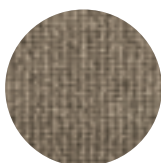


ETERNITY LANGHORNE HUT  
 Colour Featured: Bertol

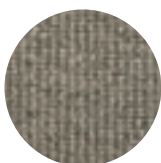
## LANGHORNE HUT

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



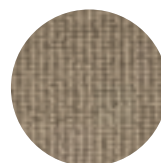
ARBOL



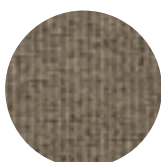
BERTOL



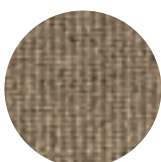
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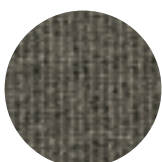
CHAPEL



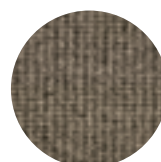
HANOK



ORRI



SHEOAK



SOLVAY

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

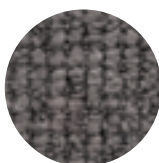


ETERNITY RICO  
 Colour Featured: Akita

# RICO

Rico provides a combination of high-specification quality and affordability, with a rich texture and subtle heather that strongly, and beautifully, natural fibres.

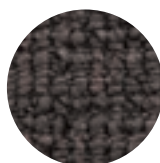
## CURRENT COLLECTION



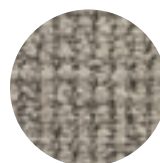
AKITA



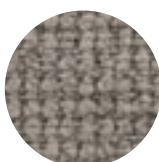
CORMAN



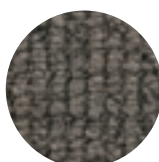
DANE



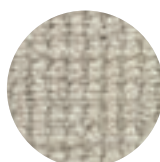
ESTRELA



FOXHOUND



SCOTTY



SEALYHAM

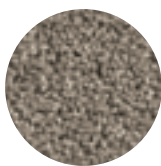


ETERNITY SUPERIOR  
 Colour Featured: Rooney

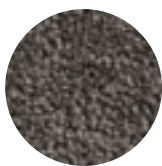
# SUPERIOR

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



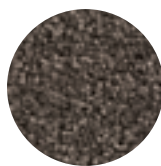
BRITTON



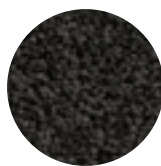
DOLPHIN



GIPPSLAND



GOBLIN



KENT



LOCH NESS



MORAINÉ



NAKURU



ROONEY



TALGA

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



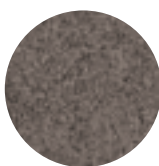
ETERNITY ZEMA  
Colour Featured:  
Decanter

# ZEMA

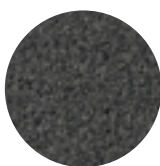
Unapologetically soft and luxurious are the only words to accurately describe the Zema range. Paired with an incredible resistance to both stains and fading, all thanks to its solution-dyed fibres, this range is a breeze to clean and bound to add a touch of luxe to any home.

Right: ETERNITY  
LANGHORNE HUT  
Colour Featured:  
Hanok

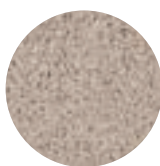
## CURRENT COLLECTION



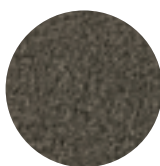
CABERNET



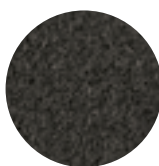
CANTINA



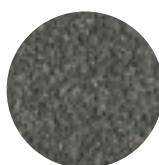
CHARDONNAY



DECANTER



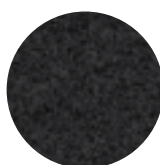
FERMENTED



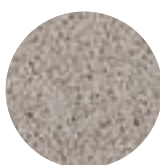
MERLOT



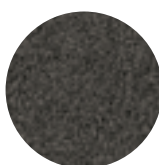
PINOT NOIR



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

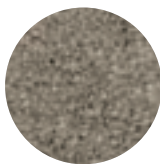


ETERNITY INCEPTION KARALIS  
 Colour Featured: Seal Grey

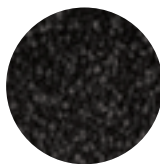
# KARALIS

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



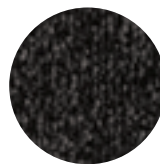
BRUSHED METAL



CROW



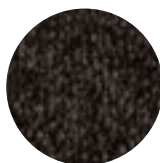
LINDEN BEIGE



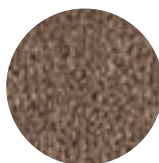
METROPOLIS



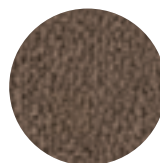
PANTHER



SEAL GREY



SILVER BLONDE



VANILLA SPICE



ETERNITY INCEPTION WINSLET  
Colour Featured: Tapestry

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

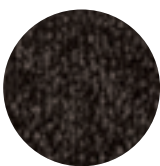
## WINSLET

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.

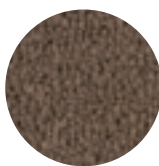
### CURRENT COLLECTION



GREY WOLF



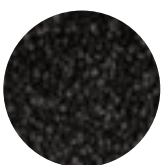
HARDWARE



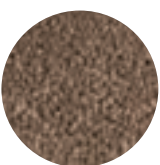
IVORY CREAM



LIQUORICE



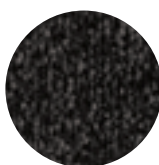
MOONSTONE



SILHOUETTE



TAPESTRY



TITANIUM





# 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

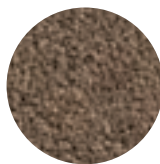


HAVEN COLLARD  
Colour Featured: Dome

## COLLARD

Collard offers both luxury and value, made with recycled yarn system, ensures both performance and softness.

### CURRENT COLLECTION



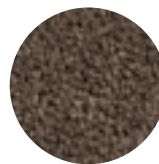
BRULEE



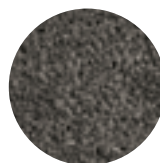
COURTYARD



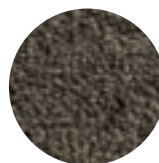
DOME



GYPSY



HUSH



RENOIR



WHISPER



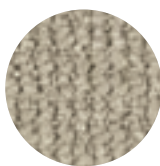


HAVEN DENHAM COAST  
Colour Featured: Reedy

## 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.

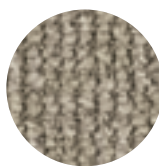
### CURRENT COLLECTION



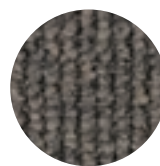
DAMPIER



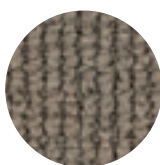
FORTESCUE



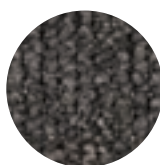
HAMERSLEY



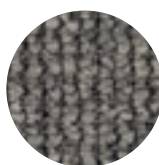
INDEE



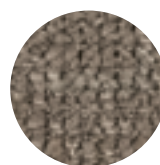
MILLSTREAM



PERON



REEDY



ROCKLEA



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

Your selected 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](http://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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