



THE  
**FLOORING**  
FOUNDATION

Carpet  
Guide







# A Guide for Choosing Comfort and Quality

**Here we are dedicated to helping you select the perfect carpet for your home.**

We understand that every New Zealand household has a unique narrative—filled with busy lives, vibrant families, furry friends and distinctive interior design aesthetics. Selecting the ideal carpet is more than just a flooring decision; it's an opportunity to infuse your home with character and comfort.

Our locally made carpets will not only elevate your home but also enrich its aesthetic through meticulous craftsmanship and innovative design.

This brochure outlines our top “features to consider” when selecting a carpet and will help you navigate the process of finding the perfect carpet for your home.



# Colour

**Colour is one of the most important factors to consider when decorating a new home or renovating.**

Colour impacts the mood, feeling and personality of a room. Colour can help enhance the appearance of a room's size, allowing you to make the most of natural and artificial light.

Once your carpet is installed, the colour of the carpet will appear slightly lighter than when viewed in store.







### Think about the room size.

No matter how big or small the area, the colour of the floor will have a major impact on the feeling of space within the room. If the area is small or lacks natural light, a lighter shade of carpet will make it appear larger and brighter. Conversely, darker hued carpets will warm a room, giving larger spaces a cosiness while adding depth and character.



Bright colours in a large expanse can make a dramatic statement.



Light colours are expansive and airy, making rooms seem larger and brighter.



Dark colours are sophisticated and warm, they give large rooms a more intimate appearance.

---

### Expert tip

---

Carpet colours can appear different throughout your home depending on the light source.

Ask the retailer for a sample and check how it appears in both natural and artificial light before making a final choice.





### How will you use the room?

Considering how each room is going to be used is important when selecting your carpet. In homes with energetic young families and pets, a hard-wearing, stain resistant carpet in a darker tone is a great option. For those that like to entertain, a loop pile carpet in mid-tones works well. For a low traffic home, you may opt for a plush-pile carpet in a lighter shade.



Multi-coloured and patterned carpets are especially effective at hiding stains and soiling.



Very light and very dark colours show far more debris than mid-tones.



A busy household with kids and pets may not be suitable for lighter shade carpets.

---

### Expert tip

---

Try to choose your carpet colour with your lifestyle in mind. Make sure your floor matches the style and feel you want to give your home.

Do you have furniture or art that you would like to emphasize? Then use natural colours to create a neutral canvas for your key pieces.



### Setting the mood.

The colour palette you choose will influence the feeling, light and space in each room. Room colour can affect people in many ways, influencing your mood and energy.



Cold colours are considered calming and serene; it is often recommended for bedrooms.



In halls, entries and small spaces, warm colours can feel expansive and welcoming.



Neutral shades come in both warm and cool tones and are the ideal decorating base.

---

### Expert tip

---

Choose light colours to infuse your space with a sunnier and happier ambiance.

Opt for timeless grey tones to maintain a peaceful and cool interior atmosphere.

Incorporate brown hues to create a comforting, nature-inspired interior that invokes a sense of warmth.







### Naturally neutral or pop of colour?

Neutral shades come in both warm and cool tones and are the ideal base to maximise design possibilities. Experimenting with vivid hues, especially in smaller areas, can deliver real impact, lifting a room and creating a unique space.



Will the colour you love today still appeal to you in five years?



Neutrals don't have to be uninspiring. Texture can also add another exciting dimension, lifting a neutral carpet to a multidimensional design statement.



Carpets are available in a more limited range of colours than paint, so choose your flooring first.

---

### Expert tip

---

Current trends favour earthy neutrals like warm greys and timeless taupe. Make them pop by choosing heathered or dual-coloured wool carpets for captivating texture and subtle shade variations.

For a touch of opulence and elegance, consider super soft triexta carpets. They blend vivid colours and a luxurious velvet-like feel to elevate your space.

# Carpet Styles

**Your carpet will be with you for a long time so it's important to think about how the space will be used. Our variety of styles will provide plenty of options to ensure you pick the right carpet to fit your lifestyle and design requirements.**

## **Cut Pile**

In cut pile carpets, the yarn is intentionally sheared at the ends, creating individual strands that stand upright. This creates a soft and plush surface, making them comfortable underfoot. They offer a refined, contemporary look that complements various interior styles. However, it's worth noting that cut pile carpets may show some shading or tracking, such as visible footprints or vacuum cleaner lines after brushing. This is more likely with softer varieties, but it doesn't necessarily indicate lower quality. Additionally, cut-pile carpets are easy to maintain, adding to their appeal.

## **Loop Pile**

In loop pile carpets, the yarn is left in loops, which can have varying heights and shapes. They are known for their durability and ability to withstand high-traffic areas. Loop pile carpets do not show footprints and provide a neat and uniform appearance. They come in various styles, from tightly packed loops to thicker, more luxurious textures and in most cases, are made from wool. These chunky loop varieties offer a softer feel but can be susceptible to snagging from high heels or pet claws.

## **Pile Height**

Carpet pile height refers to the length of the carpet fibres, measured from the backing to the tips. It determines the texture and feel of the carpet underfoot. Low-pile carpets have shorter fibres that appear flat and feel dense, making them easier to clean as they don't trap dirt. Medium-pile carpets have longer fibres, providing a softer touch, and can handle moderate foot traffic. High-pile carpets, on the other hand, have longer, plush fibres, offering a more luxurious feel and adding warmth and comfort to a space.

## **Face Weight**

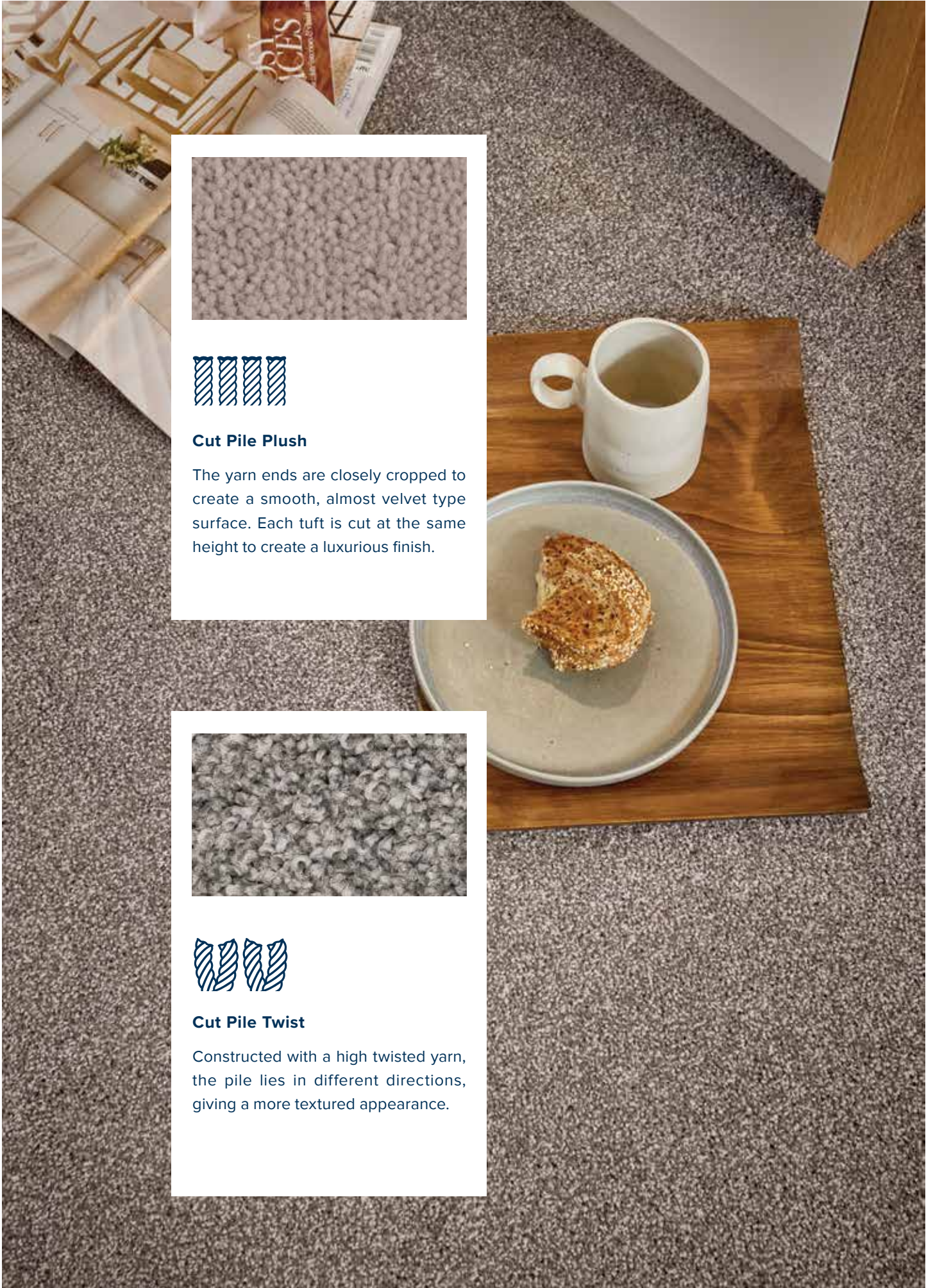
Carpet face weight refers to the weight of the carpet fibres per square meter, typically measured in ounces. It indicates how dense and substantial the carpet's surface is. A higher face weight means more fibres are packed into each square meter, resulting in a denser and potentially more durable carpet. This metric is important for assessing a carpet's ability to withstand foot traffic and wear over time, with heavier face weights generally offering greater resilience. Keep in mind that carpets with higher face weights often come with a higher price tag.

For a comprehensive understanding of carpet durability and performance, it is recommended to always refer to the Australian Carpet Classification Scheme ratings labels (ACCS) for more information. ACCS provides valuable insights into the suitability of various carpet types based on foot traffic levels.









**Cut Pile Plush**

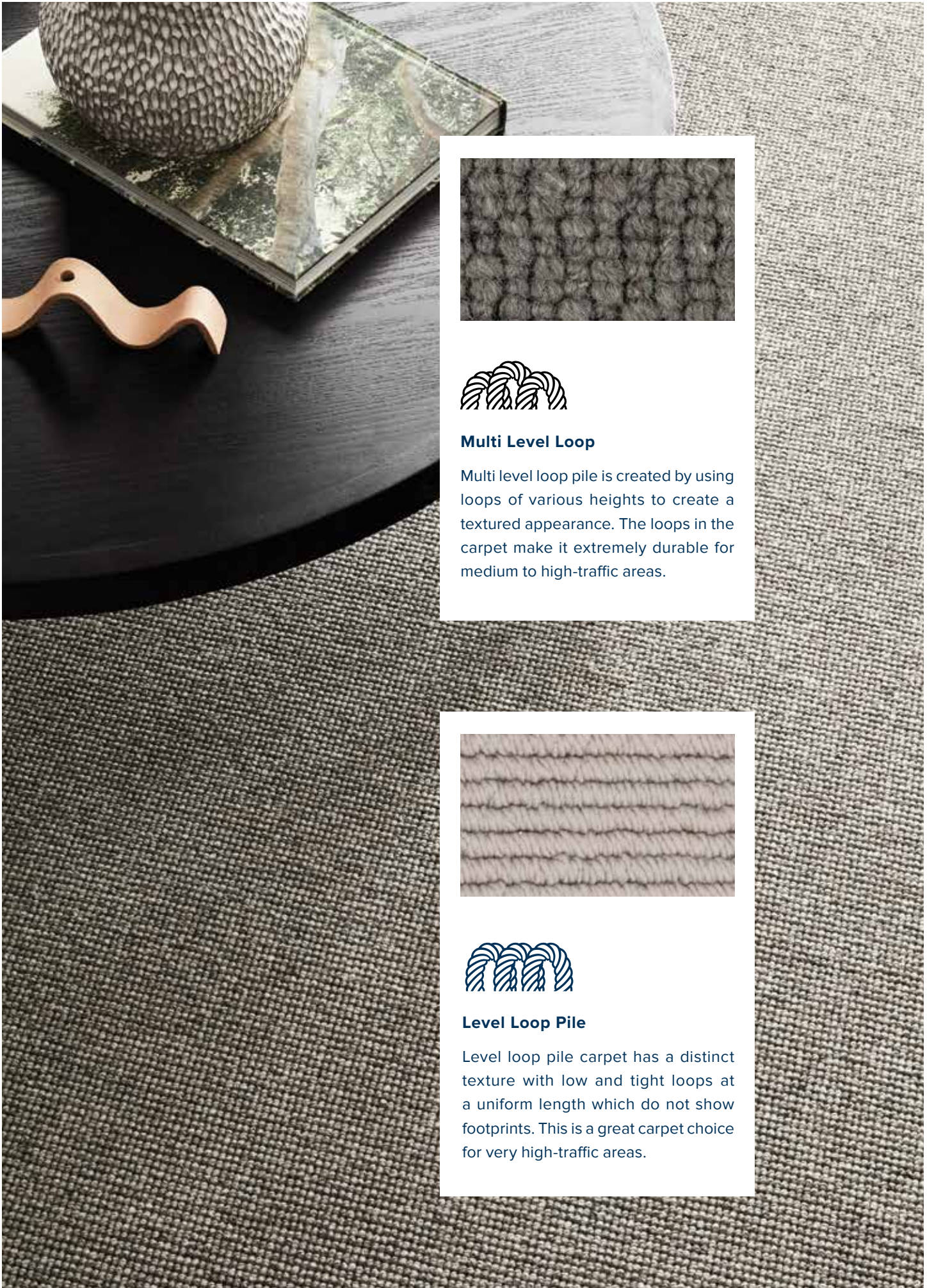
The yarn ends are closely cropped to create a smooth, almost velvet type surface. Each tuft is cut at the same height to create a luxurious finish.



**Cut Pile Twist**

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





**Multi Level Loop**

Multi level loop pile is created by using loops of various heights to create a textured appearance. The loops in the carpet make it extremely durable for medium to high-traffic areas.



**Level Loop Pile**

Level loop pile carpet has a distinct texture with low and tight loops at a uniform length which do not show footprints. This is a great carpet choice for very high-traffic areas.

# Carpet Fibres

The carpet fibre you choose determines the appearance, texture and longevity of your carpet. When selecting a carpet fibre, it is important to consider your lifestyle, the area the carpet will be installed, who will be using it, the level of foot traffic and your budget.

## Polyester Carpet

Page 14



High Lustre Appearance



Value for Money



Stain Resistance

## Solution Dyed Nylon Carpet

Page 16



Highly Durable & Heavy Traffic



Resilient & Easy to Maintain



Pile Recovery Bounce-back

## Triexta Carpet

Page 18



Extremely Soft



Cleans with just Cold Water



Made Partially from Corn Sugar

## Wool Carpet

Page 20



Natural & Renewable Fibre



Flame Resistant & Fire-retardant



Regulates Temperature & Humidity

## Low traffic?



Polyester carpets are beautifully soft with a high-lustre appearance. Great for quiet or social spaces with moderate to low traffic, like bedrooms, offices and TV rooms.

## Sunny Room?



Because the colour is part of the fibre, solution dyed nylon carpets won't fade under New Zealand's harsh sun, making it the perfect carpet to sit beside your north-facing windows or doors.

## Got Pets?



Triexta carpets are the best choice for pet owners. Claws are less likely to get caught in the pile. triexta fibre is also hydrophobic, repelling water and stains.

## Allergies?



You can breathe easy thanks to wool's natural air filtering capabilities, trapping allergens like dust and pollen. Wool carpets are completely safe for asthma and allergy sufferers.





# Polyester

**Polyester is an affordable synthetic fibre with a soft and lustrous texture.**

## **Softness**

Polyester carpets offer a velvet like handle, softness and flexibility in both colour and design. This is why polyester has long had a reputation as the softest and most flexible of the synthetic carpets. The inherently bulkier yarns can offer heavy, soft textured carpets that feel cosy and luxurious underfoot.

## **Cost-effective**

Due to the lower cost of raw materials and production, polyester is a very affordable option.

## **Invest Wisely in Your Home**

This fibre type is best suited to low traffic areas within the home as it is not as resilient as some other more expensive fibres. We recommend you choose polyester carpets with a higher pile and medium-high density to ensure maximum appearance retention and longer wear.

## **Stain Resistance**

Made from closed-cell fibres, polyester carpets do not have any open dye sites for stains to adhere to, making them highly stain resistant.







Low  
Traffic



High Lustre  
Appearance

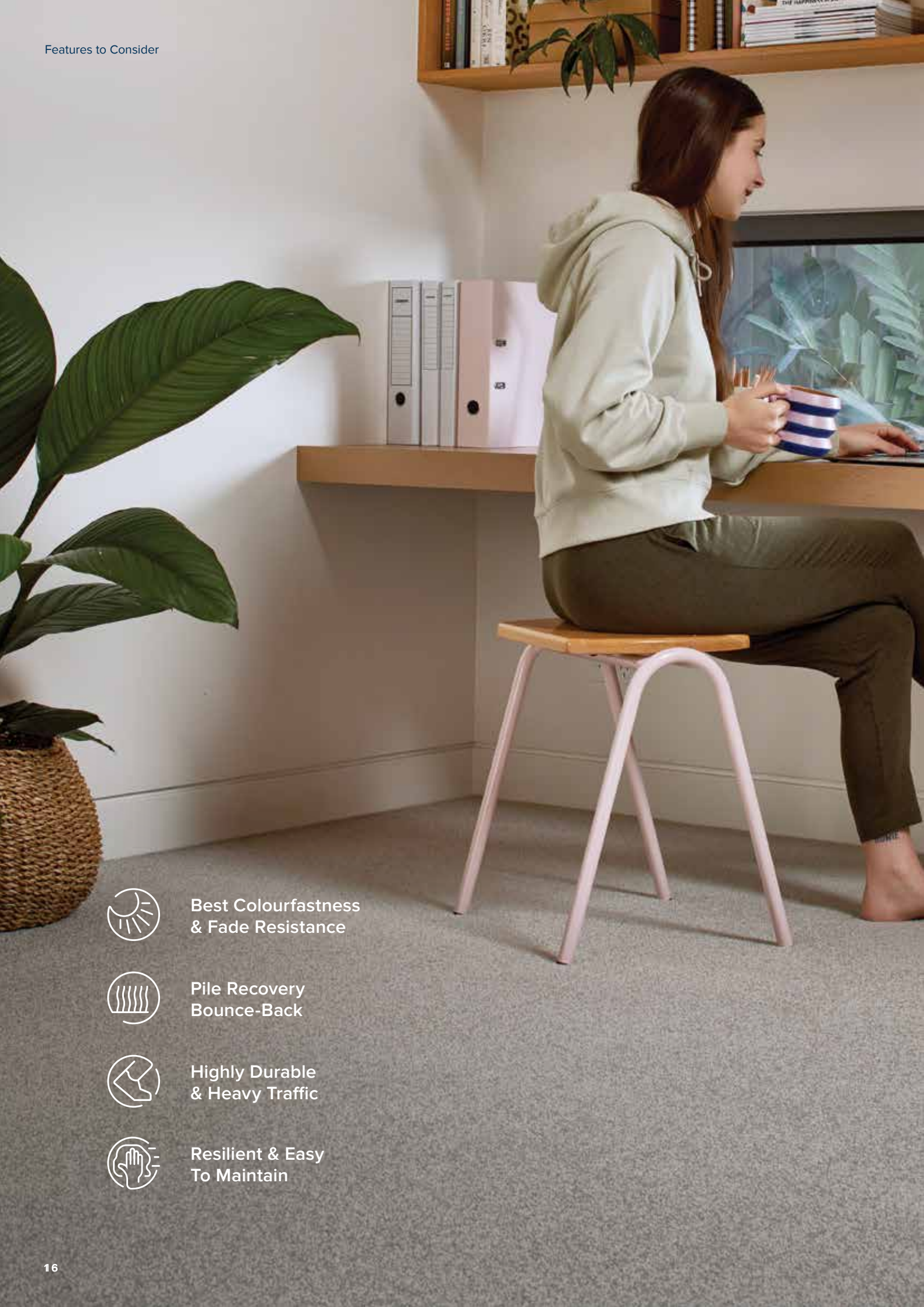


Value for  
Money



Stain  
Resistance





**Best Colourfastness  
& Fade Resistance**



**Pile Recovery  
Bounce-Back**



**Highly Durable  
& Heavy Traffic**



**Resilient & Easy  
To Maintain**





# Solution Dyed Nylon

**Solution dyed nylon is a synthetic fibre that is fade resistant, tough and durable.**

## Quality and Performance

Solution dyed nylon carpets provide the ultimate in carpet colour fastness, stain protection and performance.

The polymers that make up solution dyed nylon carpets are coloured using only the very best quality colour pigments available. These solution dyed nylon fibres are then processed into high quality yarns suitable for tufting into carpet. This means the colour is locked into the molecular structure of the yarn fibres prior to the manufacture of the carpet.

## The Practical Choice

SDN carpets are true all-rounders. With correct maintenance, the carpet will look as impressive in years to come as the day it was laid. For this reason, they are a popular choice for young families, as they are:

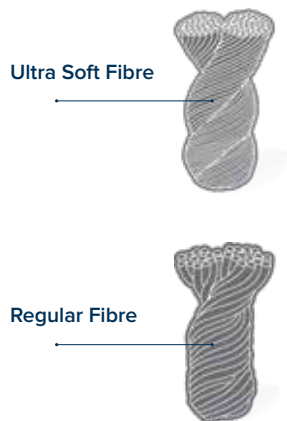
- Impervious to most common household food and beverage stains.
- Resistant to soiling when combined with regular maintenance.
- Protects against static build-up.
- Durable and resilient.
- Stylish and comfortable.

# Triexta

**Our triexta carpets use a fibre made with 37% renewably sourced polymer, derived from corn sugar.**

## Invest Wisely in Your Home

Your carpet represents a substantial investment and you want it to look good for years to come. Most triexta carpets are rated “residential extra heavy duty, including stairs” so are ideal for heavy traffic areas.



### Ultra Soft

Ultra soft technology brings a new level of comfort to your floor. Our triexta ultra soft fibres provide exquisite textures, modern colours and quality construction. The soft feel is achieved by adding more individual filaments in each triexta fibre. Run your hands through the exceptionally soft fibres and feel the difference.

### Stain and Soil Protection

Superior stain protection, built into every fibre so it never wears off. Cold water removes most household food and beverage spills.

### Wear Resistance

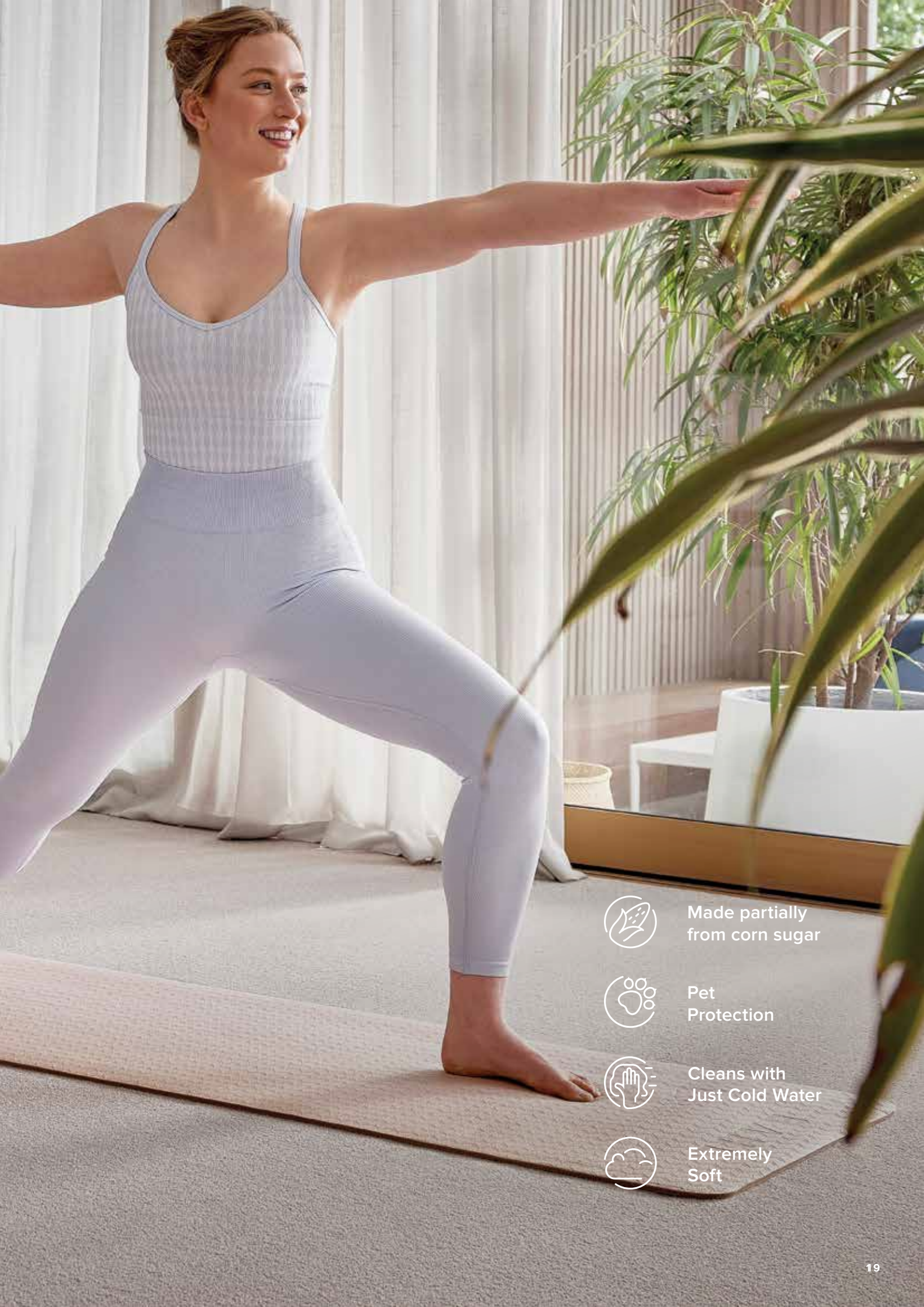
The strong pile retention and resilience of triexta fibres prolong the life of your carpet.

### Luxuriously Soft

Triexta fibre redefines carpet softness.







Made partially  
from corn sugar



Pet  
Protection



Cleans with  
Just Cold Water



Extremely  
Soft





Natural &  
Renewable Fibre



Regulates Temperature  
& Humidity



Flame Resistant  
& Fire-retardant



Naturally  
Hypoallergenic





# Wool

**Made with natural fibres, wool carpet is warm, luxurious and durable.**

## **Natural Insulation and Humidity Control**

Wool is a natural hygroscopic insulator. This means your wool carpet can absorb up to 30% - 40% of its own weight in moisture without becoming wet to touch. This reduces the dampness in the air, making your home a drier and healthier place to live. In cold, damp conditions (high relative humidity) moisture is absorbed by wool and heat is given off.

In warm dry conditions, moisture is released by wool, resulting in a cooling effect. How well your carpet insulates largely depends on how much air it can trap. Because of wool's natural inbuilt crimp, air is retained in millions of tiny pockets which provide an insulating effect, thus creating a comfortable environment for you and your family.

## **Natural Stain Resistance and Easy Maintenance**

Wool carpet is a very practical option in terms of cleaning and maintenance. It is naturally resistant to dirt and household stains. Hypoallergenic wool carpet is ideal for allergy and asthma sufferers as it does not promote the growth of bacteria, mould and mildew. This reduces the likelihood of spores, mycotoxins and volatile organic compounds from developing in the home, helping to prevent allergies and respiratory problems. Wool fibre also deters the growth of dust mites – the most common single cause of asthma.

# Carpet Ratings

## Understand carpet face weight.

Carpet face weight is defined as the weight of the carpet pile per metre of carpet, measured in ounces. A quality fibre in a heavy weight should perform a lot better than a lighter weight option in the same fibre. If you are unsure, it is a good idea to ask what performance rating the carpet has achieved. If you have stairs it is recommended that you purchase a carpet that is rated as suitable for stairs.

Room	Foot Traffic	Star Rating
Bedroom with light traffic flow	Residential Light Duty	★
Living room or entertainment area with light to medium traffic flow	Residential Medium Duty	★★
A hallway or entertainment area with heavy traffic flow	Residential Heavy Duty	★★★ or ★★★★
Areas with extra heavy traffic flow	Residential Extra Heavy Duty	★★★★★ or ★★★★★★

The ratings table indicates the minimum quality of carpet required for certain areas. We recommend that you purchase the carpet with the highest rating possible within your price range to enjoy your carpet for as long as possible.



Each carpet is tested and classified according to its suitability for use in varying traffic levels.





### Carpet Classification

The Australian Carpet Classification Scheme (ACCS) is one of the most comprehensive 'all fibre' carpet grading schemes in the world. Carpets are classified under the ACCS according to their performance characteristics. The carpet classification is determined using technical data supplied by manufacturers and results from testing conducted by independent laboratories.



### Environmental Certification Scheme: Look for the Green Label

The Environmental Certification Scheme (ECS) is an extension of the ACCS certification and provides an indication of the environmental performance of the carpet. Look for the green label on the back of your carpet sample, this grading ranges from level one to four, the higher the grading the better it performed to environmental testing.





# Carpet Care - Cleaning Guide

**Here are some basic carpet cleaning tips to help you keep your carpet looking good:**

- Always blot, never rub or scrub.
- Immediately scoop or blot up as much of the spill as possible, working from the outer edge towards the center to avoid spreading.
- For most common household stains, treat with warm (not hot ) water.
- For wool/wool blends, add one teaspoon of laundry detergent approved for wool and one teaspoon of white vinegar to each litre of warm water.
- Pre-test a small inconspicuous area of the carpet to ensure against damage and possible colour change.
- Press dry the carpet with clean white cloth or paper towel in between treatments.
- Once treated, apply water with a cloth until the carpet no longer feels sticky or soapy, then blot up with a clean white cloth or paper towel.
- Place several layers of paper towel or cloth over the cleaned area and place a flat weight on them to absorb remaining moisture.
- If unsuccessful, call a professional carpet cleaner immediately.

For details on caring for your specific flooring, please consult the manufacturer's care and maintenance guide provided with the installation.

