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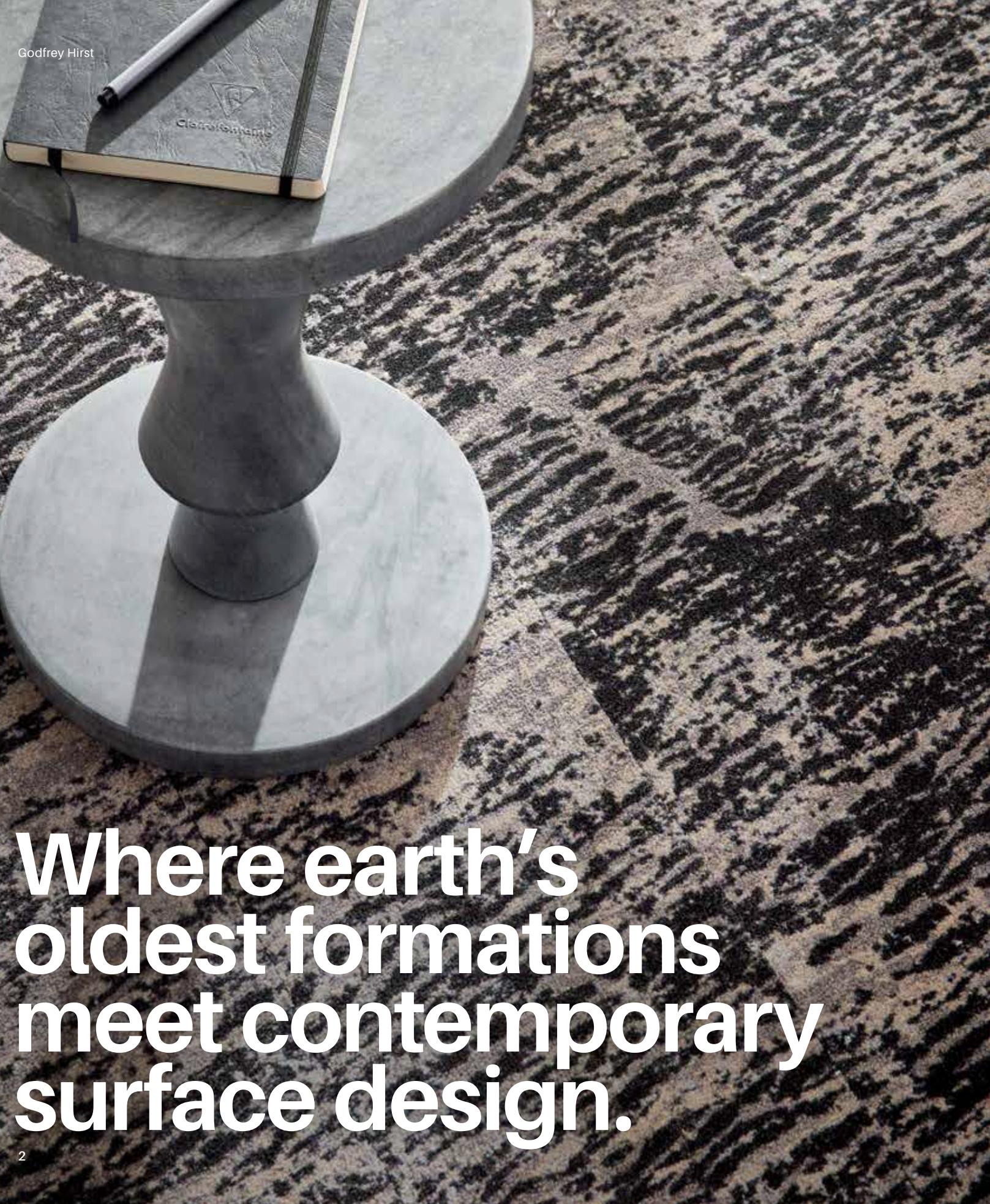
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## Geo Stratum Collection

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# Where earth's oldest formations meet contemporary surface design.

Godfrey Hirst proudly introduces  
the Geo Stratum Collection

IMAGE: 7400 ECHO STACK

Geo Stratum is a curated exploration of surface, structure and story, a design collection inspired by the layered legacy of the Earth itself.

Drawing from iconic geological formations across Australia and New Zealand, each pattern captures the rhythm of erosion, the power of water and the subtle geometry carved by time. From the rippling basalt columns of volcanic cliffs to the wind-scoured softness of ancient sandstone,

Geo Stratum pays homage to landscapes shaped over millennia. These surfaces echo the stillness of coastal monuments, the fractures of fossilised terrain, and the organic symmetry found only in nature's own architecture.



**Sculpted by millennia, Erosion of Time captures the quiet power of wind, sun, and the slow rhythm of the earth.**

These patterns trace the contours of ancient formations - from towering gorges to basalt columns - revealing surfaces that speak of patience, permanence, and the marks left by time.



#### 7100 ANCIENT HOLLOW

*Inspired by Carnarvon Gorge, Queensland*

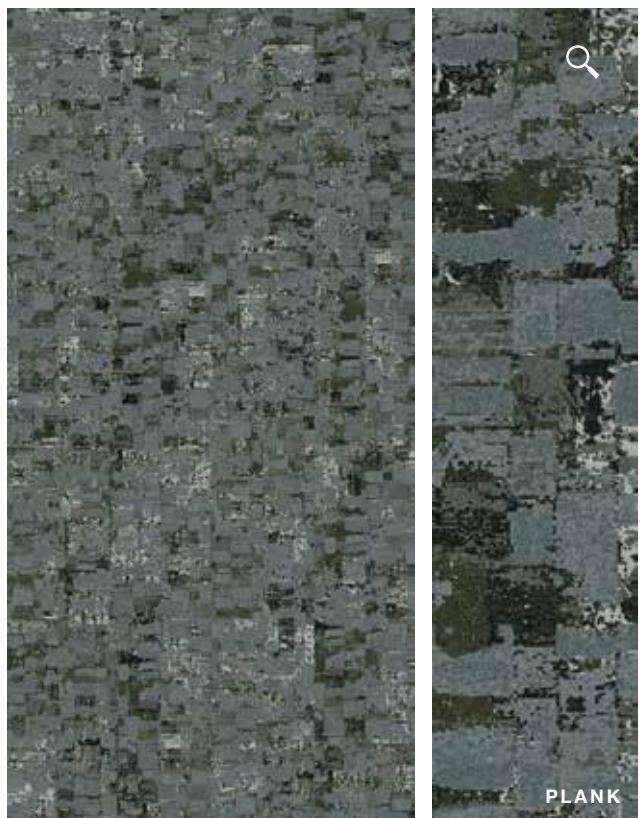
Sculpted by time and water, Ancient Hollow pays tribute to the towering sandstone gorges and hidden gullies of Carnarvon. Its layered depth and weathered edges invite a sense of shadow, scale, and enduring stillness.



#### 8200 TRIFORM

*Inspired by the Three Sisters, Blue Mountains, New South Wales*

Triadic and timeless, Triform honours the layered sandstone peaks of the Three Sisters. This design echoes the sacred symmetry and soaring silhouettes of the Blue Mountains, softened by time, mythology, and shifting light.

**7500 SHORE BREAK***Inspired by Tessellated Pavement, Tasmania*

Structured yet organic, Shore Break is drawn from the natural tiling of Tasmania's Tessellated Pavement. Its graphic rhythm and eroded geometry suggest an ancient, earth-laid grid - shaped not by man, but by tide, salt, and time.

# Formations shaped over thousands of years.

**9100 EROSAND***Inspired by Weathered Sydney Coastal Sandstone, New South Wales*

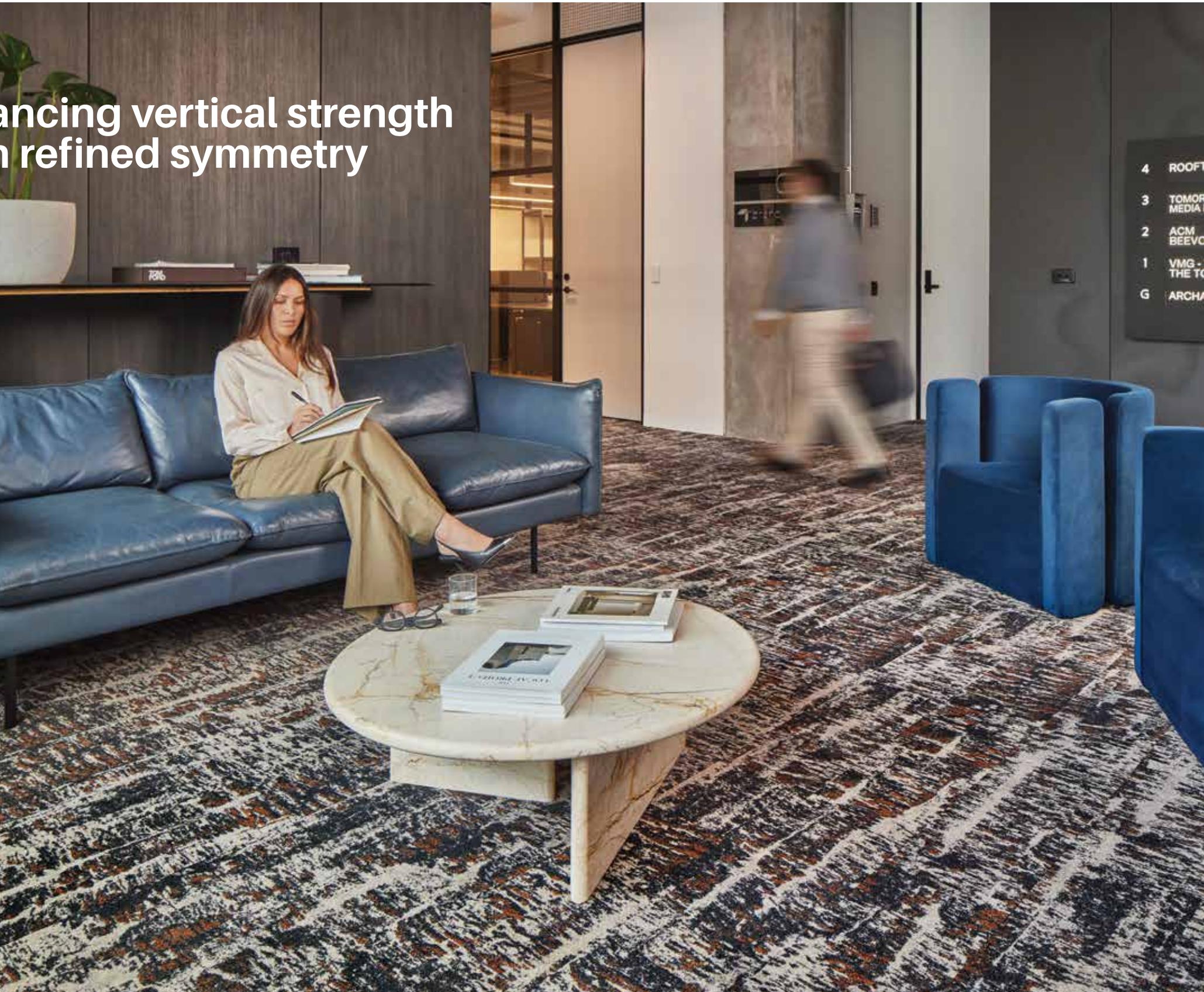
Softly weathered by salt and time, Erosand pays tribute to Sydney's coastal sandstone cliffs. With subtle tonal shifts and surface texture, it evokes the oxidised warmth and worn grace of stone shaped by wind, water, and centuries of exposure.

**5100 WEATHERED MESH***Inspired by Sandstone Honeycomb, Queensland*

Inspired by the intricate, salt-sculpted surfaces of sandstone honeycomb formations, Weathered Mesh is delicate yet grounded. Its cellular voids and lace-like structure speak to erosion's quiet artistry along the Queensland coast.



## Balancing vertical strength with refined symmetry



### 5800 HARMONIC PIPES

*Inspired by Organ Pipes National Park, Victoria*

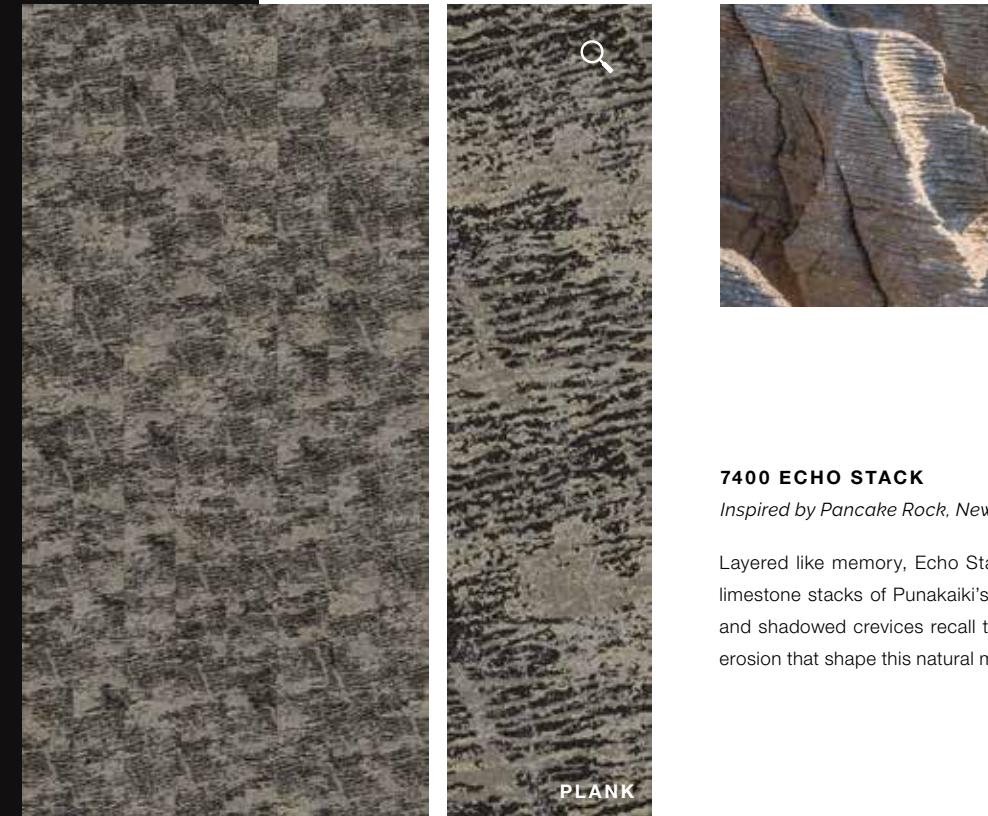
Drawing from the rhythmic geometry of cooled basalt columns, Harmonic Pipes mirrors the architectural precision of nature. This pattern balances vertical strength with refined symmetry, echoing the volcanic origins of Victoria's most iconic natural organ.



# POWER

**The Power of Water** honours the  
restless movement of oceans,  
rivers and tides.

Through layered textures and fluid forms, these designs echo the natural carving of coastlines and the shaping of stone by waves, channels, and spray - landscapes forged where water meets rock.



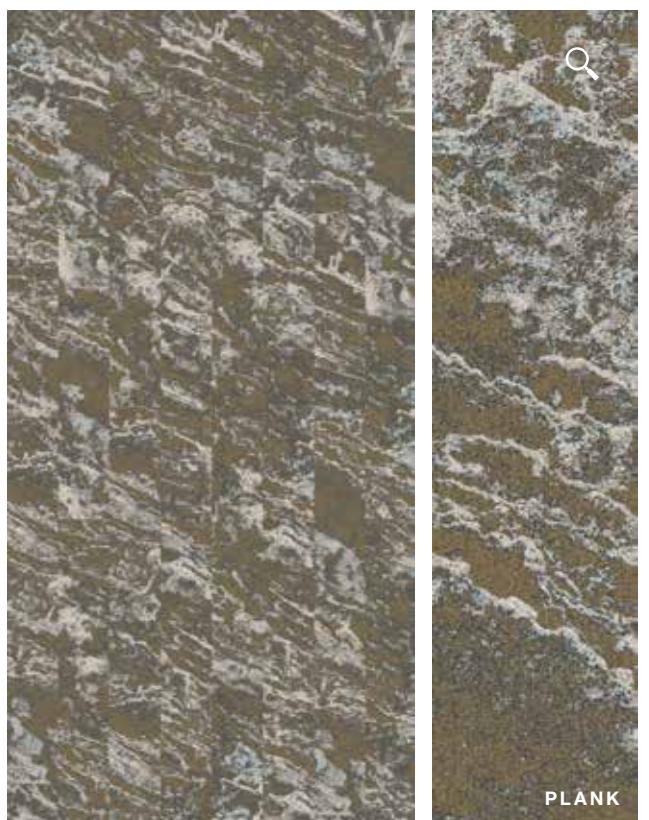
**7400 ECHO STACK**

*Inspired by Pancake Rock, New Zealand*

Layered like memory, Echo Stack captures the compressed limestone stacks of Punakaiki's Pancake Rocks. Its repetition and shadowed crevices recall the tectonic drama and marine erosion that shape this natural marvel.

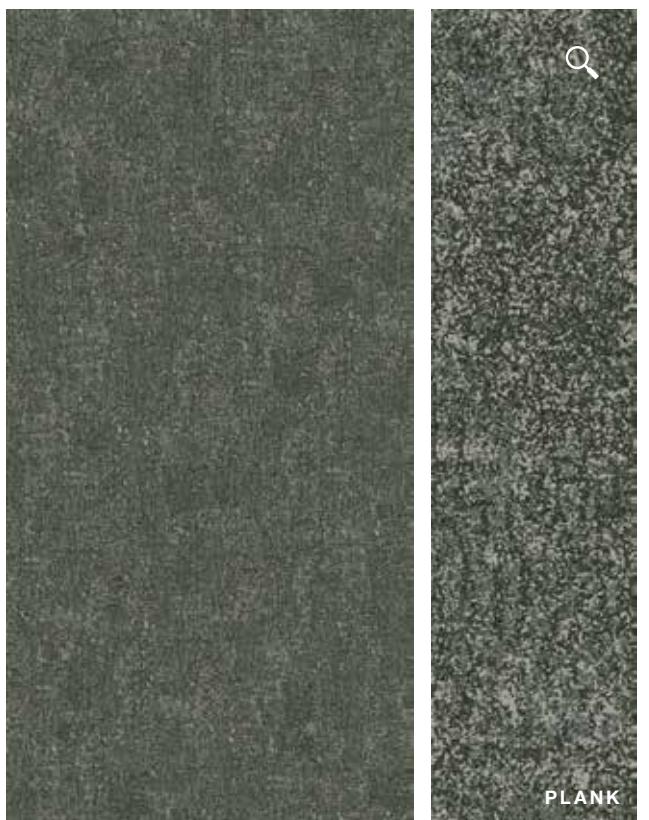


IMAGE: 7400 ECHO STACK

**5600 BASALT RISE***Inspired by Kiama Blowhole, New South Wales*

With bold contrasts and sculptural energy, Basalt Rise channels the force of Kiama's basalt blowhole. The pattern is dynamic and grounded, reflecting the interplay of ocean spray and volcanic stone, capturing a moment of nature's release, frozen in form.

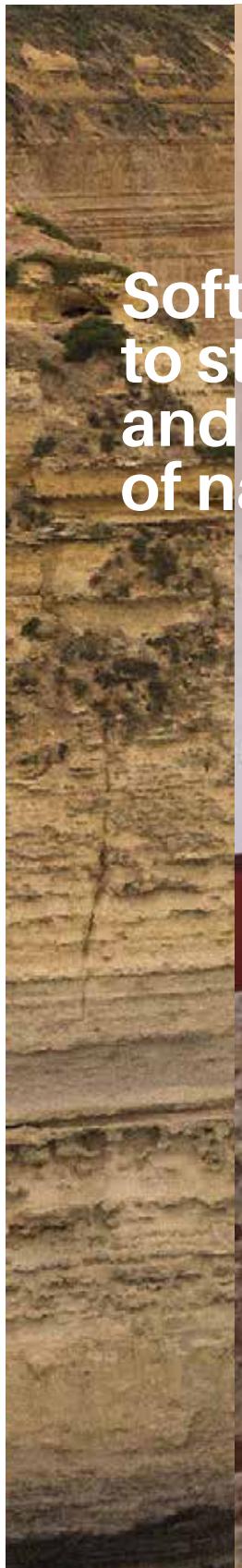
# Highlighting coastal and water-sculpted stones

**9400 ASHLINE***Inspired by Blackhead Beach, New Zealand*

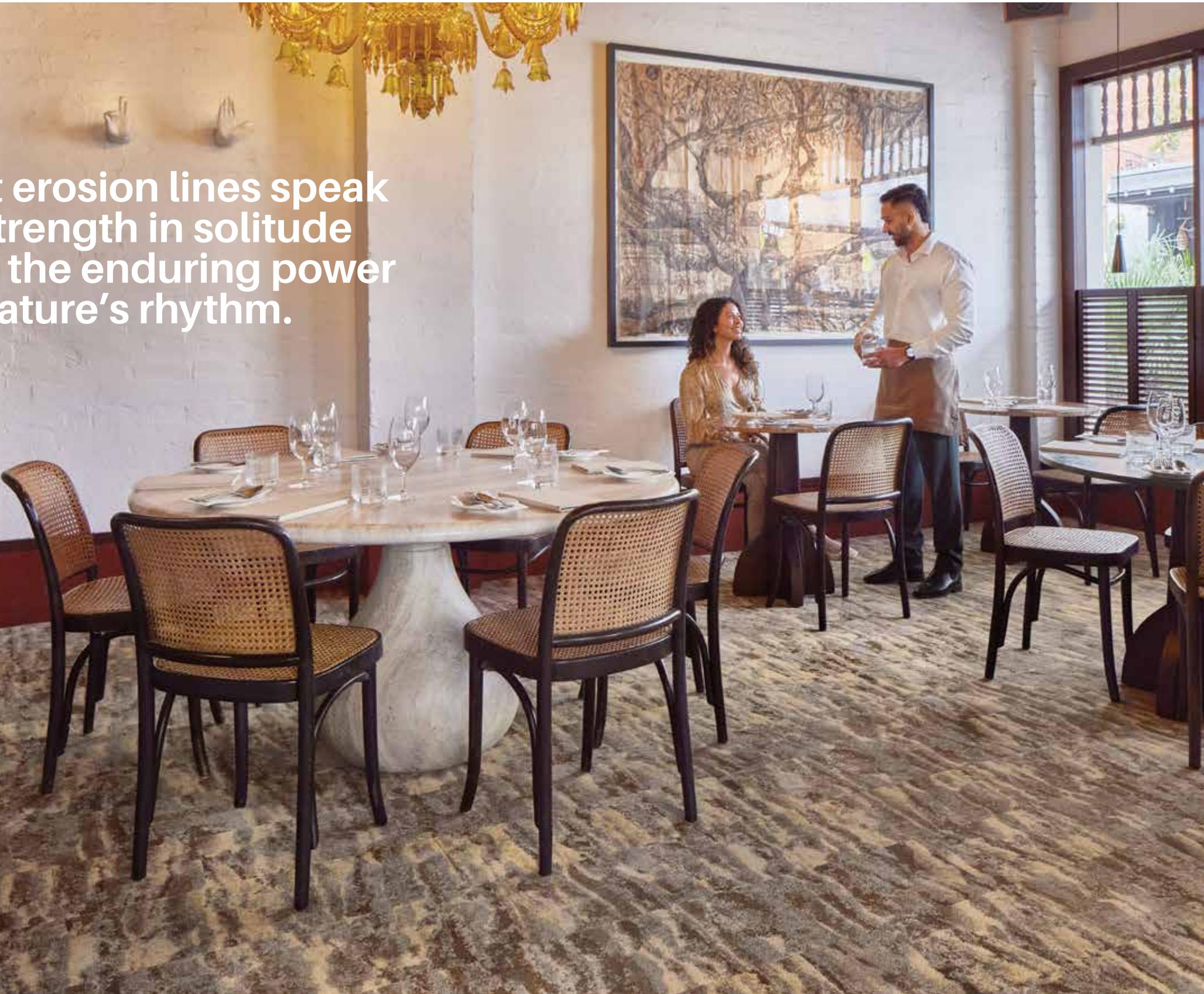
Monochromatic and elemental, Ashline draws from the volcanic shores of Blackhead Beach. With moody greys and surface contrast, this design reflects the tension of tide and stone, softened by ocean spray and the passage of time.

**5200 OCEAN CARVE***Inspired by Elliston, South Australia*

Ocean Carve evokes the sheer limestone cliffs and reef-cut edges of Elliston. With its sweeping forms and wind-shaped contours, this design honours the enduring power of the Southern Ocean and the sculptural landscapes it leaves behind.



**Soft erosion lines speak  
to strength in solitude  
and the enduring power  
of nature's rhythm.**



#### **3200 SEA SENTINELS**

*Inspired by the 12 Apostles, Victoria*

Rising from the sea like ancient monuments, the Sea Sentinels design reflects the worn grandeur of the 12 Apostles. Sculpted by tide and time, its layered vertical elements and soft erosion lines speak to strength in solitude and the enduring power of nature's rhythm.

**Vivid and expressive, Colour of Land  
celebrates the raw palette of the  
Australasian landscape.**



# COLOUR OF LAND

Drawing from mineral-rich cliffs, striped stones and fiery lichen, these designs bring the unique hues of earth and rock to the surface in patterns that are as bold as they are timeless.



## 1700 DESERT RIFT

*Inspired by Glen Helen Gorge, Northern Territory*

Desert Rift channels the deep ochres and layered walls of Glen Helen Gorge. With sandstone curves shaped by an ancient inland sea, this design offers a sense of geological legacy - where desert silence meets fossilised movement.

**3550 WAVE RIDGE***Inspired by Wave Rock, Western Australia*

Graceful and geological, Wave Ridge reflects the rippling granite arc of Wave Rock. A study in curvature and erosion, its surface flows with subtle elevation, mirroring the power of slow movement over ancient stone.

PLANK

**7300 FIRESTONE***Inspired by Bay of Fires, Tasmania*

Infused with the contrast of glowing lichen on pale granite, Firestone brings warmth and drama to the surface. Inspired by the Bay of Fires, this pattern captures natural brilliance — a dance of rust-orange highlights against cool, eroded stone.

**5300 EROSION BLUSH***Inspired by Pink Cliffs, Victoria*

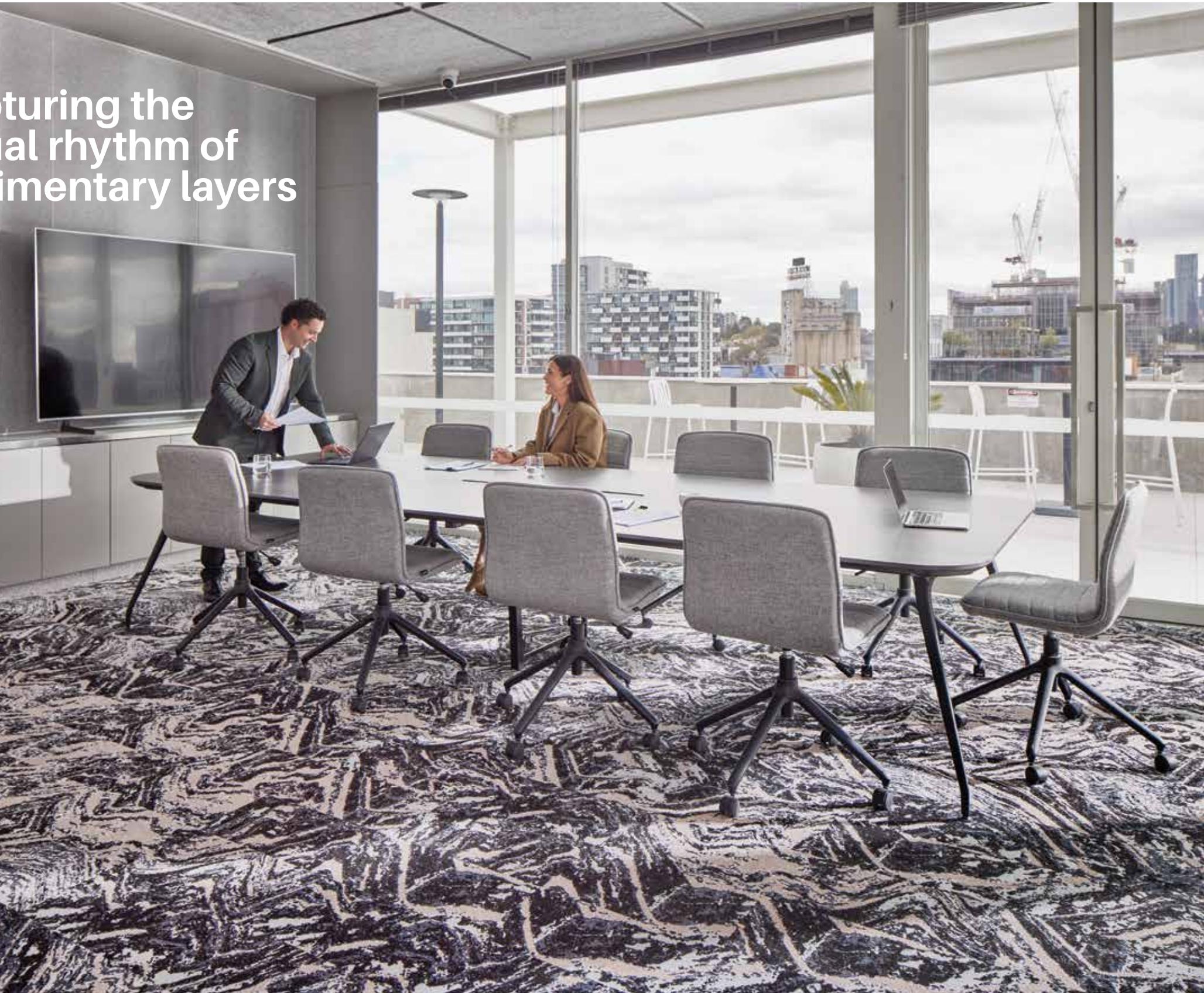
Delicate yet grounded, Erosion Blush captures the soft rose-hued layers of the Pink Cliffs. Formed from eroded clay and quartz-rich soil, this design evokes the slow passage of time through gentle tonal variation, offering a warm, mineral-rich surface with quiet complexity.

PLANK

# Stones with vivid natural hues.



Capturing the visual rhythm of sedimentary layers



**7900 EARTH STRIPE**

*Inspired by Zebra Rock, South Australia*

Linear and expressive, Earth Stripe references the distinctive natural banding of Zebra Rock. This design captures the visual rhythm of sedimentary layers - an earthy barcode forged by minerals and millennia.

# Supporting Regeneration



For every square metre of this collection sold, we'll donate \$1 annually to Landcare Australia.



## Geo Stratum Partners with Landcare Australia's Tree Planting Fund

As part of our ongoing **Believe in Better®** framework and commitment to creating positive change in the communities where we live, operate, and partner, we're proud to announce a meaningful new collaboration with Landcare Australia's Tree Planting Fund.

Inspired by 16 unique geological formations across Australia and New Zealand, Geo Stratum is a celebration of the natural world and now, it's giving back to it. For every square metre of this collection sold, we'll donate \$1 annually to the Tree Planting Fund to support local conservation and restoration efforts, which means every 10m<sup>2</sup> of Geo Stratum sold will help plant one new tree.

Through this initiative, our contribution will help landcare volunteers plant native trees that restore ecosystems, create habitats for endangered wildlife such as the koala, and empower local communities to care for the land and waterways.

Landcare Australia has been at the forefront of environmental conservation and sustainable land management since 1989. With a national network of more than 6,000 groups and 140,000 volunteers, Landcare Australia works to protect Australia's land, water, and biodiversity, from large-scale ecological restoration projects to grassroots conservation activities.

By supporting Landcare Australia's Tree Planting Fund, we're aligning our design innovation with tangible environmental action, one square metre at a time.

Through Geo Stratum, we're not just inspired by nature, we're helping to restore it.



# Specification



## Technical Specifications

Country of Origin	Australia
Description	Patterned Cut Pile Carpet Plank
Colours	16 Standard
Yarn	100% Nylon
Gauge	39.4/10cm (1/10th Gauge)
Product Thickness	8.5mm (+/-1mm)
Pile Height	6mm (+/-1mm)
Pile Weight	1,187g/m <sup>2</sup> (35oz)
Product Size	250mm x 1000mm
Backing Structure	Enviro Bac®
Available Options <sup>†</sup>	500mm x 500mm Tile Enviro Bac Plus® - Cushion Backed Enviro Bac Lite® - Cushion Backed
Installation Method	Herringbone, Ashlar & Brick Glueless Installation Method: FlexLok®

## Performance

Anti-static	AATCC 134 < 3.5kV at 21°C & 20% Relative Humidity
Flammability <sup>~</sup>	Meets the requirements of NCC Spec. C1.10 relating to fire hazard properties for Class 2-9 buildings (including health and aged care buildings). Meets the requirements of the New Zealand Buildings Code Section C3 – Fire Affecting Areas Beyond the Fire Source.
Colourfast to Light	5-6
Stain Treatment	Stain Warden®
Biocontaminant Control	Bioshield® Antimicrobial Control
ACCS Rating <sup>~</sup>	Contract Extra Heavy Duty & Stairs #25239
Australian Guarantee*	15 Years available on request <sup>^</sup>
New Zealand Warranty*	Comprehensive warranties are available on request and will be issued on a project by project basis.

## Sustainability

PVC Minimisation	PVC Free
Indoor Air Quality <sup>~</sup>	Green Building Council Compliant for VOC Emission Rate Limits
Product Stewardship	This product qualifies for takeback at the end of life under the GH Commercial ReCover Program.
Product Transparency	Declare® LBC Red List Free
Green Star	Environmental Certification Scheme (ECS). Level 4+ Achieves Responsible Products Framework of 12+ Points meeting Best Practice Requirements. Certificate #25239
Accreditation	Manufactured under a quality, health and safety, and environmental system certified and complying with ISO 9001, ISO 45001 and ISO 14001 by accredited certification bodies.

Designer Jet®



Green Building Council Australia Member



Declare.®



Manufactured under a quality, health and safety, and environmental system certified and complying with ISO 9001, ISO 45001 and ISO 14001 by accredited certification bodies.



*Godfrey Hirst*

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