

Godfrey Hirst



Carpet your Kingdom.

Triexta Carpets



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Built-in Durability

Godfrey Hirst Triexta carpet stays beautiful longer thanks to the unique fibre structure that is engineered for stain resistance and durability. This resilience is engineered into the fibre at the molecular level, preserving the beauty and softness of the carpet.

Durability and Resilience



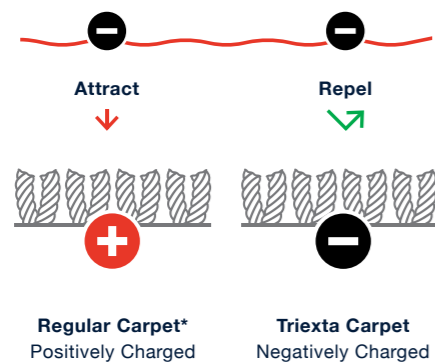
The spring-like Triexta fibre molecules ensure your carpet will bounce back into shape after vacuuming, even after years of foot traffic.

Built-in Protection



Permanent stain resistance is built into the core of each fibre that will never wear or wash off so you can clean most spills with just water. Compared to regular carpets that have a topical stain protection treatment. See page 8 for Declare® Red List Free information.

Stain Resistance - Negatively Charged



Staining can occur on regular carpets when a spill bonds to the fibre. But Godfrey Hirst Triexta carpets have no dye sites, preventing spills from adhering and becoming stains. Spills sit on the outside of the fibre where they can be easily washed away with just cold water.

This is thanks to the breakthrough Triexta fibre that is engineered to be negatively charged, naturally repelling spills to prevent stains.

You can also play with your pets indoors worry free, as the built-in stain resistance doesn't allow mishaps to penetrate the fibre.

*Topical treatments may create a temporary negative shield that will eventually wash off and wear away.



Cleanable with Cold Water!

Thanks to the permanent stain protection built into every fibre, all you need is cold water to remove the most stubborn household food and beverage spills - even red wine and cordial. With no need for chemicals, cleaning your carpet has never been easier.





Partly Plant Based Fibre

How Triexta carpet is made:



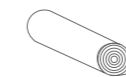
1. The process begins by harvesting crops.



2. The natural sugar, or glucose is extracted from the crops, then processed and transformed into Sorona® polymer.



3. Sorona® polymer is extruded to manufacture Triexta yarn, which is then twisted and heat set.



4. The Triexta yarn is made into Godfrey Hirst Triexta carpet for your home.



Made in part from renewable plant-based ingredients



Manufactured locally in Australia



No topical treatment is needed



Chemical free cleaning with just cold water



Declare® LBC Red List Free Certification



Declare.

LBC Red List Free Certified

In a marketplace increasingly focused on environmental considerations and issues around sustainability, Godfrey Hirst are incredibly proud to have products officially certified Declare® LBC Red List Free.

The International Living Future Institute (ILFI), and local affiliate the Living Future Institute of Australia (LFIA), are organisations committed to driving sustainable change in the Australian Built environment through the development of leading edge programs, that are designed to radically change our approach to building and construction.

Predicated on creating a healthier built environment, the Declare® program delivers clear, unambiguous information about building material specifications. Participating manufacturers are required to disclose a product's entire constituent chemical composition to a threshold of 100-parts-per-million; essentially creating a 'nutrition' label of ingredients.



A product transparency program

Each Declare® label is compared against a list of worst-in-class materials, better known as the Red List. Chemicals on the Red List can pose an increased risk of:

- Polluting the environment
- Bio-accumulation of contaminants progressing up the food chain
- Negative health implications for factory personnel, construction industry workers and building occupants

Aware of our role in developing products that homeowners can comfortably put in their homes, we worked with our entire supply chain to identify, source and utilise raw materials for our certified products that are free of Red List chemicals. When we were confident our product met the stringent sustainability and toxic free chemical standards, we applied for LFIA Declare® certification.

The Declare® initiative has three levels of potential certification:

- **LBC Red List Free** - Complete ingredient disclosure revealing ZERO Red List chemicals.
- **LBC Red List Approved** - Where chemicals or product ingredients have no available public information, or a manufacturer is unable to publicly identify an ingredient due to proprietary registration. Products may potentially contain Red List chemicals, which, if identified, will be highlighted in orange.
- **Declared** - This base level of transparency, while revealing a product's ingredients, will nevertheless contain some Red List ingredients, which will also be highlighted in orange.

This label addresses three key concerns:

- Where does a product originate?
- What is it made of?
- Where does it end up at the end of its life?

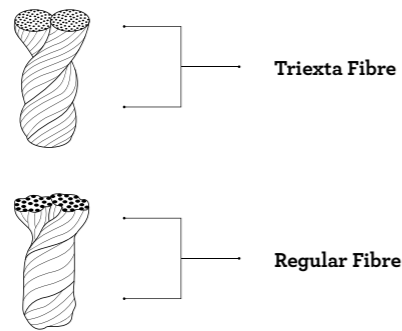


Godfrey Hirst is proud to have achieved LBC Red List Free certification across all our 100% Triexta carpet ranges. Please refer to our website for individual product certifications or contact us if you have any questions.



Beautifully Soft

A warm home with soft, comfortable carpet can be fantastic for your wellbeing. Godfrey Hirst Triexta carpets have been designed to create a beautifully soft feel underfoot. The structure of the Triexta fibre is engineered to provide naturally better softness than other fibres.



From the moment you sink your toes into Godfrey Hirst Triexta carpet you can feel a sense of calm as your mind and body begin to relax.

This extra softness doesn't mean you have to compromise on durability, as Godfrey Hirst Triexta fibres are engineered to combine softness and durability.

This luxurious softness this is achieved with more filaments in each fibre, this creates what's known as a low Denier per Filament (DPF) and gives Triexta carpets a beautifully soft feel.



Engineered to provide naturally better softness.

Expert Tips

- Current trends favour neutrals in earthy hues, including warm greys and the ever-popular taupe. Neutrals don't have to be boring!
- Carpet colours can appear different throughout your home depending on the light source. Ask the retailer for a sample or order one for free online to check how it appears in both natural and artificial light before making a final choice.
- Once your carpet is installed, the colour of the carpet will appear slightly lighter than when viewed in store, particularly during the day due to natural lighting from windows and skylights in your home.



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



Cool colours are considered calming and serene; they are often recommended for bedrooms.



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



Biggest Range of Colours

Godfrey Hirst Triexta has a wide range of colours to suit even the wildest family.

Colour is one of the most important factors to consider when decorating a new home or renovating as colour impacts on the mood, feeling and personality of a room. It can help enhance the appearance of a room's size, allowing you to make the most of natural and artificial light.

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.

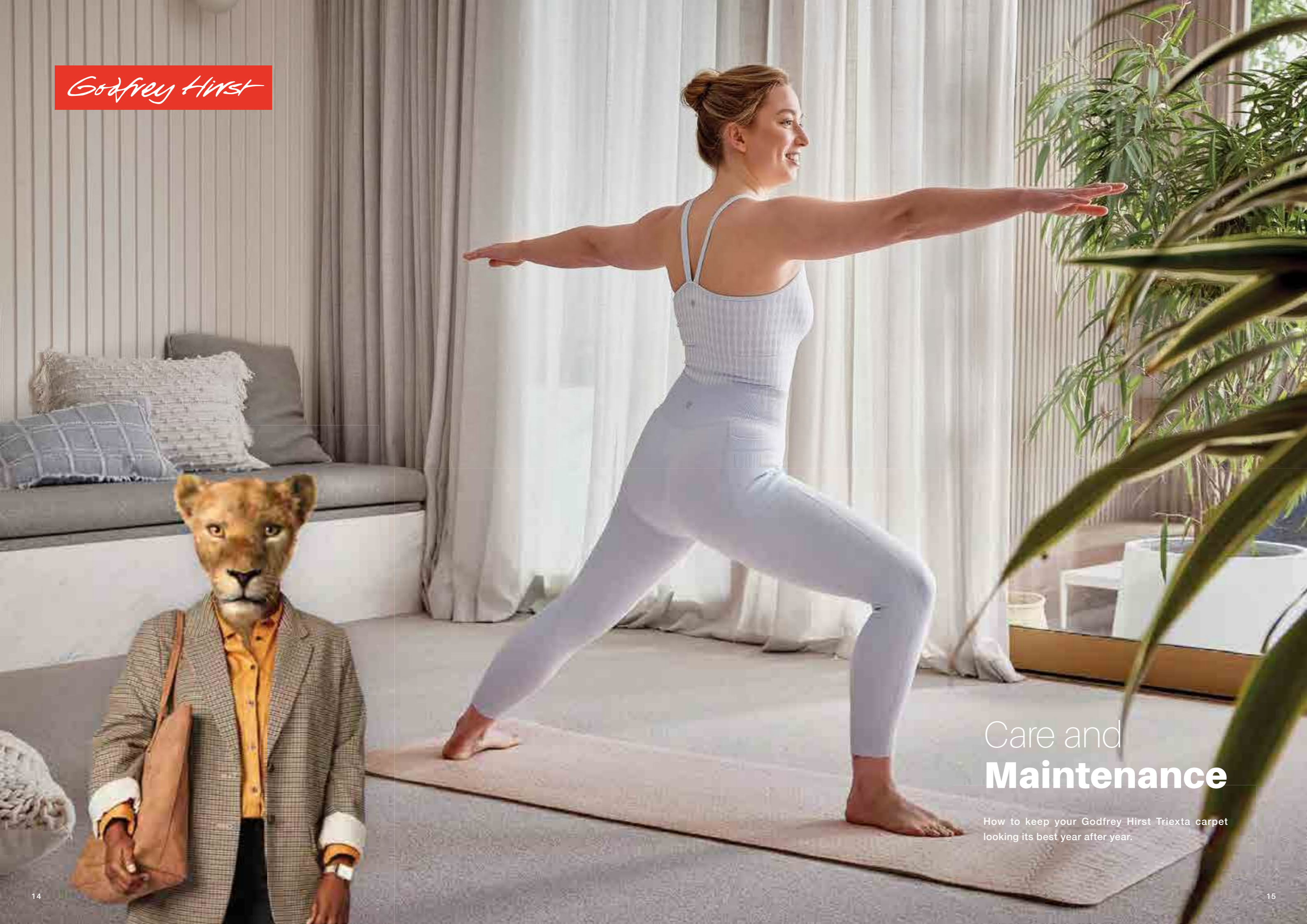
Experimenting with vivid hues, especially in smaller areas, can deliver real impact, lifting a room and creating a unique space

Think about the space.

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. 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, a darker tone is a great option. For those that like to entertain, mid-tones work well. For a low traffic home, you may opt for a lighter shade.

- Bright colours in a large space can make a dramatic statement.
- Light colours are expansive and airy, making rooms seem larger and brighter while dark colours are sophisticated and warm, they give large rooms a more intimate appearance.
- Very light and very dark colours show far more debris than midtones.

Godfrey Hirst

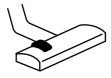


Care and **Maintenance**

How to keep your Godfrey Hirst Triexta carpet looking its best year after year.

Caring for your Carpet

Regular Vacuuming



Thorough and frequent vacuuming, particularly in high traffic areas, is important for prolonging the life of your carpet and enhancing its appearance.

After your carpet is laid, vacuum to remove surface lint, dust and fluff. Thereafter, continue to vacuum thoroughly at least weekly and more frequently in high traffic areas. This will remove soil and grit before it works its way below the pile surface, where it is far more difficult to remove and can abrade the carpet and dull its appearance.

Three vacuum passes for light soiled areas is recommended, with five to seven passes for heavily soiled areas. Vacuuming against the natural pile direction first lifts the pile, helping to unsettle and remove dirt and grit while reducing matting. Then, vacuum in the direction of the pile to achieve a uniform finish.

To effectively clean your carpet use only a quality vacuum cleaner. Godfrey Hirst Triexta carpets are luxuriously soft, which means there are more filaments per fibre than regular carpet. This increases the performance and durability of the carpet, whilst maintaining a soft finish. The premium softness of Triexta carpet should be paired with a premium vacuum to keep your home looking great and extend the life of your carpet.

Vacuums fitted with micro filter systems ensure fine particles (such as dust mite allergens) are removed and stay in the collection bag or canister. This is particularly important if you are dust sensitive.

Consider your carpet type when selecting a vacuum. Adjustable height and suction are important features as they enable your vacuum to be used on a wide variety of carpet constructions.

Luxuriously thick, soft cut pile carpets: Use a high height setting so any beater bar/rotating brush just lightly touches the carpet surface. Use a suction level that allows the vacuum to move easily whilst lifting dirt and other foreign matter. Avoid vacuums with very concentrated or sealed suction. Large wheels will ensure the vacuum glides easily across the carpet.

Loop pile or long pile carpets (including cut loop and berber): Vacuum with suction only. Turn off any beater bars (to prevent "fuzzing").

Other carpet constructions: Use a vacuum with a beater bar to agitate the pile and loosen any foreign matter in the pile .

Change or empty dust collection bags frequently (vacuum cleaner efficiency can be reduced when half full). Ensure the vacuum is kept in sound mechanical condition. Replace filters as recommended by the manufacturer. Check the height of beaters (if fitted) and ensure brushes are cleaned and replaced when worn out.

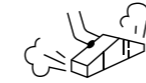


Spot Cleaning



To ensure best results from spot cleaning, follow the easy steps set out in this booklet on page 18.

Steam Cleaning



Depending on usage, carpet should be professionally steam cleaned (hot water extraction) every 12-18 months to revitalise your carpet and remove any oily, sticky and well-settled soils that cause gradual significant dulling of colours. Steam cleaning should only be undertaken by a professional carpet cleaner (who is a member of a professional association) in accordance with the latest Australian/New Zealand Standard AS/NZS 3733 "Textile floor coverings - Cleaning maintenance of residential and commercial carpeting".

Shampooing, do-it-yourself steam cleaning or dry cleaning is not recommended.

Other Ways to Protect your Carpet

Place mats at all exterior doorways and entrances to carpeted areas to trap dirt and moisture from shoes. Clean mats regularly.

Use furniture cups and coasters and occasionally rearrange furniture to alleviate pressure marks. Plastic, slip free chair mats should be used under desk chairs with castors. Take care when moving furniture with wheels by placing a protective barrier between the wheels and the carpet.

Use scatter rugs or carpet protectors in high traffic areas and in front of chairs to protect carpet from localised and uneven wearing. Rugs should be cleaned regularly, at which time you should clean and restore the pile of the carpet underneath. Check rugs for colourfastness before placing them on carpet, as the colour in some rugs may seep through. After steam cleaning, allow carpet to dry completely before replacing rugs.

Exercise caution with all bleaches, tile cleaners, mildew removers, oven cleaners, drain openers, plant food and the like. These contain strong chemicals that can permanently discolour or dissolve carpet fibres.

Protect your carpet from prolonged periods of direct sunlight with curtains, blinds or awnings.

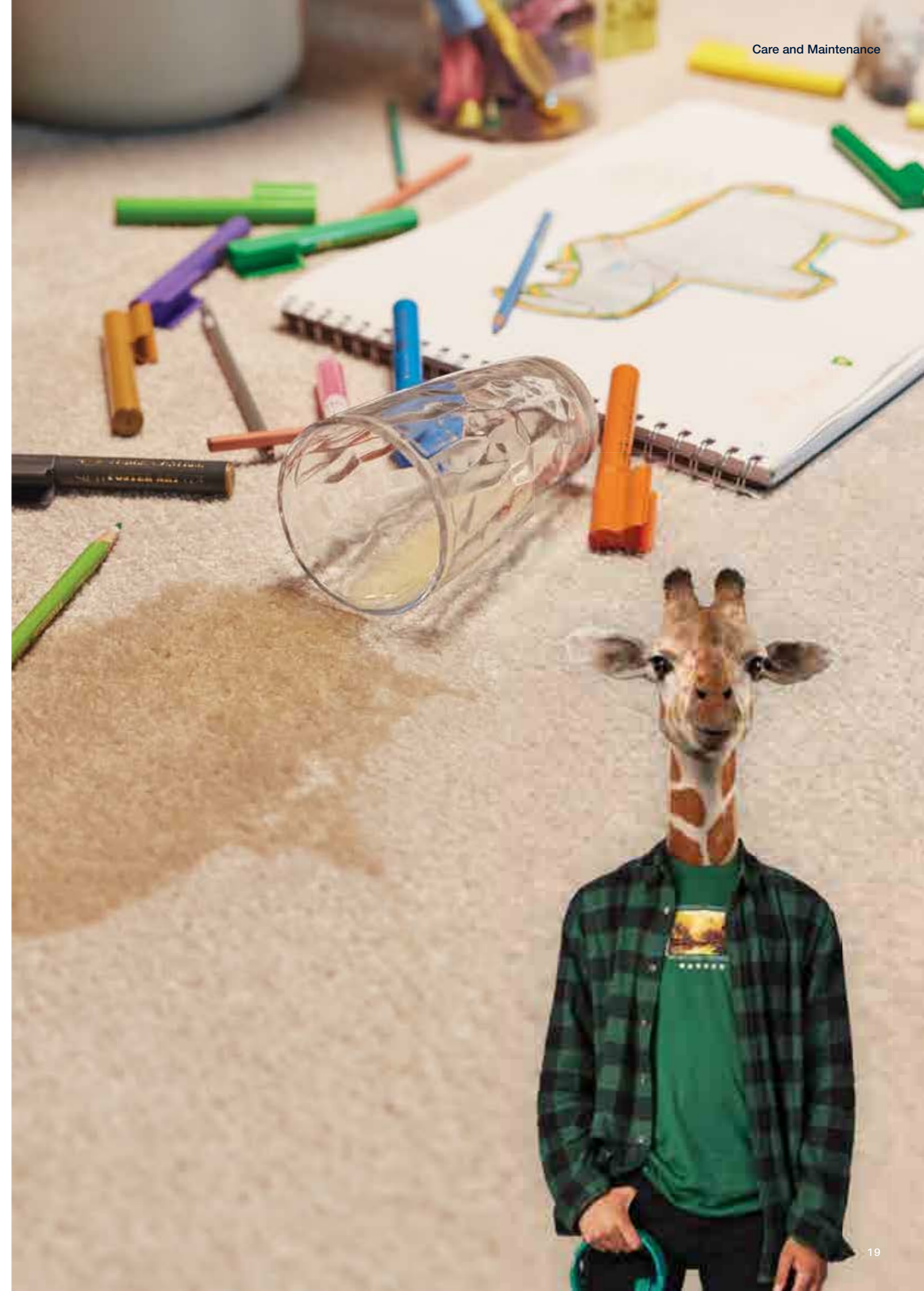
Spot Cleaning Guide

Prompt and immediate attention to spillages or stains is recommended to avoid the setting of a spill onto the carpet fibres. Care must be taken to treat stains as recommended below.

Basic Carpet Cleaning Steps:

1. **Immediately** remove as much of the spill as possible. For solids use a blunt knife or spoon. Blot up liquids by applying pressure with white paper towels or tissues to remove as much liquid as practical. Use a wet/dry vacuum for large spills. NEVER scrub or rub the carpet during the stain removal (or rinsing) process as a fuzzy area may result. Always work from the outside of the stain or spillage towards the middle to avoid further spreading using a blotting or dabbing motion.
2. Cold Water is all that's needed to remove most stains from Godfrey Hirst Triexta carpets. Always work from the outside of the stain or spillage towards the middle to avoid further spreading the stain. Apply clean water to the affected area with a sponge or spray while avoiding over wetting the carpet and blot up with a sponge or use a wet/dry vacuum to remove the water. Repeat until no discolouration is evident in the carpet or removed water. Once this has been achieved repeat the cleaning 4 or 5 times to remove any remnant stain hidden in the pile.
3. Once the stain has been removed with cold water, press dry with a clean white cloth or white paper towel. Place several layers of white paper towel over the area and place a flat weight on them until dry. Do not walk on the carpet until dry.
4. Sometimes stains will reappear due to 'wicking' as stains hidden in the pile resurface as the carpet dries. If so, allow the carpet to dry fully and repeat the above treatment until no stain is evident (this process may need to be repeated over a number of days).
5. If stains fail to respond to treatment, contact a professional steam cleaner. It is important professional steam cleaners continually treat any areas affected by stains until there is no sign of discolouration in the carpet or removed water, following which the cleaning cycle should be repeated a number of times to minimise the risk of wicking.

Stains should be differentiated from soiling. Ensure that any residue from spills or cleaning mixtures are fully removed. For example, many sugar based spills, such as soft drinks and coffee, leave a sugar residue after removal. Similarly, when spills are cleaned with a detergent solution and the area is not sufficiently rinsed, a sticky detergent residue can remain. This sticky residue attracts soil from ordinary foot traffic and the resulting discolouration appears to be a stain. If so, repeat stain removal procedures above.





Installation

All carpets must be laid, in accordance with AS2455.1 “Textile floor coverings – Installation practice – General” and the Godfrey Hirst Carpets Installation Recommendations (available at www.godfreyhirst.com or by calling 1300 444 778).

Carpet should always be installed with new, quality underlay. Underlay and carpet are designed to work together as a complete flooring system and underlay should always be used. Quality underlay will provide better comfort and resilience while extending the life of your carpet. Ask your retailer to match a quality underlay (compliant with the appropriate classification for the intended use/application as per AS 4288 “Soft underlays for textile floor coverings” i.e. light residential, general, luxury, commercial or heavy commercial) with the quality and proposed use of your carpet.

Insist on trained professional tradespeople to install your carpet. Before making any cut from a roll, ensure your installer examines the carpet and checks for length, quality, pattern, colour and dye lot.

All carpets should be power stretched; otherwise bubbling and wrinkling may occur. Seam adhesive (sealer) must be used for all seams (widthwise and lengthwise). If the seams are not permanently bonded together, the carpet may unravel and begin to break down at the edges, making it appear badly

fitted and causing premature wear. Use a solvent base seam seal adhesive on direct glue down applications or a latex base seam seal adhesive for conventional installations. Seams form part of your installation and are therefore not covered by the Godfrey Hirst Triexta Carpet Guarantees.

Carpet pile should run in the same direction throughout the house, sweeping towards the main entrance where possible. Seams and cross joins in the wrong place can spoil the appearance of your carpet and lead to premature wear. Generally seams should run in the same direction as most foot traffic. Seams should also be avoided in high traffic areas and be kept as far away from windows as possible so light does not fall across the seam making it more obvious. Ask the installer where they will place seams and cross joins.

On stairways the pile should sweep down. A little hidden extra carpet should be folded back at the top and bottom of stairs so as the edges of the tread are worn down, the carpet can be moved to hide the wear point. Purchasing extra carpet to update stairs is recommended.

Failure to have your carpet installed using the above guidelines may adversely affect the performance of your carpet.

Carpet

Characteristics

Colour Variation

It is normal for installed carpet to show minor colour variation from selling samples or minor variations between production runs and dye lots. If possible, all carpet in your home should be laid from the same production run. Our quality assurance program (AS/NZS ISO 9001 certified) seeks to minimise potential for variance and ensures any variation is within recognised textile industry standards.

Wrinkling (or Rucking)

Wrinkling may occur after installation due to excessive humidity, inadequate underlay, or not using the recommended installation procedures, especially power stretching. In areas of high humidity use of an air conditioner or dehumidifier is recommended during summer months. Dragging of heavy objects across the carpet can also cause the carpet to stretch and wrinkle, and when moving heavy items it is best to lift the item or use plywood or similar to walk the item over the carpet. Should rucking occur, a professional installer can usually correct this problem by restretching the carpet.

Shift Lines

Shift lines are parallel lines appearing on the surface of patterned loop pile carpets at regular intervals, due to the nature of carpet construction. Lines may be more apparent with “large” designs or patterns. Colour, directional pile lay and light sources are also contributing factors. Certain light sources shining across the carpet may accentuate these lines in the form of shadowing. This is not a manufacturing defect and will not affect the carpet’s wear or durability.

Missing or Damaged Tufts

Tufts may be damaged or identified as missing following stretching of the carpet during installation, damage caused by pet claws, or the movement of furniture. In the case of loop pile carpets, tufts can be pulled from the backing resulting in long, lengthwise pulls out of the carpet.

Sprouts, or snagged tufts, can be easily trimmed without damaging the carpet and missing or damaged tufts can be easily replaced by hand or by retufting. These can be readily fixed on site by a skilled installer or carpet professional. It is recommended a small piece of spare carpet be retained to provide a source of additional tufting yarn.

Design Characteristics

An effect known as phasing can occur where carpet design includes the random use of contrasting colours when at times these colours may coincide in production. Similarly in loop pile carpets, shading effects of colour patterning can appear as panelling down the length of the carpet. Both phasing and panelling are an accepted part of the design and in no way affect the performance of the carpet.

Pile Reversal (Shading & Disturbance)

Light can make particular areas of carpet appear lighter or darker than others, depending on the angle from which they are viewed. This is caused by disturbed pile reflecting the light differently in each area. This is a feature characteristic of plush and twist pile carpets (particularly solid colour).

Temporary changes in appearance may be able to be removed or lessened by vacuuming or brushing of the pile. However, in fine cut pile carpets, permanent pile reversal (also known as shading, watermarking or puddling) can occur and at times may become very noticeable. Years of research and inquiry have failed to find a reason to explain the underlying cause, such that it is considered a phenomenon related to the location of the carpet which cannot be predicted or prevented. It is not a manufacturing defect and apart from affecting appearance, has no detrimental effect on the performance of the carpet. As this characteristic can affect the appearance of a carpet, you are advised to discuss this with your retailer when considering your purchase. Further information on permanent pile reversal is also available from the Carpet Institute of Australia (free call 1800 188 822 or visit www.carpetinstitute.com.au).

Appearance Retention

All carpets will change in appearance over time, primarily due to foot traffic. Matting generally occurs as a result of pile flattening together with the entanglement of fibres tuft to tuft. It occurs in all tufted carpets to some degree, but is more likely to occur in high traffic areas (e.g. in front of seating areas, doorways etc.). This may result in the loss of sharpness of the carpet pattern. Though induced by wear, matting can be caused by underlay failure or improper maintenance including inadequate vacuuming, or inappropriate or ineffective treatment of spots and spills. It is not considered a manufacturing fault unless it happens rapidly or to an unacceptable degree.

Fuzzing or blooming is caused due to the tips of the fibres in a cut pile carpet losing a degree of yarn twist over time. Most apparent in traffic areas or in front of chairs, this is normal and should be expected. Generally, fuzzing can be corrected by shearing away the cobweb of fibres on the installed carpet, with use of a special machine. Speak to your carpet retailer for more information.

Tracking/Footprints

The softer, more lustrous and longer the pile, generally the more noticeable will be footprints and movements over the carpet (known as tracking). The effect can be quite pronounced but can be lessened by careful vacuuming. This effect is not considered a manufacturing defect, however, this is a matter of personal taste and if you are concerned with the effect, carpets with these features are not recommended.



Godfrey Hirst Triexta Guarantees

As Australia's largest carpet manufacturer, we endorse and recognise all rights of the consumer under the Australian Consumer Law.



All our products are manufactured under a management system independently and externally certified as complying with ISO9001 (Quality Assurance & Management Systems), ISO14001 (Environmental Management Systems) and ISO45001 (Occupational Health & Safety Management System). We are proud of our manufacturing processes and guarantee all our carpets against defects in materials and workmanship. We do not guarantee against normal wear and tear, damage due to improper installation, failure to properly maintain your carpet or damage caused by accident or abuse. Our Australian After Sales Service team can be relied upon to respond to any consumer queries or concerns with our products.



In addition, we provide Godfrey Hirst 20 and 25 Year Triexta Carpet Limited Residential Carpet Guarantees. Any individual product's guarantee can be established by checking the labels on the back of carpet samples or by asking the retailer. These guarantees are in addition to consumers' rights under the statutory consumer guarantee provisions in the Australian Consumer Law, which may exceed the rights under this Guarantee. The amount recoverable under the guarantee decreases after fifteen years. For full information in respect to the scope and limitations of this guarantee, please refer to the full terms and conditions available from your retailer, by calling 1300 444 778, or by downloading from www.godfreyhirst.com.



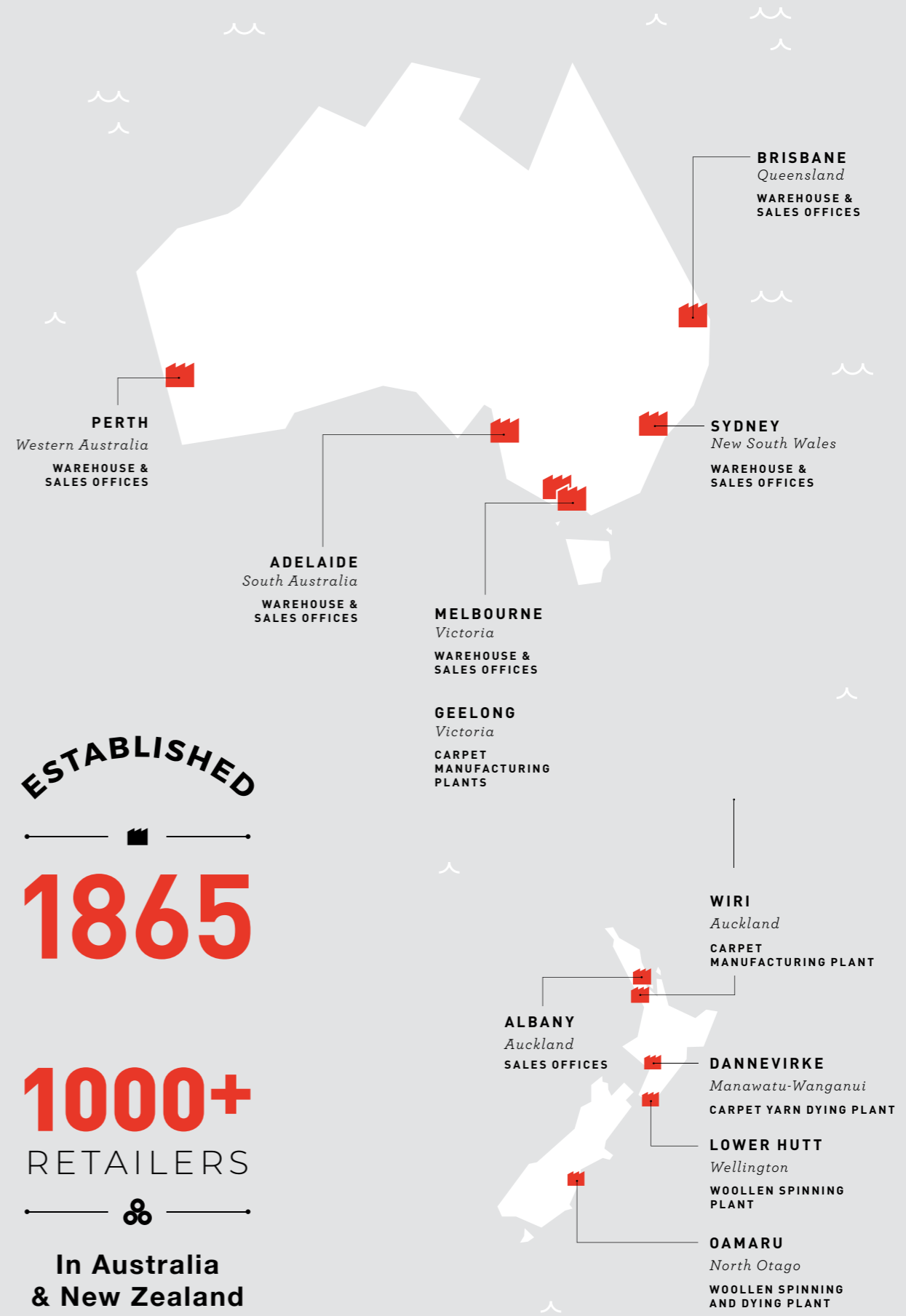
About Godfrey Hirst

Drawing on over 150 years of manufacturing experience in Australia and New Zealand, Godfrey Hirst is committed to designing, creating and supplying high quality floorcoverings that contribute to a more beautiful, comfortable and sustainable world.

Recognised as one of the top carpet manufacturers in the world, Godfrey Hirst has spinning mills, dye houses, design studios and manufacturing plants in Australia and New Zealand.

Since 2018, Godfrey Hirst has been part of Mohawk Industries Inc., the world's market leader in flooring. The utilisation of world class technologies in continuous dyeing, wool yarn, state-of-the-art tufting equipment and finishing lines means Godfrey Hirst produces innovative broadloom carpets which are manufactured to the highest standard.

The company will strive to continue to use its extensive technological and experienced human resources to maintain a leadership role in the manufacturing and distribution of carpet in Australia and New Zealand.



ESTABLISHED

1865

1000+
RETAILERS

In Australia
& New Zealand

Details correct at time of publication **March 2024**
Please see www.godfreyhirst.com for information updates.

Australian Edition 94012-0324

Manufactured under a management system certified as complying with ISO 9001, ISO 14001 and ISO 45001 by an accredited certification body.



For information about the Declare® LBC Red List Free program, please visit:

declare.living-future.org

Godfrey Hirst

For information about your Godfrey Hirst carpet or any assistance please contact:

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