



😊 Practicality   😊 Comfort   😊 Colour   😊 Style   😊 Stain Protection   😊 Warmth

# The Redbook Carpets Buyers Guide





## Making the right choice in carpet

Whether you're replacing your old, out of date carpet or buying for the first time, Redbook Carpets makes it easy for you to make the best choice for your floors.

There are more options than ever when it comes to choosing the right carpet for your home. If you're thinking about buying carpet, you probably have many questions.

This easy to use Redbook Carpets buyers guide will equip you with the knowledge and confidence to choose a carpet perfectly suited to your home.

After reading this guide, keep it as a reference to take in-store when you are shopping for carpet.



# Colour

## Show your true colours with carpet

Colour is one of the most important factors to consider when building a new home or renovating. It impacts the mood, feeling and personality of a room. Colour can help alter the appearance of a room's size and shape and allows you to make the most of natural and artificial light.

## What colours can I use to create the mood I want in my home?

### Neutrals

Neutral tones such as beiges and pale browns are earthy colours that help create a quiet atmosphere. Brown is a naturally solid colour conveying a sense of stability and confidence.



### Yellow

Yellow can be used to lift the mood of a room. Evoking positive feelings and optimism, yellow tones bring a lightness of spirit and feeling of happiness.



### Orange

Orange and tan are warm, cosy colours. Popular for lounge and entertaining rooms, they are inviting and can brighten up a dull room with limited lighting.



### Blue

Blue is a calming colour and suits rooms that have a lot of natural light. Blue tones can be used to create a cool spacious environment.



### Red

Red is the most vibrant of colours and infuses a room with energy. Rich, warm and lively, red tones stimulate the appetite and are a popular choice for dining rooms.



### Purple

Plums and purples bring a sense of luxury to a room. Great for formal dining and living areas, deep purples make a strong impact, while paler shades of mauve are subtle and delicate.



### Green

One of nature's colours, green brings balance and harmony to a room. To create a fresh and friendly atmosphere in your home, use green in relaxation areas such as bedrooms and living rooms.





## Carpet "Speak"

Going into a carpet retail store can be a daunting experience, particularly if you are unfamiliar with carpet terminology. Here are some terms that will assist you when shopping for your Redbook carpet.

### ACCS

Australian Carpet Classification Scheme - independently test and grade carpet

### Tufted carpet

Carpet manufactured by sewing yarn through a lightweight backing to form loops or tufts at required lengths. Adhesive is then applied to the reverse side, anchoring tufts in position and a second backing applied for extra strength.

### Backing

Fabric laminated to the back of the carpet during the manufacturing process to reinforce and increase dimensional stability.

### Underlay

A thin layer of cushioned material laid between the carpet and floor to provide sound and heat insulation and comfort underfoot.

### Swatch

A small carpet sample

### Broadloom

Carpet manufactured in 3.66 metre widths (the pre-metric 12' width) to minimise seaming.

### Square Metres

The area of a square where the sides measure exactly one metre

### Lineal Metres

3.66 metres wide x 1 metre long – standard carpet length

### Pile

The upright ends of cut or loop yarn that form the wearing surface of the carpet.

### Pile Weight

The weight of pile per square metre of carpet.

### Pile Height

Measurement taken from the primary backing to the upright end of the yarn

### Anti Microbial

A carpet fibre additive which inhibits the growth of bacteria, mould, mildew and other fungi micro-organisms

### Anti Static

Carpet specially treated to reduce static electricity

### Solution Dyed

Colour is applied to the yarn before being made into carpet

### Colourfastness

The ability of the carpet to withhold its colour whilst exposed to sunlight

### Nylon

A popular synthetic fibre with excellent durability

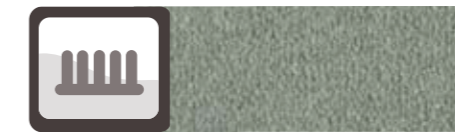
## Carpet styles

Some examples of carpet styles to choose from include:

**Cut Pile Twist:** Constructed with a high twisted yarn, the pile lays in different directions, giving a more textured appearance. This style is less likely to show traces of shading or tracking.



**Cut Pile Plush:** The tuft ends all blend together to create a smooth surface with a soft feel underfoot. Displays temporary shading from footprints but is regarded as a characteristic of this style.



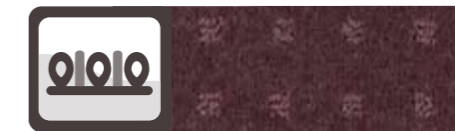
**Loop Pile:** The yarn is made into loops rather than being cut to create a tuft. Available in a range of different styles including level loops, sisals and multi-level loops.



**Textured Cut & Loop Pile:** A combination of both cut and loop tufts of differing heights, giving a textured appearance. A wide range of patterns can be achieved using this style.



**Level Cut Loop Pile:** Combines level loop and cut tufts. Its unique construction allows for a range of distinctive patterns. It also has a smooth finish with a soft feel.



**Frieze:** Long cut pile tufts lay in different directions, providing deep texture and a luxurious feel.



# Style

## A carpet style to suit your home

As well as providing visual appeal, carpet texture adds dimension to a room.

So whatever your interior décor, you can be sure of just the right Redbook carpet to complement your taste.



# Practicality

## Quality construction means your carpet will keep looking good

Whether you're looking for carpet to accommodate a home full of children with constant activity or something to suit a quieter environment, Redbook carpets are made to keep looking good.

Hard-wearing and static-free, a Redbook carpet will hold its shape and appearance for many years to come.

### What is carpet density and why is it important?

The amount of fibres that are packed into the pile of a carpet is a major factor in determining the performance of your carpet. The density of fibres will help your carpet maintain appearance and performance.

You can see the density for yourself by bending a section of the carpet outward; in a high-density carpet pile, you'll mostly see soft carpet fibres and minimal carpet backing.

### How do warranties determine a practical choice in carpet?

Warranties provide a good guide for the minimum expected performance of the carpet.

The different types of warranties available relate to wear, stain protection, soil protection, colourfastness, insect damage and anti-static.

For information on the scope and terms and conditions of the various warranties, please refer to the Redbook Carpets Warranty and Care Guide available from your retailer or by contacting:

Australia  
1300 130 239  
[www.feltex.com](http://www.feltex.com)

New Zealand  
0800 100 008  
[www.feltexcarpets.co.nz](http://www.feltexcarpets.co.nz)



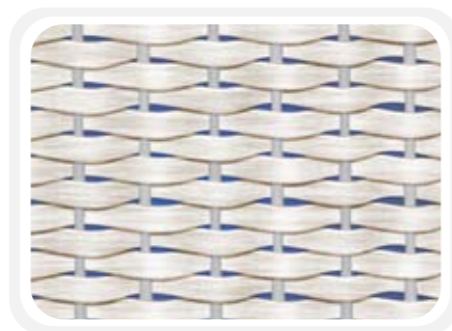
# Comfort & Warmth

## The most comfortable floors are carpet

Redbook carpets bring comfort to your floor. Soft and warm, they can make your house into a home.

Ultrabac™ - The ultimate in softness underfoot. Ultrabac™ is a superior quality carpet backing. A feature of Redbook Carpets with total technology, it offers exceptional softness and comfort underfoot.

The unique construction of Ultrabac™ also provides enhanced thermal and acoustic insulation. Its ability to bend and fold makes carpet installation easier.



How will carpet add to the comfort of my home?

Carpet is comfortable and allows your family to relax and play on the floor.

Does carpet insulate a room?

Carpet works to insulate a room, holding in warmth that would otherwise escape during the winter months. Carpet also insulates from extreme external heat during summer.

How does pile height affect comfort?

A high pile can create a feeling of comfort and indulgence as your feet sink into the carpet.

How can comfortable carpets be durable as well?

All Redbook carpets are constructed to the same stringent quality standards. Redbook carpets are manufactured using soft yarns that have an exceptionally soft feel and naturally delustrated look.



Carpet that lets you live the way you want... **totally**

# Stain Protection

## Confidence that your carpet is protected

A Redbook carpet will resist most common household food and beverage spills\*. Carpet is an investment in your home and like all investments, wouldn't you like to make sure it is protected?

What is stain protection and how does it work?

Stain protection is a treatment that is applied to the carpet during manufacture for the purpose of repelling stains and soiling. This makes it ideal for families.

Every Redbook carpet comes with an incredibly effective stain protection treatment to help keep your carpet looking great.

\*Terms and Conditions apply

What other cover is offered to ensure that your investment is protected?

To protect your investment even further, all Redbook carpets come with leading stain and soil protection warranties, as well as colourfastness, wear, insect damage and anti-static warranties.

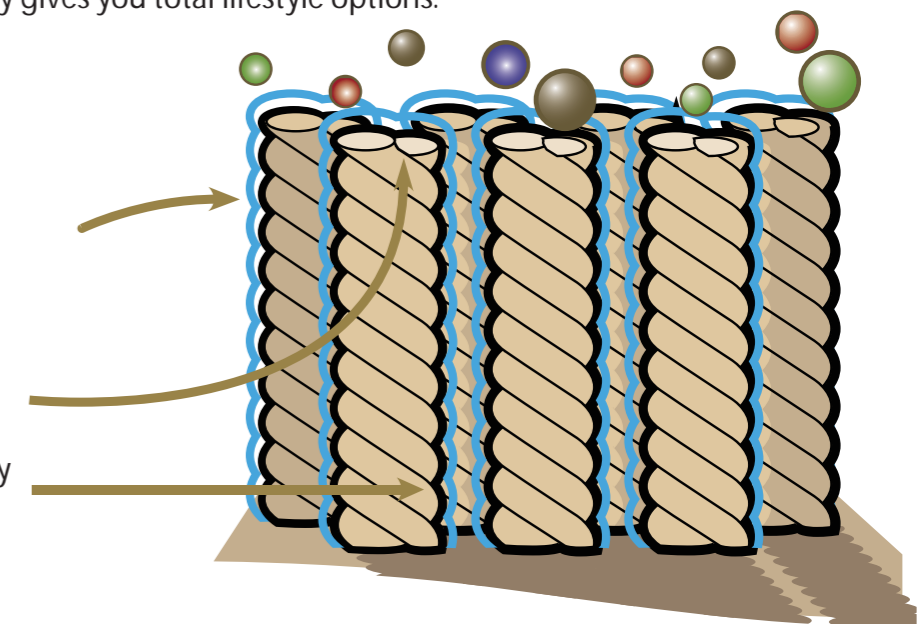
In-store samples have the appropriate warranty label affixed to the back of them and should be read in conjunction with the Redbook Carpets Warranty and Care Guide, which sets out full details as to the scope and terms and conditions of the various warranties.

## Redbook Carpets with total technology

Redbook Carpets with total technology has advanced protection against dirt and most common household food and beverage spills and stains\*. Easy to clean and maintain, the confidence that your carpet is protected with total technology gives you total lifestyle options.

### total fibre coating

- Coating of the total fibre from top to bottom provides advanced protection against stain and soil penetration.
- Spills bead on top of the carpet delaying absorption for easier stain treatment.
- Bonding of the stain treatment to every fibre provides better stain resistance durability.



\* Terms and conditions apply - For further information on the installation, care and characteristics of Redbook carpets or Redbook carpets with total technology, please refer to the Redbook Carpets Warranty and Care Guide available from your retailer or by contacting:

Australia  
1300 130 239  
www.feltex.com

New Zealand  
0800 100 008  
www.feltexcarpets.co.nz

# Checklist

Complete this section for your own reference

Product Name: \_\_\_\_\_  
Product Colour: \_\_\_\_\_  
Price: \_\_\_\_\_ Date: \_\_\_\_\_  
Underlay Included: \_\_\_\_\_  
Laying Included: \_\_\_\_\_  
Store Name: \_\_\_\_\_  
Salesperson: \_\_\_\_\_  
Contact: \_\_\_\_\_

Product Name: \_\_\_\_\_  
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## In-store checklist

When in-store, you may find choosing your perfect carpet confusing. To make sure that you get all of the information you need on each product, take this checklist in-store. Answer the questions yourself or ask the salesperson for help and then use this information when deciding on your perfect Redbook carpet.

### Practicality

What warranties does this product offer?

### Stain Protection

Is this product covered by stain protection?

### Style

Will this style best suit the traffic / usage of the area for which it is intended?

### Colour

How will the rest of your décor fit with the colour of this product?

### Warmth

Will the colour and style of this product help to convey a sense of warmth or coolness in my home?

### Comfort

Does the style of the carpet allow for my family to live comfortably on the floors?

# Hints and Tips

## Things to consider when choosing carpet

- Artificial lights tend to “grey” colours, so be sure to check your samples in both natural light in the day and artificial light at night.

- Remember that a whole room full of carpet will not look the same as a small sample. Looking at the largest possible carpet sample on the floor for which it is intended, is the best way to see how it will look when the carpet is laid.

- Keep an extra piece of your chosen carpet along with any colour samples and chips from all other finishes of the room. They’ll be invaluable when shopping for additional items or when altering colour schemes in later years.

- A sense of natural light and spaciousness is achieved by using soft cool colours. On the other hand strong, warm colours make objects appear closer and can make a room seem more cosy and intimate.

- Patterned carpet adds dimension to a room. Level cut loop styles are constructed into the pile, providing visual appeal that is subtle and non-obtrusive. This allows for easy matching of the rest of your décor to your carpet.

- A striped pattern can stretch the dimensions of a room, so be sure to consider this when working out which way the pattern should run. Run stripes along the shortest length of the room to make it appear larger in size and look more balanced.

- Take all patterns in a room into account when choosing a patterned carpet. For example, A strong patterned carpet in a room with a busy wall may lead to pattern overload as these are the two largest visual areas of the room.

- Carpet makes your home inviting to bring family activities down to the floor. This creates a feeling of relaxation in your home. Loop pile carpets are robust and resilient making them perfect for families that want to be able to use their carpet for everyday activities, such as children playing on the floor.

Plush pile carpets are perfect for relaxing on the floor in luxurious comfort, especially with a good book!

For more information about Redbook Carpets or to find your nearest authorised Redbook Carpets retailer, contact:

**Australia**

1300 130 239  
www.feltex.com

**New Zealand**

0800 100 008  
www.feltexcarpets.co.nz

Redbook Carpets are proudly manufactured by  
Feltex Carpets Pty Ltd  
ABN: 60 068 166 843



☺ Practicality ☺ Colour ☺ Warmth ☺ Comfort ☺ Stain protection ☺ Style