



there is nothing as good as

wool carpet



© Australian Wool Innovation Limited 2010

When only the best will do

Choosing a new Feltex wool carpet is an exciting and enjoyable experience. Because there are so many beautiful carpets available in the Feltex, Feltex Classic and Feltex Reserve ranges, you need to be informed so you can make the best choice for you and your family.

This brochure has been designed to make it easier for you to select the perfect wool carpet for your home.

There is nothing as good as a wool carpet. Its benefits stem from the unique characteristics of the natural fibre.

Luxuriously soft, a wool carpet provides a comfortable indoor environment. Durable and easy to maintain, it will keep looking good for years. And Feltex wool carpets come in a variety of the latest colours and styles.

Feltex Carpets manufacture some of the finest carpets in the world. The quality comes from the use of premium wool, superior craftsmanship and attention to detail.

You will notice the difference in a Feltex wool carpet.



nothing is as good as
wool carpet



nothing is as good as the
original fibre

The original fibre

Wool sets the standard in carpet. The unique and complex nature of the wool fibre has many features and benefits, which manufacturers for years have tried to replicate (see diagram).

Environmental

Increased environmental awareness has made the natural attributes of wool carpet even more popular. Created by the combination of sun, grass and sheep, wool is a 100% natural fibre, is renewable and biodegradable.

Feltex Carpets seeks to minimise the environmental impact of its activities through environmentally responsible manufacturing practices.

Acoustic benefits

Wool carpets make your home a quieter place to live. Tiny air pockets contained in the wool fibre absorb sound and reduces the travel of household noise between rooms.

Temperature regulation

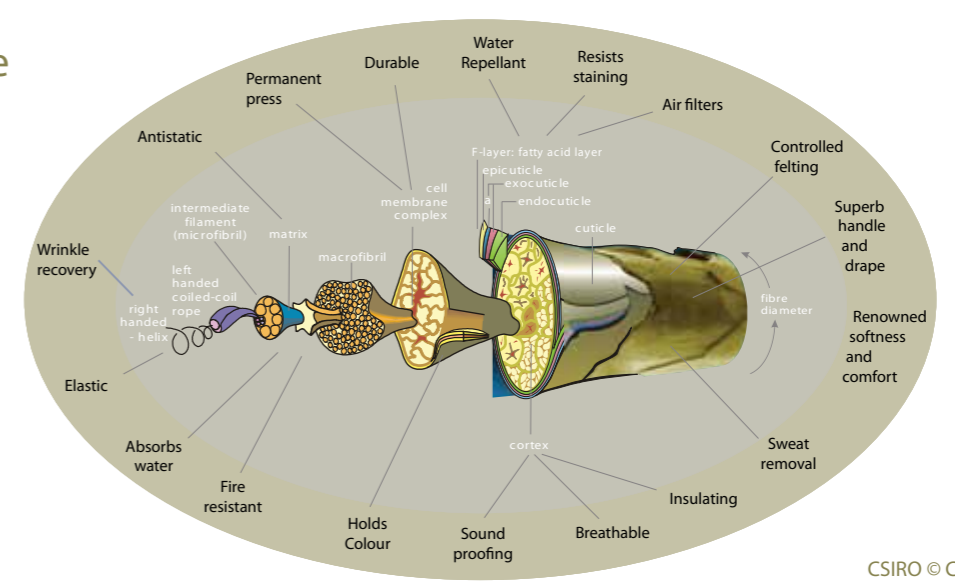
Through the natural absorption/dispersion of moisture, a wool carpet will help maintain a pleasant temperature in your home, no matter what the season. In cold damp conditions wool absorbs moisture and gives off heat. In warm dry conditions, moisture is released resulting in a cooling effect. This makes wool carpet perfect for all climates, keeping your home cool in summer and warm in winter.

Indoor climate control

A wool carpet assists in regulating the indoor climate of your home. Moisture is held by the wool fibres in equilibrium with the humidity in the air and can naturally absorb up to 30-40% of its own weight in moisture. When the humidity drops, the wool fibres release moisture, preventing the atmosphere from becoming uncomfortably dry. In moist conditions they reduce dampness in the air, making your home environment a drier and healthier place to live.

This feature also makes wool carpet perfect for air conditioned and centrally heated rooms.

A Single Wool Fibre





nothing is as good as the
style and elegance

Avril 4/- Grise

Durability

Wool carpets are durable and are renowned for their outstanding performance and appearance retention qualities. Interlocking scales on the outer surface of the wool fibres make it strong, resilient and pliable. An individual wool fibre can be bent up to 20,000 times before it will break.

Natural colours

Wool has always been the fibre of choice for designers. The delustrated wool fibres give a natural low sheen finish. Suitable for contemporary or classic homes, there is a Feltex wool carpet to suit every décor. You can choose from the wide range of colours and textures to give your home that designer edge.

Choose Your Style

Feltex wool carpet is available in a variety of styles to choose from.



Cut Pile Twist
 Constructed with a high twisted yarn, the pile lays in different directions to give a more textured appearance.



Cut Pile Plush
 The tuft ends all blend together to create a smooth surface with a soft feel underfoot.



Loop Pile
 The yarn is made into loops to create a tuft. Available in a variety of different styles, including level loops, sisals and multi-level loops.



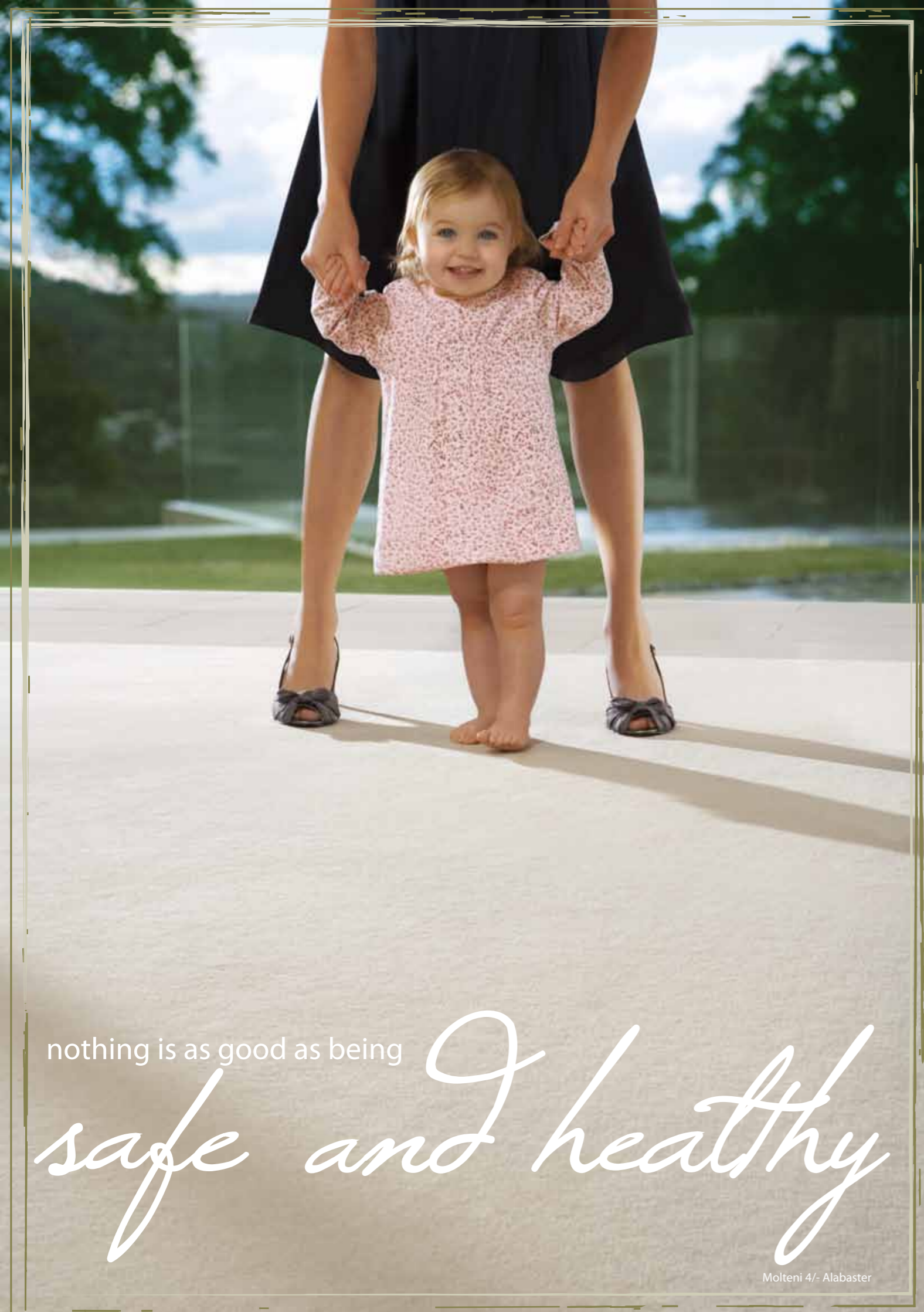
Textured Cut & Loop Pile
 A combination of both cut and loop tufts of differing heights, to give a contrasting texture with a distinctive pattern.



Level Cut Loop Pile
 Combines level loop and cut tufts. The unique construction allows for a range of distinctive patterns, with a smooth finish and soft feel.



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



nothing is as good as being
safe and healthy

Molteni 4/- Alabaster

Stain resistance / Easy to clean

Wool has an inbuilt resistance to soiling and staining. Its natural fibre structure acts as a shield against dirt. The outer layer of overlapping scales repel liquids, dirt and dust. Liquids tend to bead on top of wool carpet, giving sufficient time to clean up spills before they stain.

Hypo allergenic

A wool carpet is a healthy choice for your family. Wool does not promote the growth of bacteria and mildew, reducing the likelihood of common allergen triggers. Compared to many other fibre types, wool carpets are less likely to harbour dustmites.

Also, compared to many other types of floor coverings, wool carpets emit a low level of Volatile Organic Compounds (VOCs), making the air in your home cleaner.

Soft

Wool carpets are luxuriously comfortable underfoot due to the softness and pliability of the wool fibres. Nothing compares to the softness of wool carpet.

Safety

A wool carpet has natural flame retardant qualities. Due to the high protein and moisture content of the wool fibres, ignition, spread of flame and smoke generation is limited in the event of a fire.

Antistatic

Wool carpet in the home reduces the likelihood of static shocks due to the absorption of moisture in the air by the wool fibres.



Symphony 1/- Billow



nothing is as good as the
choice and quality

There is a wool carpet to suit all tastes and budgets in the Feltex collection.

Made in Australia & New Zealand, every aspect of manufacture, from raw wool through to end product, is closely controlled to ensure the highest quality.

All Feltex, Feltex Classic and Feltex Reserve carpets are individually assessed and rated by the Australian Carpet Classification Scheme (ACCS). This is your independent assurance of quality.



Feltex Reserve
CARPETS

Indulge your passion for luxury.
Feltex Reserve is a collection of premium wool carpets designed with the principle that luxury is one of life's essentials.

Offering an appealing choice of luxurious styles and colours, Feltex Reserve carpet has been specified for some of the most beautiful homes.



Feltex classic
CARPETS

Fashion for your floor.
Feltex Classic wool carpets are fashionable, stylish and the perfect starting point from which to accessorise your home.

Feltex Classic is the flooring fashion must-have.



Feltex
CARPETS

It's the look.
Feltex wool carpets offer a wide range of the latest colours and textures to choose from.

Create the perfect look for your home with a Feltex wool carpet.



Scanlon 23/- Sandstone

To find your nearest Feltex, Feltex Reserve or Feltex Classic retailer, contact:

Australia
1300 130 239
www.feltex.com
feedback@feltex.com

Feltex, Feltex Reserve and Feltex Classic carpets are proudly manufactured by Feltex Carpets Pty Ltd
ABN 60 068 166 843



ISO14001 Environmental Accreditation

Feltex carpet is manufactured under an environmental quality system certified and complying with ISO 14001 by an accredited certification body.

ISO 14001 is the world's most recognised Environmental Management System framework that helps organisations to better manage the impact of their activities on the environment and demonstrate sound environmental management.



ACC Environmental Certification Scheme

Feltex Carpets complies with the Australian Carpets Classification Scheme (ACCS) code of Environmental Practice, and many Feltex carpets products proudly display the ACCS Environmental Certification Scheme (ECS) label. For further information about the ACCS of the ECS, visit www.carpetinstitute.com.au

