



asthma friendly

CHOICES

NEW ZEALAND



WHAT IS SENSITIVE CHOICE?

Sensitive Choice® is a community service program created by the National Asthma Council Australia for all of us who want to breathe purer, cleaner, fresher air and reduce asthma and allergic reactions.

While the Sensitive Choice® program and the products featured within this brochure do not claim to offer cures or treatment for such conditions, we conscientiously strive to help cleanse and purify the personal environments in which we all live and breathe.

Choices Flooring is a community-conscious company and we are proud to display the blue butterfly on our Brease carpet range and Dunlop Comfort CHOICE underlay, so you can rest assured knowing you are making a healthy choice for your home.

For more information on the Sensitive Choice® program, visit choicesflooring.com or sensitivechoice.com

asthma friendly CHOICES



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BEFORE YOU BUY

Throughout this brochure you may notice a colour variation between the room and swatch images. Both are the best possible representation of that product within two different photographic environments. It is important to keep in mind that there are a number of variances in addition to lighting that may affect the way your carpet looks. This can include the pile direction, paint colour on walls, furniture and décor items that can alter the appearance of your carpet.

HOW LIGHTING AFFECTS THE LOOK OF YOUR FLOOR

Flooring is one of the biggest surface areas in your home and a key design element to any interior. When selecting your carpet, colour plays just as much of an important role as price, style and quality.

It is important to take into consideration how your selected carpet may look once it is installed in your home as the lighting in the room will have a significant impact on the way the colour of the carpet is perceived.

For example, carpet that is laid in a room that receives little to no natural light will appear drastically different to a room that has a lot of natural light coming in. The carpet will also appear different as the light changes throughout the day and transitions from morning to night.

THE EFFECTS OF ARTIFICIAL LIGHTING

Natural sunlight is not the only lighting that has an impact on the colour of your carpet; the type of light fixtures you have in the room will also play a part in how the carpet will look in your room.

Indirect lighting, such as a wall bracket aims light toward ceilings or walls, whereas a lampshade or floor lamp has a wider spread of light, therefore the light displayed will rebound against walls and floor.

For the best representation, we recommend going into your local Choices Flooring store and request to take a sample of your desired colour home. In addition, take a sample that is a shade darker so you can compare the two shades in both natural and artificial light at various times throughout the day to ensure you are happy with the true colour of the carpet within your room.



Wall colour and furniture can appear to change the tone of your carpet due to colour reflection.

The actual swatch generally appears most like the mid to dark sections of the room image.

Under natural light your carpet can appear drastically lighter.

For more information, visit **choicesflooring.com** or speak with your sales consultant at your local Choices Flooring store.

SOLUTION DYED NYLON CARPET CARE & MAINTENANCE GUIDE

If you or your family suffer from asthma or allergies, a solution dyed nylon (SDN) carpet will certainly assist you in making your home a healthy one. However, regular maintenance is required to ensure you can enjoy its outstanding qualities for years to come.

DRY VACUUM REGULARLY

As often as necessary, but at least once a week, especially in high traffic areas.

This will remove free soil particles and surface litter, and prevents soil becoming embedded in the carpet.

Pay particular attention to the areas around doorways and skirtings which are often the first place for insects and moths to reside. Every few months vacuum under infrequently moved furniture.

PROMPTLY ATTEND TO SPILLS AND STAINS

Spills should be blotted up by dabbing, do not vigorously rub as this will spread the stain and may cause fuzzing of the area.

It is best to work from the outside of the stain towards the middle as this will avoid further spreading.

Most importantly, rinse the cleaned area with cold water as soon as possible.

PROFESSIONALLY STEAM CLEAN

It is worth getting your carpet professionally steam cleaned by a reputable operator at least once a year, or as often as required.

This will remove entrapped soil particles and revive the appearance of your carpet.

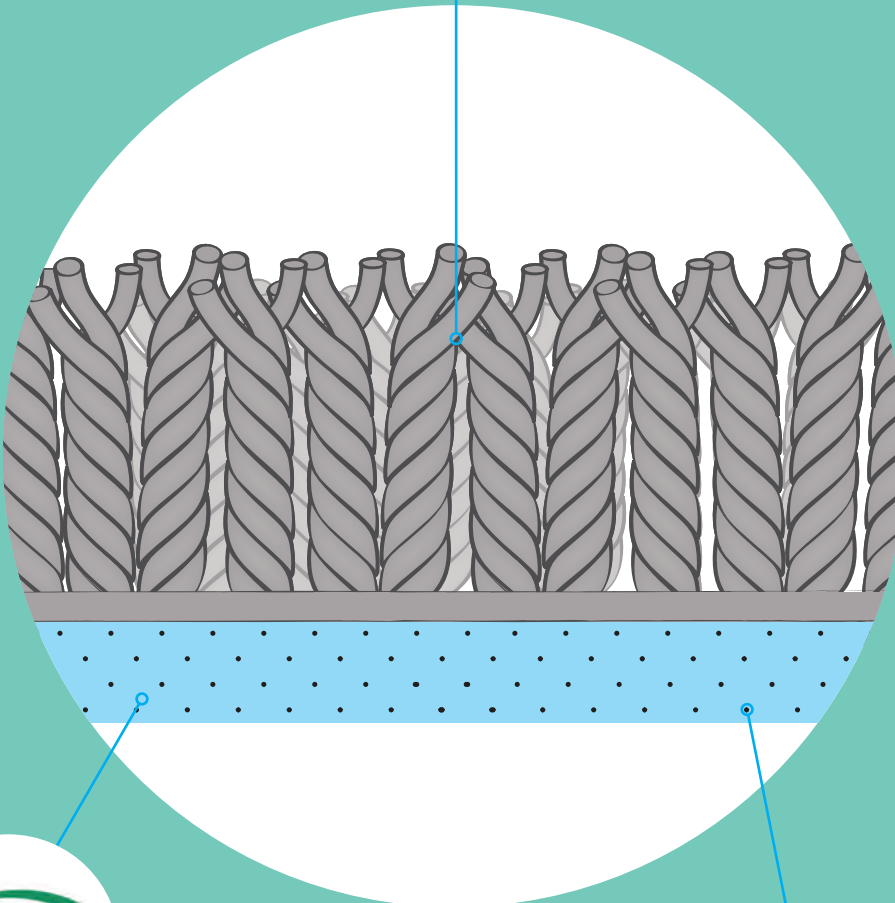


For more information regarding the care & maintenance of your carpet, visit [choicesflooring.com](https://www.choicesflooring.com)



Active Care®

Active Care® is a self-renewing, odour destroying treatment within Brease carpet that chemically absorbs and decomposes gases from the source, reducing common odours and improving air quality.



Ultra-Fresh

Scientific evidence has established that the presence of bacteria, mould, mildew and fungi in interior environments can be major contributors to health problems. Brease carpet addresses this by incorporating the proven antimicrobial, Ultra-Fresh directly into the carpet.

Ultra-Fresh is scientifically proven to help control dust mites and assist in the prevention of asthma and other allergies triggered by them. It also provides lasting hygienic freshness, effective odour protection and extends the life of Brease carpet.



EasyBac®

EasyBac® is a reinforced backing applied to all Brease carpets that is made from synthetic fibres that prohibit mould and mildew growth. It also provides excellent insulation, comfort, and noise reduction.

THE TECHNOLOGY BEHIND BREASE CARPETS

An innovation in carpet technology, Brease carpet has been especially developed to be asthma and allergy friendly.

Brease carpet has the added benefits of Ultra-Fresh and EasyBac+[®] to prevent the growth of bacteria, mould, mildew and fungi.

Thanks to its Active Care[®] treatment, Brease carpet also has self-renewing odour destroying properties that reduce common odours and improves air quality.

KEY FEATURES



Exclusive to
Choices
Flooring



Allergy
Friendly



Anti
Slip



Asthma
Friendly



Colour
Fastness to
Artificial Light



Durable



Easy
Cleaning



Eco-Friendly



Family
Friendly



Hard
Wearing



Low
Maintenance



Pet
Friendly



Quiet
Underfoot



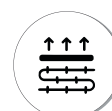
Sensitive
Choice



Sound
Absorption



Stain
Resistance



Underfloor
Heating
Suitability

*Key features are a summary of all Brease brands, however not all features apply to all brands.



BREASE ASKIRA
Colour Featured: Elowen

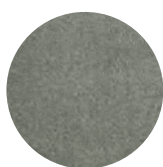
ASKIRA

Askira is a high quality carpet, extremely soft and perfect for high traffic areas thanks to its built-in durability. An innovation in carpet technology, Brease carpet is asthma and allergy friendly and is the only carpet recognised by the National Asthma Council Australia's Sensitive Choice® program.

CURRENT COLLECTION



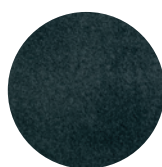
ALABRENA



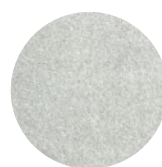
ASHYRN



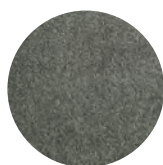
CINNELLE



ELOWEN



GROVEN



JADEAU



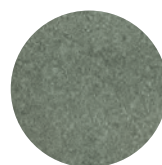
MIDNARA



PEARLITH



SHALDEN



WILLEN

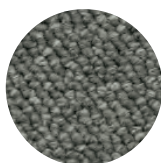


BREASE BACUZZI
Colour Featured: Dawson

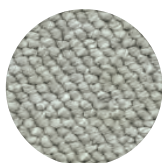
BACUZZI

Bacuzzi has been designed for the modern home, featuring a unique blend of natural colours and a soft texture.

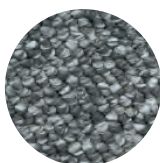
CURRENT COLLECTION



ASCOT



BOLTON



CIVIC



DARLY



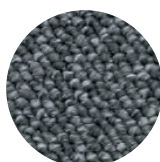
DAWSON



LARRITT



MERCY



PELLETT



RAGLAN



WALA



BREASE DAKALA
Colour Featured: Malone

DAKALA

Ready for all life throws at it, Dakala has been produced with the modern family in mind.

CURRENT COLLECTION



BELASKI



CARMO



COSIO



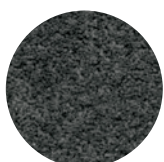
DION



FONTAINE



GILLION



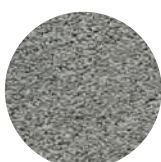
LONDINO



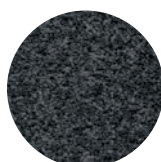
MALONE



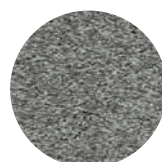
MERNARD



PEPINA



ROKA



TYNES



BREASE GALEON
Colour Featured: Stormark

GALEON

Galeon, soft, stylish and sophisticated featuring the latest in designer colours. An innovation in carpet technology, Brease carpet has been especially developed to be asthma and allergy friendly and is the only carpet recognised by the National Asthma Council Australia's Sensitive Choice® program.

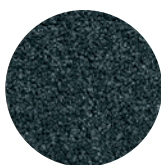
CURRENT COLLECTION



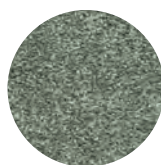
ASHMERE



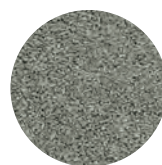
CHARVALE



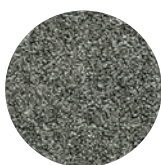
DARKLIN



FERNLOW



MISTARA



NOCTELLE



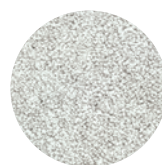
OATVEIL



STORMARK



TAUPERIA



TIDEFALL

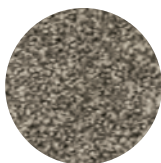


BREASE LANCIA
Colour Featured:
Sena

LANCIA

Featuring the latest in fibre technology, Lancia is crafted with a subtle tonal effect is soft underfoot yet still offers exceptional on floor performance.

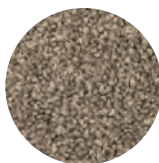
CURRENT COLLECTION



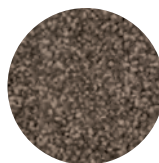
APACHE



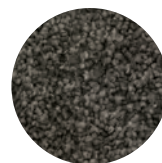
DALE



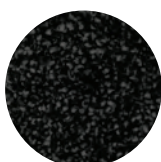
DORAN



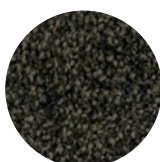
GLADE



IVES



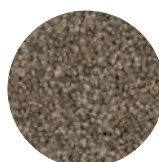
KIRBY



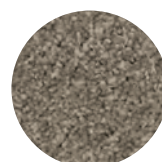
NORTON



ROBEY



SENA



YORK



BREASE MIRADOR
Colour Featured: Bantry

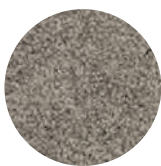
MIRADOR

Mirador features a wonderful twist design in the latest designer colours.

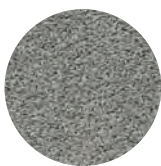
CURRENT COLLECTION



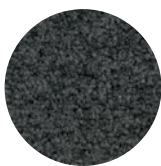
BACTON



BANTRY



CAMLEY



DAPLYN



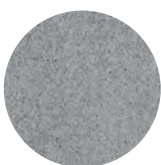
FIFE



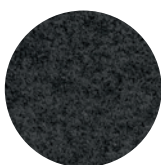
GORDON



MERCIER



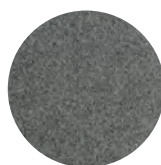
ORSMAN



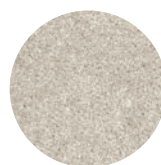
PATEL



PORTIA



ROMER



TENISON

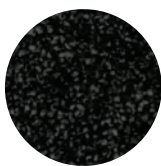


BREASE NORDLING
Colour Featured:
Ryder

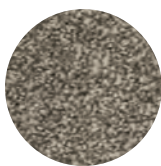
NORDLING

Featuring the latest in yarn technology and colour trends, Nordling will enhance any area of your home.

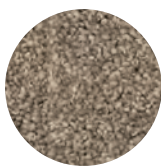
CURRENT COLLECTION



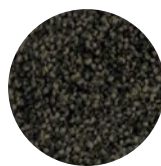
CARADON



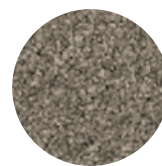
DANDY



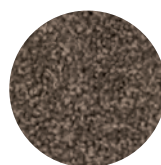
ELK



GLEBE



GROVE



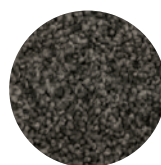
JACKSON



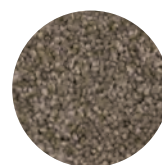
LODGE



NITON



RYDER



TEMPLE



BREASE

BREASE SHALAMAR
Colour Featured: Romer

SHALAMAR

Shalamar is designed for real-life demands. Durable, allergy-friendly, and manufactured to endure everyday wear while adding comfort and style to any space.

CURRENT COLLECTION



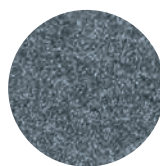
BENHILL



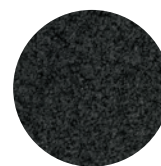
DUCAL



FLORIO



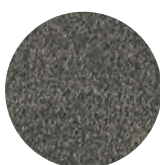
GILES



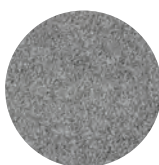
HARPEN



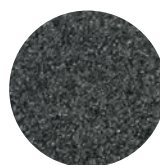
MEMEL



MORDEN



PENLEY



ROMER

Swatch colour and room image can differ due to light conditions. Refer to page 4.

IF YOUR BREASE CARPET FAILS TO PERFORM...

Your selected BREASE carpet is covered by one or more warranties as stated in the warranty information. For more information on the applicable warranties or guarantees on your selected carpet, please check with your local Choices Flooring consultant, or for more information visit the warranty section of the product on **www.choicesflooring.com**



VIEW WARRANTY
BROCHURE ONLINE

*Warranties and guarantees are provided by the manufacturer and are in addition to other rights and remedies of the consumer under a law in relation to the goods. You are entitled to a replacement or refund for a major failure and compensation for any other reasonably foreseeable loss or damage. You're also entitled to have the goods repaired or replaced if goods fail to be acceptable quality and the failure does not amount to a major failure. Actual colour samples shown in this brochure may vary due to the printing process. View a true representation of the range at your local Choices Flooring store. All information is correct at the time of printing (August 2026).

PILE REVERSAL / WATERMARKING

Watermarking, shading, pooling and pile reversal all refer to various types of pile distortion. If you are considering a carpet for your home, please be aware that shade variations may occur. Caused by relatively slight changes in pile from foot traffic, vacuuming, general use and the sides of fibers reflect more light than their tips, pile laying away from the observer appears lighter, while pile laying toward the observer appears darker. Areas that appear dark when viewed from one direction appear light when viewed from the opposite direction, and vice versa. These changes in pile lay are temporary and usually can be removed easily by vacuuming or brushing the pile.



Sleepyhead
FLOORING



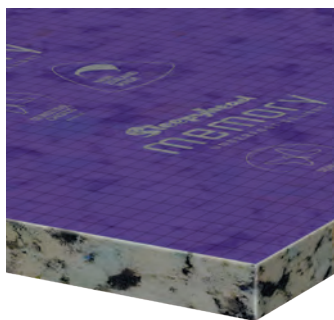
a quality underlay will provide the utmost comfort for you and your family

Sleepyhead Flooring's high quality carpet underlays provide superior warmth, comfort, acoustic and moisture resistance properties.

Sleepyhead has been manufacturing in New Zealand since 1935. All of our carpet underlay is designed to meet the unique lifestyle needs of New Zealanders and is manufactured here in New Zealand.

Sleepyhead Memory and Refresh carpet underlay has been approved as part of the Sensitive Choice programme. The Sensitive Blue Butterfly is proudly displayed on products and services that have been verified by the National Asthma Council Australia as being a better choice for people with asthma or allergies.

Apart from these health benefits, Sleepyhead Flooring underlay is also good for the environment - made from 100% recycled foam, raw material that would otherwise be destined for landfill.



Sleepyhead memory™

NEW ZEALAND'S MOST LUXURIOUS UNDERLAY

Sleepyhead Memory is a unique hybrid combination of traditional foam and advanced memory foam.

COMFORT

The unique blend of foams in Sleepyhead Memory helps distribute weight and surface pressure evenly for the ultimate in luxurious comfort and feeling underfoot that is unsurpassed.

QUIETER

The memory foam used in Sleepyhead Memory underlay has significantly better acoustic properties than polyurethane foam used in some traditional underlays. With up to double the sound absorption of a traditional underlay, Sleepyhead Memory is an ideal choice for multi-story living.

HEALTHIER

Sleepyhead Memory is treated with Fresh-Protect™, an anti-microbial compound that inhibits the growth of bacteria, mould and dust mites and helps reduce allergens and asthma triggers for the one in three Kiwis who suffer from asthma or allergies.

WARMER

Sleepyhead Memory has enhanced thermal properties compared to standard underlays. Memory foam is up to 60% denser than standard polyurethane foam, so the hybrid blend of foam in Memory results in greater insulation.

SPECIFICATIONS

Thickness: 11mm

Density: 130kg/m³

Roll Length: 10 metres (5 broadloom metres)

Feel: Plush/Medium



ULTRAPET 11MM/130

- Product Code – 30013239
- Description – Features Stainshield technology which provides a high density laminate barrier that provides greater moisture resistance to better protect the foam underlay beneath.
- Thickness – 11mm
- Density – 130kg of foam per cubic metre
- Roll length – 10 metres
- Roll weight – 26.4kg
- Roll width – 1.83m
- Thermal insulation – R value 0.31
- Acoustic – NRC rating – 0.23
- Colour – white printed laminate
- Antimicrobial agent- Fresh Protect™ to inhibit growth of mould and bacteria
 - Manufactured in New Zealand from recycled polyurethane foam.
 - Conweb between the foam and the laminate to provide greater tensile strength.
 - Each roll is labelled with a product code and production date.
 - Fully recyclable.
 - Independently tested and certified to standard AS4288:2003 by the New Zealand Wool Authority.





FEATURES & BENEFITS



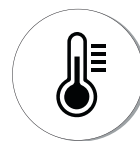
Makes carpet feel richer, thicker and more luxurious



Extends the life of your carpet by absorbing impact



Improves carpet appearance and retention



Acts as a thermal insulator



Improves acoustics by reducing noise transfer



Environmentally friendly, 100% recyclable



Meets New Zealand standard for soft underlays (AS 4288:2003)

NZ MADE SLEEPYHEAD UNDERLAY IS GUARANTEED FOR THE LIFE OF YOUR CARPET

We all recognise the benefits of buying New Zealand made products. Not only does it create jobs, boost the economy and improve our overall standard of living, it also gives us well-made products that have been specifically designed by New Zealanders for New Zealanders.

The New Zealand Made logo is reputedly the most recognised and trusted product symbol of New Zealand and helps consumers identify truly New Zealand made products quickly and easily. Sleepyhead Flooring products proudly feature this logo.



For more information ask your Choices Flooring consultant or visit choicesflooring.com



For more information about asthma visit the Sensitive Choice website, sensitivechoice.com

For more information on Sleepyhead Flooring carpet underlay visit sleepyheadflooring.co.nz



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