

family friendly
CHOICES

NEW ZEALAND

A pink unicorn plush toy with orange hair and a white lamb plush toy are sitting in a light-colored wicker basket. The basket is placed on a grey carpet. The unicorn has its eyes closed and a small smile. The lamb also has its eyes closed and a small smile. The background is a textured grey carpet.

WHAT IS THE BEST CARPET FOR YOUR FAMILY?

Just because you have a busy household with children or a family pet, doesn't mean you have to sacrifice style for function. In fact, the Family Friendly range of carpet will provide the best hardwearing and durable flooring options that will keep up with your lifestyle – and look good doing it.

Everyday life can be demanding on your carpet, which is why durability and stain-resistance are key things to look out for, it can be a balancing act of durability vs. comfort.

You can rest assured knowing we'll help you find the perfect choice for you and your home.

family 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.

CARPET CARE & MAINTENANCE GUIDE

Unlike other furniture in the home, carpet is exposed to dirt and stains because it is subjected to heavy traffic daily. Be sure to keep your carpet clean to preserve its durability and boost its lifespan. You can take various precautionary measures to keep your carpet clean to ensure you can enjoy the outstanding qualities for years to come.

DRY VACUUM REGULARLY

Regular vacuuming will extend the life and enhance the appearance of your carpet. We recommend vacuuming 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 will prevent 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.

When vacuuming thick loop, casual frieze or long pile carpets, you may need to completely disengage the beater bar and vacuum with suction only.

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)



A BLEND OF COMFORT, VALUE & STYLE

Offering the look and feel of luxury for less, Enchantia will elevate your living space. The combination of softness and durability is the perfect foundation for either your home, investment property, or both. With it's many features and wide range of colours, there is a style for everyone.

KEY FEATURES



Exclusive to
Choices
Flooring



Allergy
Friendly



Anti-Slip



Colour
Fastness to
artificial light



Durable



Easy
Cleaning



Family
Friendly



Hard
Wearing



Low
Maintenance



Pet Friendly



Quiet
Underfoot



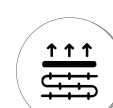
Rental
Friendly



Sound
Absorption



Stain
Resistance



Underfloor
Heating
Suitability

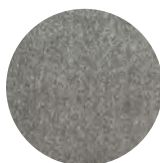


ENCHANTIA HADLEIGH
Colour Featured: Franklin

HADLEIGH

Create your own sanctuary with Hadleigh, the ideal blending both comfort and value.

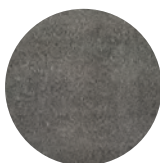
CURRENT COLLECTION



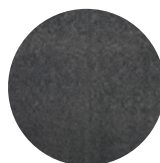
ANGLIA



ANSELL



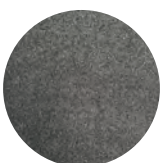
BENTON



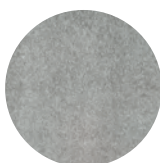
FRANKLIN



MALDON



MORRIS



NEWELL



ROWLAND

ENCHANTIA HADLEIGH
Colour Featured: Benton







CARPET THAT TAKES CENTRE STAGE

Entrend carpet redefines durability while also providing superior stain resistance and a stunning colour palette, to ensure your space is centre stage.

The easy to clean features of entrend carpet make it a perfect soft flooring solution for those with busy lifestyles.

KEY FEATURES



Exclusive to
Choices Flooring



Anti
Slip



Colourfastness
to Artificial
Light



Durable



Easy
Cleaning



Eco Friendly



Family
Friendly



Hard
Wearing



Low
Maintenance



Pet Friendly



Quiet
Underfoot



Sound
Absorption



Stain
Resistance

ENTREND WEXLEY
Colour Featured:
Moura

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

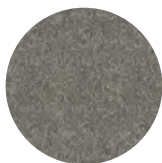


ENTREND LYNORA
Colour Featured: Merlox

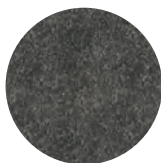
LYNORA

Lynora is a hard twist premium SDN cut pile carpet delivering exceptional strength and durability.

CURRENT COLLECTION



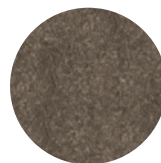
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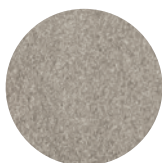
CHALCITE



COLONIAL



DUSKELLE



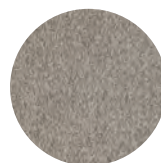
FLINTINE



MERLOX



MOLTEN



PELLWYN



ENTREND STRATTON
Colour Featured: Barrine

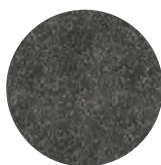
STRATTON

Stratton is a hard twist premium SDN cut pile carpet delivering exceptional strength and durability.

CURRENT COLLECTION



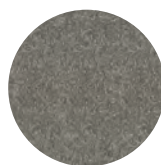
BARRINE



CELESTIA



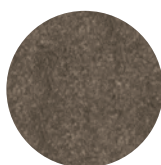
CONWAY



DANCER



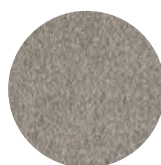
HURON



PEDDER



THANAD



WIRRA



ENTREND TAVELLE
Colour Featured: Niro

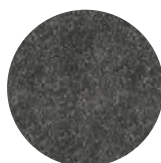
TAVELLE

Tavella is a hard twist premium SDN cut pile carpet delivering exceptional strength and durability.

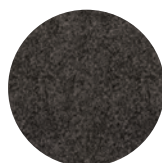
CURRENT COLLECTION



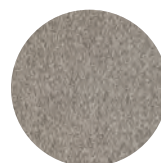
BRODY



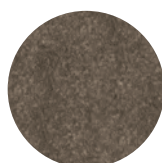
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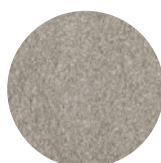
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LANTERN



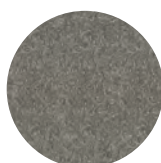
MARLOW



NIRO



POPPY



SELVA

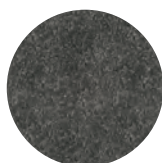


ENTREND WEXLEY
Colour Featured: Moura

WEXLEY

Wexley is a hard twist premium SDN cut pile carpet delivering exceptional strength and durability.

CURRENT COLLECTION



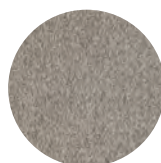
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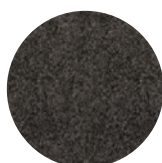
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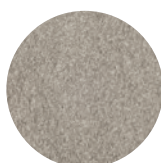
CANOPY



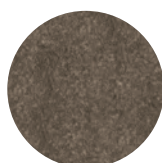
HOPPER



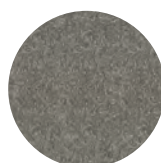
MOURA



ORTEGA



PASCAL



SALDANA





FOR LOOKS THAT LAST

Eternity carpet is designed to keep its sensational looks, so you can continue to enjoy its outstanding qualities for many years to come.

Everyone dreads that first spill or stain, with Eternity carpet you can relax knowing that its superior stain resistance will ensure it comes up like new time after time.

KEY FEATURES



Exclusive to
Choices
Flooring



Allergy
Friendly



Anti-Slip



Durable



Easy
Cleaning



Family
Friendly



Hard
Wearing



Low
Maintenance



Pet Friendly



Quiet
Underfoot



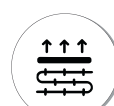
Rental
Friendly



Sound
Absorption



Stain
Resistance



Underfloor
Heating
Suitability

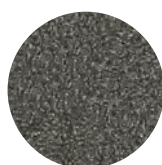


ETERNITY AYRTON
Colour Featured: Devon

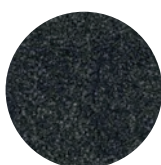
AYRTON

Ayrton is a divinely plush solution dyed nylon carpet that will be a comfortable and luxurious addition to your home. Ayrton has expertly coordinated colours to work in perfect harmony with current interior trends.

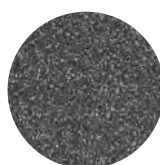
CURRENT COLLECTION



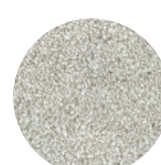
BAFFIN



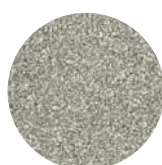
DEVON



FORCE



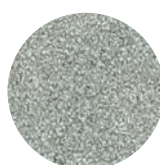
MANSEL



MERCER



ROWLEY



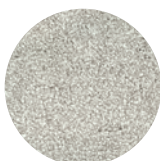
SOMERSET



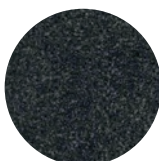
ETERNITY BALLAN
Colour Featured: Lewis

BALLAN

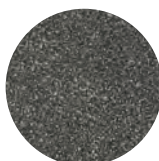
A divinely plush solution dyed nylon carpet that will be a comfortable and luxurious addition to your home. An affordable carpet with stain and fade resistant properties that's easy to clean and maintain.



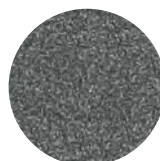
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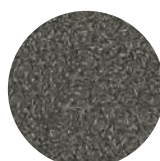
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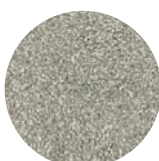
HARRIS



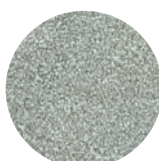
LAPPIN



LEWIS



RITSON



SELWOOD

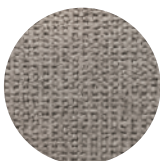


ETERNITY BARATTI
Colour Featured: Tuscan Sun

BARATTI

Baratti range, a textured loop crafted from Solution Dyed Nylon fibres, exhibiting both aesthetic appeal and durability. Its excellent wear resistance and superior stain resistance features ensure longevity, and vibrant enduring colour and anti-static properties make it a premium choice in nylon carpets.

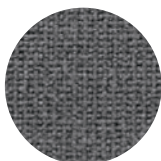
CURRENT COLLECTION



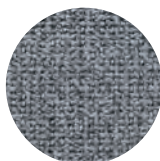
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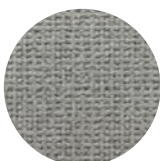
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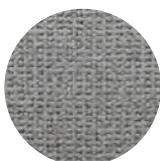
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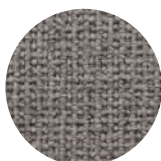
SEASHORE



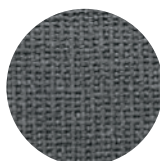
SERPENTINE



SHELLFISH



TUSCAN SUN



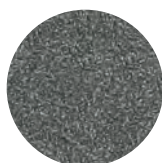
VISTA



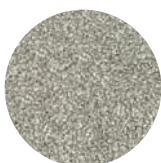
ETERNITY CRAMMOND
Colour Featured: Bray

CRAMMOND

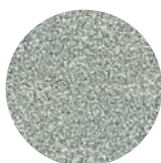
Crammond has expertly coordinated colours to work in perfect harmony with current interior trends. An affordable carpet with stain and fade resistant properties that's easy to clean and maintain.



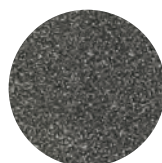
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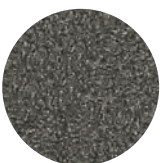
COLE



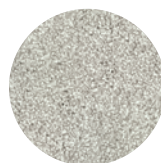
DANDO



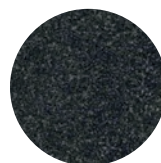
DEAGON



HOGAN



MILNE



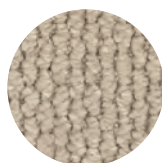
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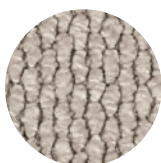
ETERNITY DELANO RISE
Colour Featured: Trenton

DELANO RISE

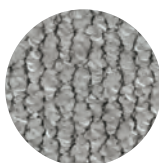
Delano Rise offers wool-like elegance featuring a subtly heathered texture. Its neutral colour palette complements any interior design, while its durability ensures lasting beauty.



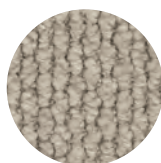
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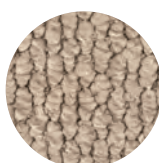
ALOUETTE



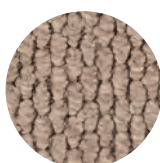
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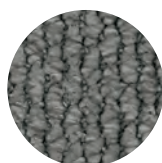
COLT



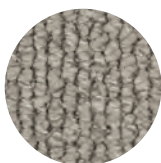
DORSEL



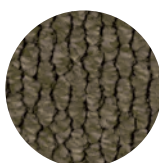
GLIMRA



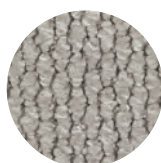
HOSTA



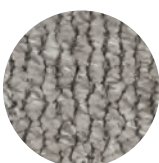
LICHEN



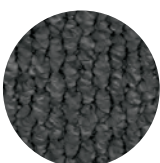
LUNET



MARRO



REEVES



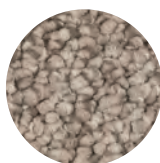
TRENTON



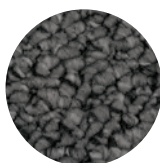
ETERNITY DELEMONT
Colour Featured: Ordon

DELEMONT

Inspired by the Boucle fabric, it's timeless elegance and beautiful heathered colours will suit a wide array of interior spaces, from contemporary to classic. Enjoy a sense of luxury in bedrooms and living areas, knowing it is soft to the touch yet durable against abrasion.



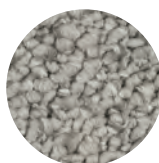
BOVEE



HENRI



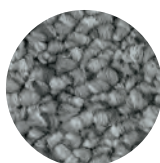
JURA



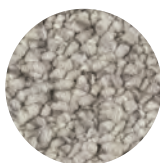
LUCELLE



MARCEL



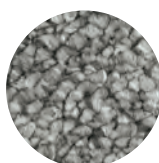
MAURICE



ORDON



ROMAINE



SENTIER



ETERNITY GARDA
Colour Featured: Kitt

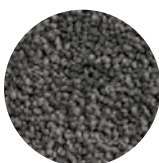
GARDA

Garda is the perfect balance between style and efficiency. A soft and luxurious feel paired with an incredible resistance to both stains and fading.

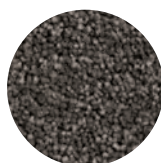
CURRENT COLLECTION



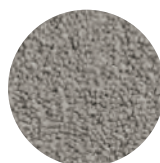
ANCHOR



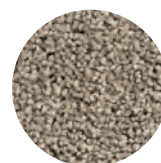
BANJO



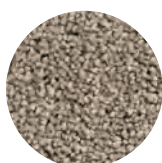
BEDA



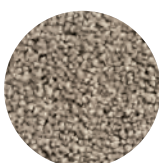
CASTOR BEAN



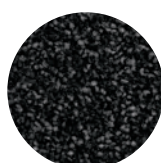
DROVER



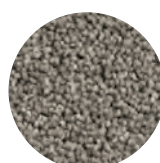
GREY GULLY



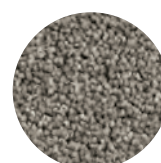
KITT



LEVI



NECTAR



RIVER SAND



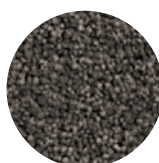
ETERNITY HANNING
Colour Featured: Strickland

HANNING

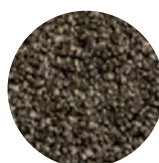
Hanning is a heavy weight Solution Dyed Nylon carpet which is extremely durable and perfect for high traffic areas.



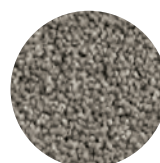
BEATON



DELANEY



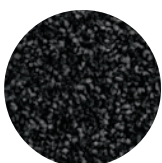
DRIFTWOOD



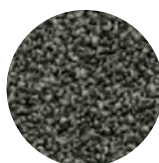
ECHO



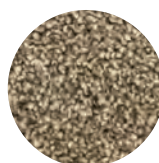
HERMITAGE



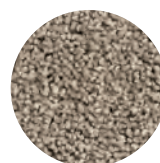
JASPER



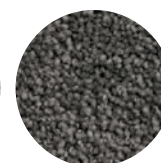
MINERAL MIX



RAFFIA



STRICKLAND



THUNDER

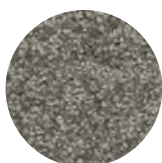


ETERNITY HAYZER
Colour Featured: Argo

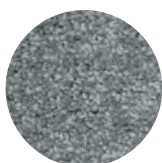
HAYZER

Hayzer presents a luxuriously soft look and feel underfoot without sacrificing the most important features a carpet needs in the everyday home. Amazing wearability, stain resistance, colourfastness and anti-static properties ensure that this range is the perfect choice for your home.

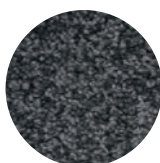
CURRENT COLLECTION



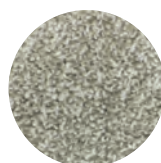
ARGO



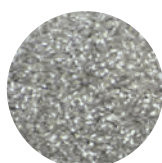
BERRIS



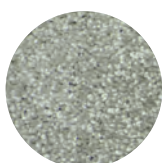
HARTZ



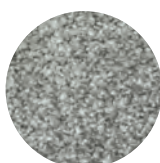
HYDE



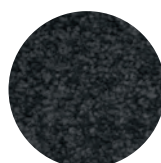
LENZ



PENDA



TAPPA



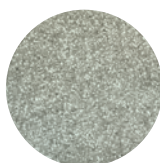
TURBO



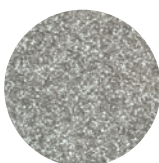
ETERNITY KALKIRA
Colour Featured: Keisa

KALKIRA

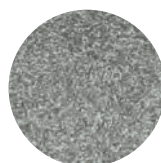
Unapologetically soft and luxurious are only a few words that can describe Kalkira. Paired with an incredible resistance to stains, soiling, and fading (all thanks to its solution dyed fibres), this range is a breeze to clean and bound to add a touch of luxe to any home.



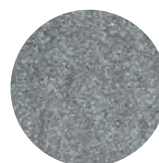
BATALLY



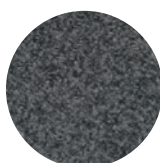
CRUZ



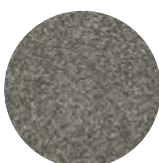
DRAY



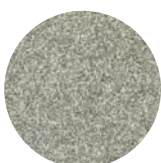
HAWKIN



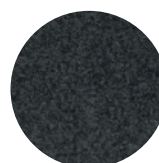
KEISA



MALT



POLO



SHARI

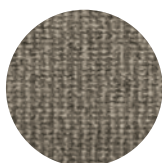


ETERNITY LANGHORNE HUT
Colour Featured: Bertol

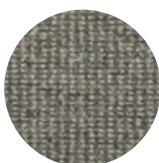
LANGHORNE HUT

Langhorne Hut's outstanding durability hasn't come at the expense of style and sophistication. It retains a carefully crafted modern colour palette and understated, woven-look design, enabling it to complement a wide range of interior themes.

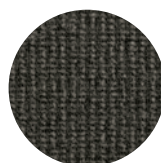
CURRENT COLLECTION



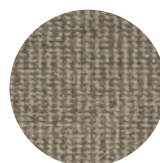
ARBOL



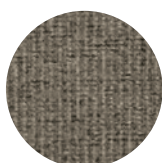
BERTOL



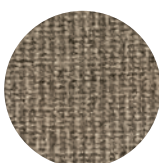
BORRETT



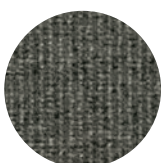
CHAPEL



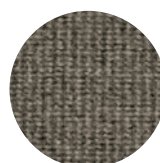
HANOK



ORRI



SHEOAK



SOLVAY

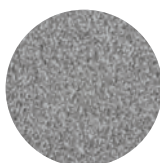


ETERNITY MAPUA Colour
Featured: Salvana

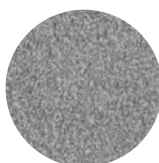
MAPUA

Mapua offers a finely crafted, dense cut pile carpet designed for contemporary homes, providing a plush texture that seamlessly combines style and comfort. Mapua ensures exceptional durability, standing resilient against the demands of everyday life.

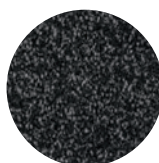
CURRENT COLLECTION



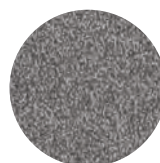
BARNS



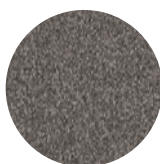
BLAKE



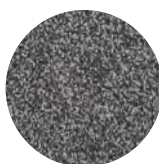
DALMOR



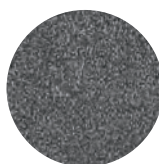
GALLUS



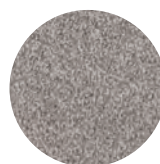
LINUM



NAUGHTON



SALVANA



WILKES



ETERNITY NORMANDY
Colour Featured: Anjou

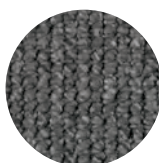
NORMANDY

Normandy exceeds practicality and expectations for synthetic fibres. Its unique striated pattern, chunky texture and neutral tones seamlessly blend into your home, balancing both comfort and style. Rated 'Extra Heavy Duty' for homes and 'Medium Duty' for commercial use, Normandy is exceptionally durable.

CURRENT COLLECTION



ANJOU



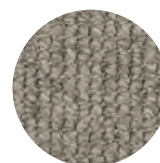
COMICE



CONCORDE



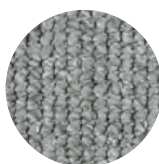
FORELLE



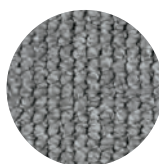
MAGNESS



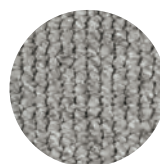
NELIS



SENER



SHINKO



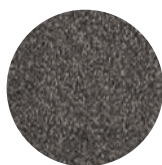
STARKRIMSON



ETERNITY ST ANDREWS
Colour Featured: Nebo

ST ANDREWS

St Andrews will bring luxurious softness and style to your home. A cut pile twist carpet with a palette of natural tones. These neutral tones will easily match the design elements in your home.



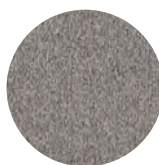
ASKIN



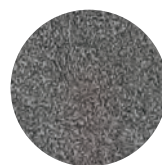
BRADFORD



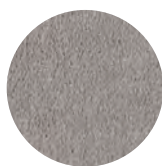
ELSWORTH



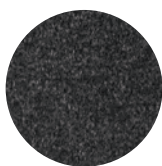
JORDAN



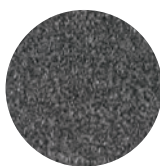
KENMAR



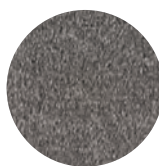
NEBO



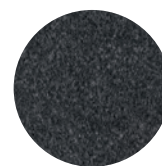
POSEY



RUFFIN



WICKET



YEATTS

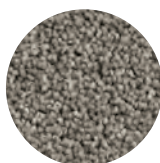


ETERNITY SUPERIOR
Colour Featured: Rooney

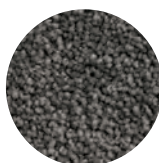
SUPERIOR

Superior is dynamic and comfortable with a beautiful range of colours from warm neutrals to deep charcoals, all with an incredible price point.

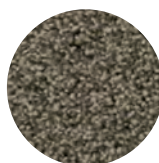
CURRENT COLLECTION



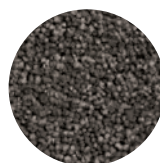
BRITTON



DOLPHIN



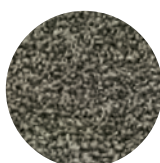
GIPPSLAND



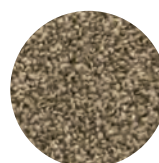
GOBLIN



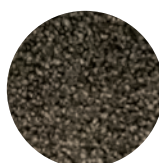
KENT



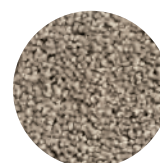
LOCH NESS



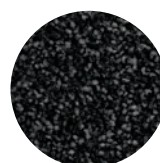
MORaine



NAKURU



ROONEY



TALGA

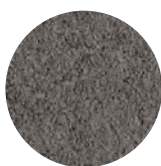


ETERNITY ZEMA
Colour Featured: Decanter

ZEMA

Unapologetically soft and luxurious are the only words to accurately describe the Zema range. Paired with an incredible resistance to both stains and fading, all thanks to its solution-dyed fibres, this range is a breeze to clean and bound to add a touch of luxe to any home.

CURRENT COLLECTION



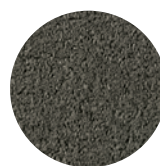
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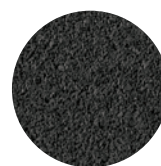
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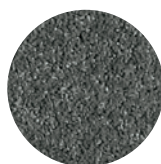
CHARDONNAY



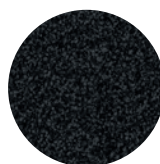
DECANTER



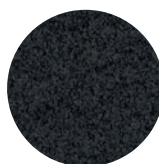
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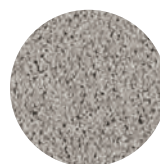
MERLOT



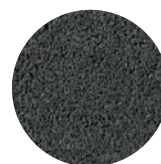
PINOT NOIR



SHIRAZ



SPARKLING



VINEYARD





LIKE YOU'VE NEVER SEEN BEFORE

Eternity Inception carpets are specially designed to keep their sensational looks for many years to come.

Perfect for busy lifestyles, Eternity Inception carpet resists abrasion caused by a busy home, Eternity Inception carpet is perfect for those always on their feet.



Exclusive to
Choices
Flooring



Colourfastness
to Artificial Light



Durable



Easy
Cleaning



Family
Friendly



Hard
Wearing



Low
Maintenance



Quiet
Underfoot



Rental
Friendly



Sound
Absorption



Stain
Resistance

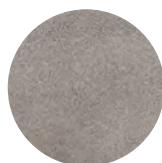


ETERNITY INCEPTION
WHITLANDS
Colour Featured:
Remsen

WHITLANDS

Discover the Whitlands range where true comfort meets lasting luxury. With its soft feel and resilient, solution-dyed fibres that resist stains and fading, it simplifies upscale living.

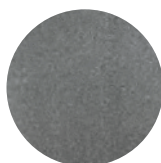
CURRENT COLLECTION



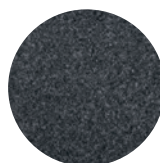
ALEDO



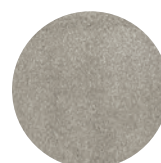
CHIPLEY



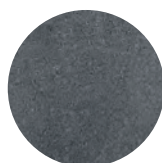
JALYN



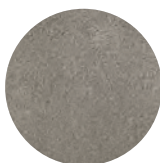
KELSO



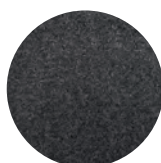
MINA



NICOVA



REMSSEN



SPRITZ



TREY



ETERNITY INCEPTION
WILLOW LAKE
Colour Featured: Mulroy

WILLOW LAKE

Indulge in the true comfort and luxury of the Willow Lake range. With its soft, luxurious feel and durable qualities like unrivalled stain and fade resistance from its solution-dyed fibres, this range makes maintaining a luxurious home absolutely effortless.

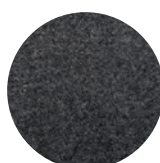
CURRENT COLLECTION



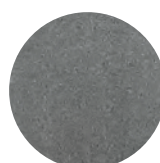
ARCHDALE



ENOREE



FREMONT



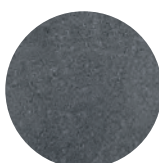
GARTH



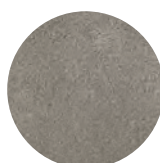
LINDBERG



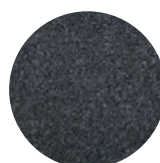
MULROY



RIKER



TALLON



WYNBORN





HAVEN

COMBINING PRACTICALITY AND STYLE

Haven allows you to create the look you want for less. Haven is able to withstand the everyday activities of those with busy lifestyles, the durability of Haven carpet will put your mind at ease, making it the perfect foundation for your home or investment property.



Exclusive to
Choices
Flooring



Allergy
Friendly



Anti-Slip



Durable



Easy
Cleaning



Family
Friendly



Hard
Wearing



Low
Maintenance



Pet Friendly



Quiet
Underfoot



Rental
Friendly



Sound
Absorption



Stain
Resistance

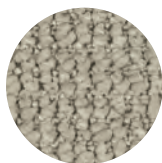


HAVEN DENHAM COAST
Colour Featured: Reedy

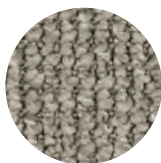
DENHAM COAST

Denham Coast is a great combination of quality and affordability for homeowners, landlords, builders and developers. With a palette of modern heathered colours, and a rich organic texture, Denham Coast is an ideal foundation for contemporary interiors.

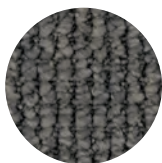
CURRENT COLLECTION



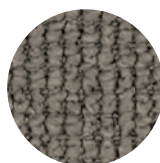
DAMPER



HAMERSLEY



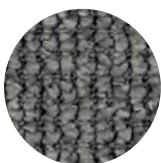
INDEE



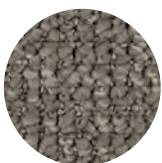
MILLSTREAM



PERON



REEDY



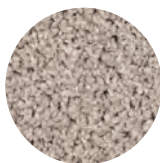
ROCKLEA



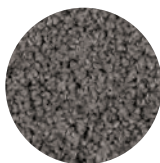
HAVEN NORCROFT
Colour Featured: Doric

NORCROFT

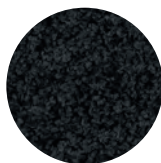
Stylish simplicity defines the Norcroft range. Delivering a sense of warmth with a simple colour scheme, this range also boasts durability, and an easy-clean design which is perfect for high-traffic areas.



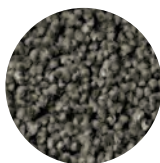
BAYNES



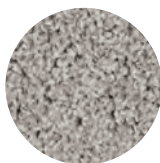
DORIC



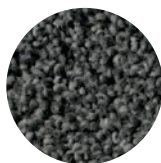
ELGOOD



JEBB



SHELTON



WALHAM



IF YOUR ENCHANTIA, ENTREND, ETERNITY, ETERNITY INCEPTION OR HAVEN CARPET FAILS TO PERFORM...

Your selected Enchantia, Entrend, Eternity, Eternity Inception or Haven 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.







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