



Working together	
Brand partnership	6
Design partner and adviser	8
How we work – Bespoke services	10
Case studies – Pubs, clubs & gaming	12
 Bateau Bay Hotel 	14
 Club Auburn 	16
 Canterbury League Club 	18
 Empire Bay Tavern 	20
 Panthers Penrith Rugby Leagues Club 	22
 Olivine Wine Bar, Pentridge Precinct 	26
 Hyatt Regency – Regency Club 	28
Custom products	30
 Woven Axminster 	
Handtufted	
 Dye injection 	
 Modular carpet tiles 	
In stock products	32
 Ready-to-Wear Encore 	32
• Score	34
• Era	36
 Carpet tiles 	38
Vinyl planks	40

Signature's history



Project: Bateau Bay Hotel
Designer: Fabric Architecture Studio
Photography: Alex McIntyre

Project: Harvey Bay Boat Club
Designer: BSPN Architecture
Photography: Mindi Cooke

35+ years of improving guest experience with luxurious hospitality carpets

Since 1989, Signature Floors has built a reputation for designing creative, on-trend, and luxurious flooring for leading hospitality projects across Australia and New Zealand. With stocked ranges of carpet tiles, vinyl planks, Era, RTW Encore, and Score woven carpets, alongside custom options, designers are given fresh perspectives to create spaces that look stunning, feel comfortable, and are easy to maintain.

Now part of the global Beaulieu International Group, Signature combines international resources and innovation with local expertise. Our experienced in-house textile team continues to meet the evolving needs of the hospitality industry with solutions that help hotels and venues deliver a positive and rejuvenating experience for people spending time away from home.

By staying ahead of trends, technological advances, and performance demands in commercial flooring, the team consistently develops fit-for-purpose and flexible designer solutions that support broader goals like guest satisfaction, comfort, and profitability.

Design is key to guest experience in hospitality, with flooring serving as a foundational backdrop.



Brand partnership

Whether you're an architect, facility manager, building contractor or interior designer, partnering with Signature offers a distinct list of benefits.

- It's easy to order stock and execute projects on time, given our national presence. Stocked lines can be typically delivered within 3–5 days of placing an order, with custom carpet delivery timelines starting from 8–10 weeks.
- Enjoy an end-to-end solutions partnership, which ensures our team of experts remain at your disposal from ideation through to execution.
- Deliver functional design within budget, despite growing budget constraints. Since flooring is a significant expense in hospitality fit-outs, Signature offers solutions across a range of price points to maximise the return on your investment.

Signature holds a substantial stock commitment to deliver flooring solutions quickly across Australia and New Zealand.

Design partner and adviser

Count on the expertise of our in-house textile designers to come up with creative carpet solutions for your hospitality project. Here are two ways to collaborate with the business to meet your project goals:

- Choose Signature's on-trend and in-stock products like RTW Encore, Score or Era woven carpers, vinyl planks, and carpet tiles to give your project a quick, designer update without the usual times.
- Go 100% bespoke with Signature Studio's custom carpet solutions. Get creative with your brief, plus select from five fully customisable carpet mediums - hand-tufted, woven, tufted, modular and dyeinjection. Also, refer to the Studio's design book, an excellent repository of design ideas for your next project.

Bring your vision to life with Signature's customisable design mediums, unique fibres, manufacturing techniques and sumptuous colours.



Project: Hervey Bay Boat Club Designer: BSPN Architecture Photography: Mindi Cooke

Bespoke services

Looking to design flooring your way? Collaborate with Signature Studio's textile design team to create exclusive, colour-rich and bespoke carpets that align with your hospitality space.

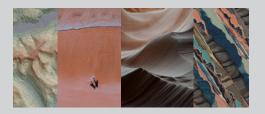
THE CUSTOM CARPET WORKFLOW

The process starts with ideation, where you liaise with the Studio team to crystallise your design brief. Our designers then create 3D room visualisations to help you bring your idea to life. Once approved, we create a hand trial/carpet sample to help you get a real sense of the design.

Next, the production process is set in motion in our stateof-the-art manufacturing facilities. This is where your design is transformed into a beautifully crafted custom floor covering.

SIGNATURE

1. DESIGN BRIEF/INSPIRATION



2. CONCEPT DESIGN



3. FLOOR LAYOUT



4. VISUALISATION



5. HAND TRIAL



6. INSTALLATION





Pubs, clubs and gaming

Signature's body of work in hospitality extends to some of the trendiest and most design-savvy pubs, clubs and gaming venues in collaboration with the country's leading design studios and architects. While each venue is dramatically different from the other, the thing that ties them together is design.

The following pages will provide you with a detailed account of our capabilities with snapshots of some of our most coveted projects and how we typically collaborate with clients to bring their vision to life.

Choose off-the-shelf convenience or go bespoke. Signature's projects offer a glimpse into the numerous possibilities with designer flooring.

Bateau Bay Hotel

CUSTOM WOVEN

The Bateau Bay Hotel renovation is a vibrant showcase of Fabric Architecture's vision brought to life in partnership with the Signature Studio. The project called for a welcoming, family-friendly atmosphere, infused with sunny, coastalinspired tones and playful palm motifs.

Working across multiple areas – including the Gaming Room, Bistro, TAB, and Public Bar – the Signature Studio collaborated closely with the architects to translate the brief into bespoke Axminster carpets. Through a combination of digital rendering, hand-drawn elements, and layered pattern techniques, the team created designs that balance bold colour with subtle texture, ensuring each space feels lively yet cohesive.

In the final layouts, custom motifs, tonal shading, and intricate line work combine to form seamless designs that unify the hotel's various zones. The carpets' 80% wool and 20% nylon composition provides both durability and comfort, supporting high traffic areas while offering a soft, inviting underfoot experience.

The result is a series of floors that are more than functional surfaces – they act as expressive canvases that reinforce the hotel's personality, from the energetic gaming spaces to the relaxed, coastal-inspired bistro and public areas. Each design element reflects a commitment to detail, craft, and creating spaces that bring the community together in style and comfort.



Designer: Fabric Architecture Studio Photography: Alex McIntyre



FLOORING FOR HOSPITALITY signaturefloors.com.au

15



Club Auburn

SEMI-CUSTOM MODULAR CARPET TILES

When Club Auburn in Sydney's western suburbs relocated to a new build, architects Nettletontribe reached out seeking the Studio's expertise in custom carpet design. They were looking to create a range of spaces, each with its own identity, appealing to a variety of guests. The brief: to develop distinctive yet harmonised carpet designs for different areas across the two levels of the venue.

We selected modular flooring for its versatility, visual appeal and functionality in commercial interiors. What's also great is a low-minimum order quantity that makes it easy to incorporate a multitude of designs while keeping costs down.

Club Auburn's semi-custom modular carpets are akin to statement artworks. Motifs feel like scattered abstract patterns and run multi-directional across the floors, lending interest and pizzazz to this contemporary hospitality venue. The blended and layered appearance of each design, made from commercial quality nylon, also makes it ideal for high traffic.



Designer: Nettletontribe Architects Photography: Luc Rémond

Canterbury League Club

CUSTOM AXMINSTER

The Signature Studio partnered with Atlis Architecture to design and supply bespoke Axminster carpets for the Canterbury League Club. Working closely with the architects, the team developed a tailored flooring solution that reflected the Club's vision while meeting the functional needs of a busy venue. The result is a custom carpet that enhances the atmosphere of the space while standing up to the demands of heavy daily use.

The design was created to complement the Club's highend finishes and architectural details, adding depth and character to the interiors. By combining craftsmanship, durability, and design expertise, the carpets contribute to an environment that feels both welcoming and refined, ensuring the Canterbury League Club can deliver a premium experience for its members and guests.





19

Designer: Altis Architecture



FLOORING FOR HOSPITALITY



Empire Bay Tavern

CUSTOM WOVEN

The Signature Floors Studio team designed a custom Axminster carpet for the Empire Bay Tavern renovation in collaboration with Fabric Architecture. Drawing inspiration from the peeling bark of the surrounding angophora trees, the bespoke carpet features patterns and colours that complement the tavern's earthy tones, creating a cohesive and inviting atmosphere.



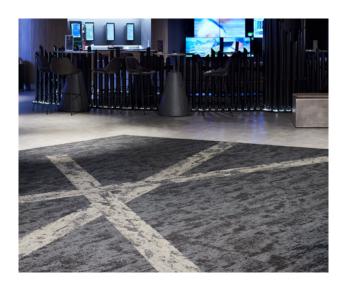
Designer: Fabric Architecture Studio

Panthers Penrith Rugby Leagues Club

CUSTOM WOVEN & CARPET TILES

The Signature Floors Studio team delivered a bold custom Axminster carpet for the speakeasy-style bar at Penrith Panthers, designed by Richie Stevens of Inside Out Design Group. Featuring earthy, deep green tones and large-scale tropical palm motifs inspired by Palm Springs, the carpet brings drama, texture, and depth to the space, giving the brasserie a contemporary edge unlike anything seen at the club before.

In addition to the bespoke Axminster, Signature also supplied carpet tiles for My Choptix or Fork restaurant within the Panthers precinct, ensuring both venues are as stylish as they are practical.





Designer: Monocle Design - Ritchie Stevens Photography: Luc Rémond

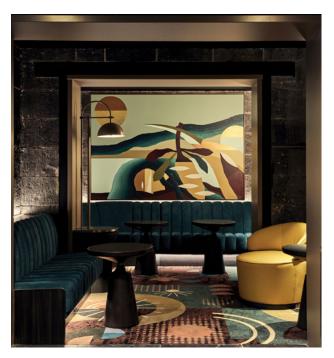




Olivine Wine Bar, Pentridge Precinct

CUSTOM WOVEN

At the heart of the historic Pentridge Precinct, the Olivine Wine Bar combines luxury with heritage. Signature Floors, in collaboration with CHADA, designed a bespoke Axminster carpet that enhances the bar's refined atmosphere. Set against original bluestone walls, the custom design adds depth, warmth, and elegance - creating a space where history and contemporary indulgence meet.



Designer: CHADA



FLOORING FOR HOSPITALITY



Hyatt Regency – Regency Club

CUSTOM WOVEN

The Upper Deck at Hyatt Regency Sydney introduces the Regency Club, an exclusive space on the hotel's 11th floor. Signature Floors supplied a bespoke Axminster carpet, designed to elevate the refined interiors with a sense of opulence and sophistication. Paired with premium amenities and panoramic views, the carpet enhances the club's atmosphere, creating an unforgettable experience for guests.



Designer: Cox Architecture **Photography:** Alicia Taylor









Woven Axminster

Woven Axminster is the gold standard in custom carpets for hospitality spaces. It's a durable, wool-rich carpet created using state-of-the-art Axminster looms. This weaving technique makes the most complex and intricate designs come alive in high definition and a range of colours. Using Signature's custom Axminster program, our in-house designers can take your ideas and transform them into beautiful and practical designs that lend comfort, personality and luxury.

Handtufted

Hand tufting delivers a premium feel, making it a popular choice for wall-to-wall carpets and one-off bespoke rugs in hospitality venues. The technique endows carpets with softness and the ability to sport rich colourful designs. What's more, since carpets are deeply textured, the construction style lends itself to eclectic décor styles. Imbue personality and durability in your projects with hand tufted floor coverings composed of silk, bamboo and wool yarns.

Dye Injection

If you're looking for unique ways to creatively design your carpet, digital printing could offer a fitting solution. Using high definition 76 DPI inkjets with a durable white nylon carpet substrate, Signature's designers can create detailed graphic patterns across various textured bases. In combination with a varied palette of vibrant colours, the dye injection medium offers endless possibilities in design. Ideal for area rugs, carpet tiles and wall-to-wall carpets.

Modular Carpet Tiles

Signature's custom modular offering provides designers with a world of creative and functional benefits. Not only does it open doors to custom and semi-custom design opportunities, but the modular medium also ensures a robust and hard-wearing floor that can withstand heavy traffic in hospitality areas. The Club Auburn project is an outstanding example of semi-custom modular carpet tiles at work. You can now go custom with modular flooring in three easy steps.

- 1. Pick and existing base pattern and texture
- 2. Select an overlay pattern and colour
- 3. Choose a shape



FLOORING FOR HOSPITALITY

Collection: RTW Encore **Photography:** Mike Baker

Ready-to-Wear Encore

Give your hospitality project a quick update without compromising on aesthetics or style. When time is of the essence, Signature's Ready-to-Wear Axminster and new carpet tile collections offer the perfect combination of flexibility, convenience, and design.

Choose from an assortment of coloured graphics and patterns – now including our two new carpet tile designs – for a fast transformation without the usual wait times of custom solutions. The Ready-to-Wear range is ideal for hospitality and other commercial spaces where exceptional performance is essential.

Whether you're refurbishing an existing venue or fitting out a brand-new build, you can count on great looks, lasting value, and a cost-effective solution with this off-the-shelf collection. Whether you're refurbishing an existing venue or fitting out a brand-new build, you can count on great looks, lasting value, and a cost-effective solution with this off-the-shelf collection.

Signature's Ready-to-Wear Axminster and carpet tiles are in stock now. Enjoy convenience, performance, and style without the long lead times.

INSTOCK



Score

Strike the perfect balance of performance, comfort, and design. Signature's Score woven Axminster carpets blend a premium New Zealand wool mix with high-performance durability - ideal for hospitality and commercial projects.

Designed to stand up to busy foyers, corridors, hotel rooms, and office spaces, Score delivers exceptional stain, fire, and wear resistance while maintaining a refined, cohesive look. Enjoy acoustic and thermal benefits that elevate guest comfort - and workplace productivity.

With a rich palette of harmonious hues and timeless patterns, Score helps define zones with elegance and consistency across any venue. It's stocked and ready for delivery across Australia and New Zealand - so you can keep your project moving without compromising style or performance.

Signature's Score woven carpets are in stock now. Experience luxury, resilience, and acoustic comfort crafted for lasting impact.







Collection: Score Photography: Dylan James



Collection: Era Photography: Dylan James

Era

Bring timeless elegance to your hospitality project without compromising on performance or practicality. When you want to make a lasting impression, Signature's Era woven carpets deliver the perfect combination of sophistication, durability, and design.

With its textured, wool-like appearance and subtle patterns, Era is designed to elevate interiors with a refined and understated aesthetic. This hard-wearing woven range is ideal for hospitality and other commercial spaces where comfort underfoot and long-lasting quality are essential.

Whether you're refreshing an established venue or creating a brand-new space, Era offers style, resilience, and excellent value in one versatile collection.

Signature's Era woven carpets are in stock now. Enjoy classic design, durability, and comfort - ready when you are.

IN STOCK



Carpet tiles

Evoke comfort and make your guests feel right at home with Signature's durable range of carpet tiles. With endless options in pattern, colour and texture, design floors that are on brand and uniquely yours. Modular offers the additional benefit of zero downtime in case of damage. Say goodbye to disrupting guests, revenue loss and high maintenance costs with individual tile replacement options available.

If sustainability is a priority, we have you covered. All carpet tile collections are low-VOC, and GreenTag Level A certified for reduced environmental impact. Customise by colour, acoustic backing (Comfi Bak®) or in 10 Shapes by Signature for a minimum order size.

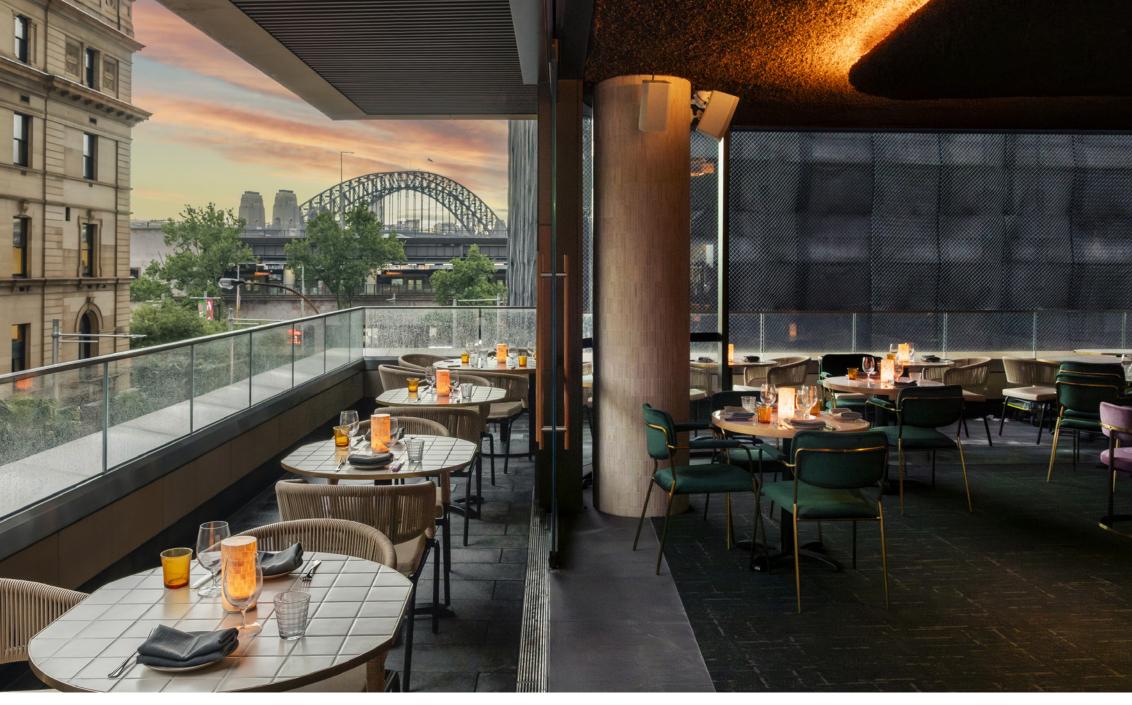
Signature has the most extensive collection of stocked colours across a range of carpet tiles, planks and shapes.











Project: Penelope's

Collection: Strike Out II

Photography: Chad Konik



Vinyl Planks

Discover the natural beauty of wood and stone with the new Infinity Planks collection - the next evolution of our popular 88 Planks range. Designed for bespoke projects and large-scale installations, Infinity Planks combines timeless aesthetics with the performance of commercial-grade luxury vinyl flooring.

Stocked and ready to order across Australia and New Zealand, Infinity Planks helps keep hospitality projects on schedule while offering efficiency and flexibility. Durable and easy to maintain, the collection is perfectly suited to hightraffic hospitality areas such as hotels, restaurants, bars, and cafés. Infinity Planks is GreenTag Level A certified for Green Star projects, with Declare labels available on request to support transparency and sustainable design.

Infinity Planks – a collection that ventures beyond boundaries.





Collection: Infinity Planks Photography: Dylan James





Signature Floorcoverings Pty Ltd

Melbourne Showroom Lvl 2/125 Flinders Lane Melbourne VIC 3000 Australia **tel** 03 9401 0888

signaturefloors.com.au