



[choicesflooring.com](http://choicesflooring.com)

*ultimate*  
CHOICES

A U S T R A L I A

THE HARLOW  
COLLECTION







## WHAT MAKES AN ULTIMATE CARPET?

With so many different colours, materials and designs available, it can be difficult to choose the best carpet for your home and lifestyle.

Some fibres may require frequent cleaning that simply won't fit into your busy schedule, others come with a high price tag and some may even have an effect on your health.

The carpets that are categorised into the Ultimate Choices range are premium quality carpets that deliver innovative, high quality solutions to meet the demands of your lifestyle. The carpets featured are defined by their ultra-soft fibres, density and strength against stains and wear.

Synonymous with style, colour and design integrity, the ultimate choice will add a special sense of luxury to your home.





# *ultimate*

## 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.



## THE HARLOW COLLECTION

# CARPET THAT REDEFINES LUXURY

From its exquisitely soft fibres to its stunning colour palette, The Harlow Collection of carpet redefines ultimate luxury.

But don't let it fool you, in addition to its exquisite looks, the fibre technology ensures it is also very easy to maintain, making it a perfect soft flooring solution for everyday living.

### KEY FEATURES



Exclusive to  
Choices Flooring



Allergy  
Friendly



Anti  
Slip



Asthma  
Friendly



Colourfastness  
to Artificial Light



Durable



Easy  
Cleaning



Family  
Friendly



Hard  
Wearing



Pet Friendly



Quiet  
Underfoot



Sound  
Absorption



Stain  
Resistance



Underfloor  
Heating  
Suitability

THE HARLOW COLLECTION  
CREIGHTON  
Colour Featured: Odessa





THE HARLOW COLLECTION  
BARCLAY  
Colour Featured:  
Pebble

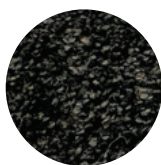
## BARCLAY

Barclay is the ideal carpet for families that love to kick off their shoes and live on the floor! It is super soft and the stipple colouring makes it beautiful to look at, as well as being easy to maintain.

### CURRENT COLLECTION



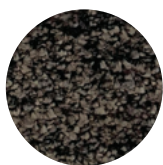
ARMORY



BLACKHEARTH



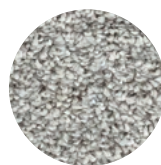
BROSNA



COLWYN



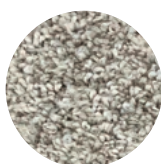
DARGLE



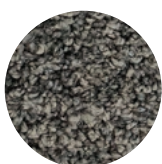
DELICATE



FINGLAS



FOXDALE



KELTY



PEBBLE



PIPER



SANTON



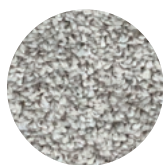


THE HARLOW COLLECTION  
 BELLAFARE  
 Colour Featured:  
 Dunes

## BELLAFARE

Bellafare is a luxurious carpet that you can really dig your toes into! Its luscious, dense and super soft. This range of carpet will definitely bring luxury into your home.

### CURRENT COLLECTION



ARIA



BALGOWNIE



BERROW



BIRKDALE



CARNE



DUNES



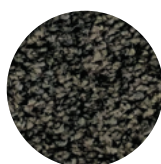
GYPSUM



LOMOND



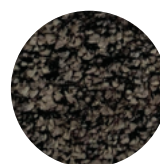
NAPOLEON



PHANTOM



TURNBERRY



WALTON



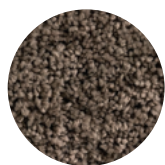


THE HARLOW COLLECTION  
CREIGHTON  
Colour Featured:  
Admiralty

## CREIGHTON

Creighton is a luxurious and innovative carpet that is hard wearing, with the added bonus of being UV resistant, making it ideal for busy families and pets.

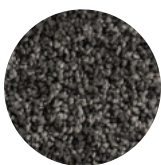
### CURRENT COLLECTION



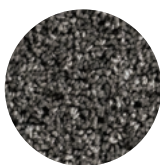
ADMIRALTY



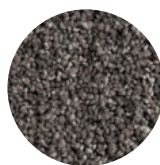
BROGUE



DOWNY



ELFIN



EXPRESS



HARLEY



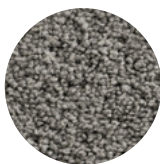
HIGHTEC



KARA



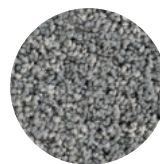
ODESSA



SPHERE



STARDUST



TRANSCENDANT





## THE HARLOW COLLECTION

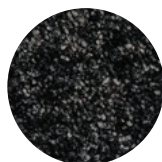
## ELLISTON

Colour Featured:  
Swift

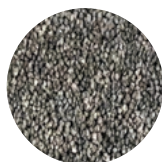
## ELLISTON

Elliston is your highest rating luxurious carpet offering ultra-soft comfort underfoot. The twist pile carpet is hard-wearing and fade proof – making it ideal in high foot-traffic zones like living areas and home offices.

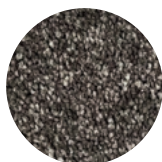
## CURRENT COLLECTION



BARTLEY



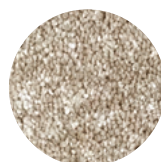
CARTER



CHASE



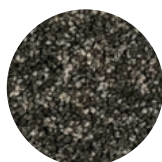
DRING



EDGAR



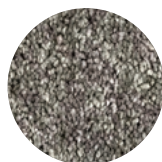
HILLE



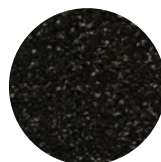
SERRANO



SWIFT



WEAVER



WELLER





THE HARLOW COLLECTION  
MARLINGTON  
Colour Featured:  
Vesta

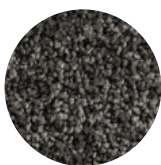
## MARLINGTON

Get floored with Marlinton – your 6-star-rated twist pile, SDN carpet that offers a luxurious feeling underfoot. Live stress-free with this stain and fade-resistant allergy-friendly carpet that's easy to maintain, especially for busy families with pets.

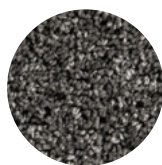
### CURRENT COLLECTION



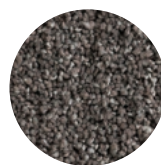
ADENA



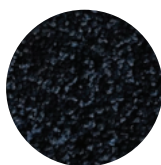
CADIZ



DESOTO



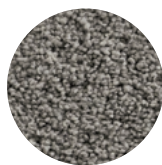
ELMCO



HORTON



QUAKAR



VESTA



ZANE





THE HARLOW COLLECTION  
TORRANCE  
Colour Featured:  
Yani

## TORRANCE

Torrance is an elegant carpet made of super fine yarn, giving it a luscious feel. Designed to give you the confidence in resilience and ease of clean.

### CURRENT COLLECTION



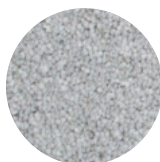
BOSTON



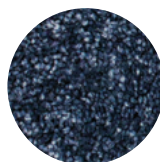
CLIFFSIDE



COLD METAL



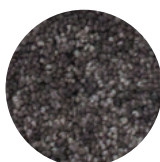
DIAMOND  
WHITE



ENCOUNTER



MIDDLEBURY



MONUMENT



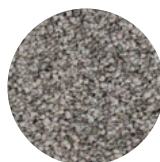
OAKWOOD



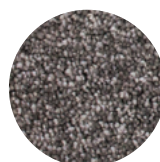
POCOMO



RIGOUR



SANFORD



YANI



# IF YOUR HARLOW COLLECTION, CARPET FAILS TO PERFORM...

Your selected Harlow Collection, Rendezvous 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](http://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. Our goods come with guarantees that cannot be excluded under the Australian Consumer Law. 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 (April 2023).

## 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 permanent and usually can be removed easily by vacuuming or brushing the pile.