

Epic

MAY-JUNE 2017

CAPE REINGA TO BLUFF

FLOORING SALE



The Block NZ

*Our Top Interior
Trends for 2017*

*NEW - Wool
Bamboo Carpets*

INSIDE THIS ISSUE

3 VESPA'S TO BE WON!

See page 21 for details

Godfrey Hirst CARPETS

Feltex
CARPETS

Godfrey Hirst FLOORS



Please see page 19 for

STUDENT PROOF

carpet promotion

..... OR VISIT

www.studentproof.co.nz

CONTENTS

Timber

Introducing - Godfrey Hirst Floors. The latest timber and timber look flooring solutions. **05**

Inside The Block - Hard work, determination and quality materials pay off for The 2016 Block contestants. **06**



06 - Inside The Block

Timber Specials - Godfrey Hirst Laminate, Bamboo, Timber and Timber Look flooring. **09**



09 - Timber Specials

Carpet

11 Polyester Specials - Tranquil Retreat - minimalism with no embellishment.

13 Solution Dyed Nylon Specials - Soft Neutrals - sense of calm and relaxation.

15 Godfrey Hirst Wool Specials - Modern Eclectic - go with what you love.

17 Feltex Wool Specials - Simple Clarity - organic-looking materials characterised by delicate simple forms.



18 - Student Proof

19 feltexgreen and Godfrey Hirst eco+ Specials - Our Student Proof Carpet will handle the challenges of your lifestyle while providing an on trend flooring solution for your home.

20 Care & Maintenance - Essential cleaning tips to keep your carpet looking great.

21 Competition - Three Vespa's to give away!

22 Wool Bamboo - An introduction to our exciting range of new Wool Bamboo Carpet.



GODFREY HIRST

A New Zealand Manufacturer with a Global Story

Godfrey Hirst has quietly been manufacturing high quality carpet in New Zealand since 1985. After modest beginnings, we are now the largest manufacturer and supplier of carpet in the country and have state of the art facilities throughout New Zealand, including a tufting plant in Auckland, woollen spinning plants in Lower Hutt and Oamaru and a dye house in Dannevirke.

With our dual carpet brands of Godfrey Hirst and Feltex, we have considerable experience in manufacturing and supplying both residential and commercial carpet and carpet tiles to over 300 of the best retailers in New Zealand. This expertise and retail network has been invaluable as our new brand, Godfrey Hirst Floors, moved

into the distribution of hard flooring and vinyl throughout New Zealand. We are very excited that Godfrey Hirst Floors now offers to New Zealand consumers a selection of the latest hard flooring and vinyl products available worldwide, chosen by us for their suitability to New Zealand conditions and décor preferences.

As the largest manufacturer in New Zealand and one of the top ten carpet manufacturers in the world, the Godfrey Hirst Group has sales, distribution and manufacturing plants in New Zealand, Australia and the United States of America - with all wool carpets we sell globally, proudly made in New Zealand and of New Zealand wool.



MONDO
CUTTER OAK
Sage Grey

x12 Colours Available

TIMBER

Introducing Godfrey Hirst Floors. The latest in classic timber and timber look flooring solutions.

Godfrey Hirst Timber Floors reflect enduring value and lasting quality. These décor solutions demonstrate our investment in natural materials, quality craftsmanship and attention to design detail. With a colour palate moving from dark to light, representing the contrasting shades of nature; it's easy to be inspired.



REGAL OAK
ASTOR

x5 Colours Available

AS SEEN ON THE BLOCK

Hard work, determination and quality materials pay off for The 2016 Block contestants

Winners of The Block NZ 2016 Sam & Emmett

Godfrey Hirst would like to congratulate winners Sam and Emmett. The quality of the stylishly finished homes was a testament to the commitment and hard work put in by all of the contestants.

Both Godfrey Hirst and Feltex products were used to stunning effect throughout each of the contestant's homes.

Godfrey Hirst Floors Timber and Laminate complemented the designs of the couples as they put their renovation skills to the test. The latest in flooring design trends were

showcased in these homes with all three brands featuring prominently in living, dining, bedroom and traffic spaces.

Easy to install, Godfrey Hirst Floors are perfect for the weekend renovator. This made it a great choice for the couples on The Block and also the perfect choice for your own projects.

Browse through our products to bring a little of The Block magic to your home at:

www.godfreyhirst.com
www.feltex.com

VUE
MOUNTAIN OAK
Heritage Brown

x9 Colours Available

Godfrey Hirst

FLOORS

HARD FLOORING

VILLA
TRUFFLE

x12 Colours Available

Extremely easy to maintain, robust and durable, Godfrey Hirst Floors Laminate, Timber, Bamboo and Vinyl Plank flooring have been designed for use in internal environments. There's nothing quite like the appeal of natural timber and timber look flooring.

VINYL PLANK

POLARIS DS

x10 Colours Available

\$35 per m2

\$126.70 per box

VEGA EL

x12 Colours Available

\$55 per m2

\$100.98 per box

VEGA DS

x12 Colours Available

\$39 per m2

\$143.17 per box

ORION DS

x12 Colours Available

\$55 per m2

\$149.05 per box

TIMBER

VILLA

x12 Colours Available

\$109 per m2

\$226.18 per box

BAMBOO

ZEN SOLID

x9 Colours Available

\$79 per m2

\$120.16 per box

LAMINATE

MONDO

x11 Colours Available

\$39 per m2

\$83.11 per box

BELLE STANDARD

x12 Colours Available

\$49 per m2

\$104.42 per box

BELLE WIDE

x10 Colours Available

\$49 per m2

\$132.00 per box

AMOR

x9 Colours Available

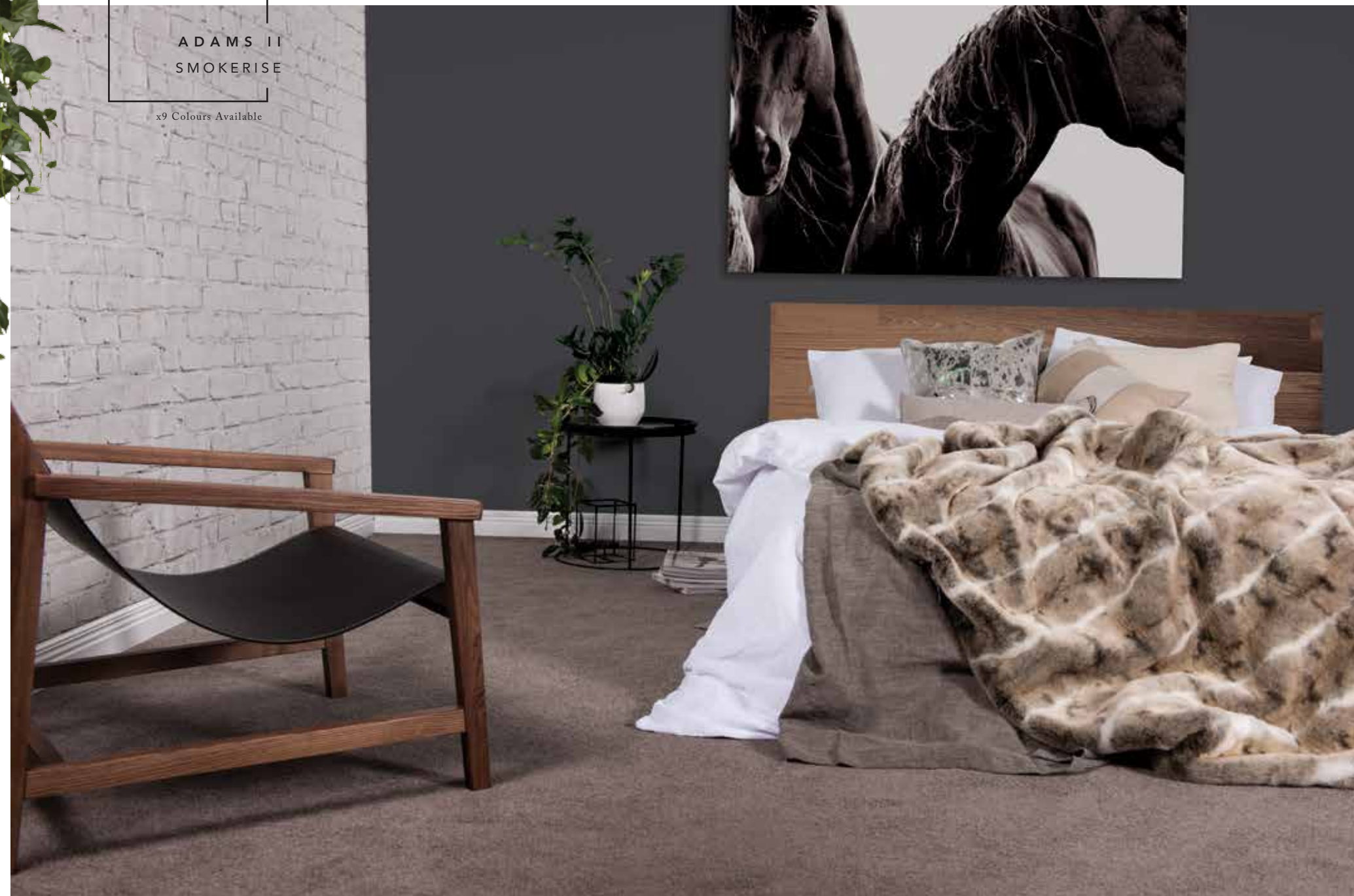
\$65 per m2

\$117.00 per box

Please refer to the Godfrey Hirst website for your local retailer
www.godfreyhirst.com - 0800 500 210

ADAMS II
SMOKERISE

x9 Colours Available



POLYESTER

OHIO II

x9 Colours Available

\$129 per BLM

\$35.25 per m²



POLYESTER

ADAMS II

x9 Colours Available

\$129 per BLM

\$35.25 per m²

POLYESTER CARPETS
HIGHLY STAIN RESISTANT
RICH VIBRANT COLOURS
COLOURFAST FIBRES
LUXURIOUSLY SOFT

Please refer to the Feltex or Godfrey Hirst websites for your local retailer

www.feltex.com

0800 100 008

www.godfreyhirst.com

0800 500 210

Tranquil RETREAT



Influenced by Japanese minimalism with no embellishments to detract from its expressive simplicity.



Wild Brumbies by Nick Leary -
St Clements



Como Sling Chair & Side Table - SM Interiors,
Throws and Cushions - Mulberi



SOLUTION DYED NYLON
EASY TO MAINTAIN
EXTRA HEAVY DUTY,
INCLUDING (INC) STAIRS
LESS SUSCEPTIBLE TO
SOILING
STAIN RESISTANT
FAST DRYING WHEN
CLEANED

Soft NEUTRALS

This style reflect's a sense of calm and relaxation with delicate tones of blue-green paired with dusty shades of pink, creating a peaceful and tranquil haven away from the busy world outside.



Wool Moss Stitch Throw -
Paperplane Store



AWANA BAY

x9 Colours Available

\$83 per BLM

\$22.68 per m²

OKIWI BAY

x13 Colours Available

\$169 per BLM

\$46.17 per m²

DREAM SHADOWS

x8 Colours Available

\$169 per BLM

\$46.17 per m²

CABLE BAY

x13 Colours Available

\$129 per BLM

\$35.25 per m²

RUBY BAY

x13 Colours Available

\$249 per BLM

\$68.03 per m²



DETROIT

x12 Colours Available

\$83 per BLM

\$22.68 per m²

ALABAMA

x12 Colours Available

\$169 per BLM

\$46.17 per m²

COLUMBIA

x12 Colours Available

\$129 per BLM

\$35.25 per m²

PEARL BAY

x10 Colours Available

\$109 per BLM

\$29.78 per m²

COOL CHARM

x8 Colours Available

\$129 per BLM

\$35.25 per m²

Please refer to the Feltex or
Godfrey Hirst websites for your
local retailer
www.feltex.com
0800 100 008
www.godfreyhirst.com
0800 500 210

SOLUTION DYED NYLON CARPETS

WOOL

- PREMIUM QUALITY
- NATURAL INSULATION
- HUMIDITY CONTROL
- ACOUSTIC BENEFITS
- FIRE RESISTANT
- HYPO-ALLERGENIC
- BETTER FOR THE ENVIRONMENT
- NATURALLY STAIN RESISTANT
- EASY TO MAINTAIN

RAVINE
PEWTER

x7 Colours Available

Gus Atwood Sofa, Taj
Round Coffee Table -
SM Interiors, Pendant
Light - Noozi, Accessories
- Vintage Love, Round
Velvet Cushion -
Collected

Modern
ECLECTIC



Resist the urge to throw away items that don't fit into a cookie-cutter image of what you imagine your ideal style to be. Go with what you love and see how your space takes shape.



Tom Dixon Candle
Set - ECC

Brass paper weights
by Oji Masanori.

Quality
New Zealand
Wool

2017



Resene - Midnight Moss



Gus Furniture - Surf



Velvet Cushion - LeeAnn-Yare

Godfrey Hirst

CARPETS

WHY CHOOSE A WOOL CARPET?

When it comes to carpet, wool sets the standard.

As a natural fibre, wool carpets are hypoallergenic, fire resistant and provide insulation, acoustic, humidity control and anti-static benefits.

This makes a wool carpet a great choice for every home.

ENCHANT

x7 Colours Available

\$159 per BLM

\$43.44 per m²

PEBBLE GRID

x11 Colours Available

\$159 per BLM

\$43.44 per m²

ENCHANT 48

x7 Colours Available

\$189 per BLM

\$51.64 per m²

RAVINE 4M

x7 Colours Available

\$179 per BLM

\$48.91 per m²

ENTHRAL

x5 Colours Available

\$169 per BLM

\$46.17 per m²

TWYNE

x10 Colours Available

\$169 per BLM

\$46.17 per m²

Please refer to the Godfrey Hirst website for your local retailer
www.godfreyhirst.com - 0800 500 210

WOOL

- PREMIUM QUALITY
- NATURAL INSULATION
- HUMIDITY CONTROL
- ACOUSTIC BENEFITS
- FIRE RESISTANT
- HYPO-ALLERGENIC
- BETTER FOR THE ENVIRONMENT
- NATURALLY STAIN RESISTANT
- EASY TO MAINTAIN

Tim Webber Light
- Cult, Tio Chair -
Goldsworthy Studio

Simple CLARITY

Organic-looking materials characterised by delicate simple softwood, modern, calming light oak and impressions of different materials including uniform based fibres and unpretentious cement finishes.

BAILEY II
PAPYRUS

x8 Colours Available



WOOL

CONDOR

x9 Colours Available

\$89 per BLM

\$17.39 per m²

NATURAL QUARRY

x8 Colours Available

\$169 per BLM

\$36.96 per m²

COASTAL STIPPLE

x6 Colours Available

\$209 per BLM

\$57.10 per m²

CREVELLI 4 M

x7 Colours Available

\$169 per BLM

\$46.17 per m²

BAILEY II

x8 Colours Available

\$139 per BLM

\$37.98 per m²

Please refer to the Feltex website
for your local retailer
www.feltex.com
0800 100 008



STUDENT PROOF

.....
www.studentproof.co.nz



SOFT EMBRACE
WHITE LOTUS

x20 Colours Available

WHY TRIEXTA?

Our Student Proof Carpet will handle the challenges of your lifestyle while providing an on trend flooring solution for your home. The perfect answer to the age old question of "what is the best carpet for my home?"



MOUNTAIN CHALET

x20 Colours Available

\$189 per BLM

\$51.64 per m²

SCENIC RISE

x20 Colours Available

\$229 per BLM

\$62.57 per m²



SOFT EMBRACE

x20 Colours Available

\$229 per BLM

\$62.57 per m²

NEW SUNRISE

x20 Colours Available

\$189 per BLM

\$51.64 per m²

TRIEXTA

EXTREMELY DURABLE

ULTRA SOFT

STAIN & SOIL PROTECTED FIBRES

COLOURFAST TO REDUCE FADING

SUPERIOR STAIN RESISTANCE

PET FRIENDLY

Please refer to the Feltex or Godfrey Hirst websites for your local retailer

www.feltex.com - 0800 100 008

www.godfreyhirst.com - 0800 500 210

STAIN REMOVAL MADE EASY

ORDER OF TREATMENT

STAIN TYPE	WOOL			SYNTHETIC			
	Step 1	Step 2	Step 3	Step 1	Step 2	Step 3	Step 4
Blood	1	2	8	1	3	8	
Chewing Gum	3	2	8	3	2	8	
Coffee	2	8		2	7	2	8
Faeces	2	6	8	2	6	8	
Nail Polish	4			4			
Paint -Latex	1	2		1	2		
Rust	5			5			
Soot	7			8			
Urine - Fresh	1	2	8	1	2	8	
Urine - Old	2	8		2	8		
Vomit	2	6	8	2	6	8	
Wine - White	2	8		2	7	2	8

1. Cold water.
2. One teaspoon mild laundry detergent approved for wool and one teaspoon of white vinegar in 1 litre of warm water.
3. Chill with aerosol freezing agent or ice cubes in a plastic bag. Pick or scrape off gum.
4. Clear nail polish remover without lanolin.
5. Rust remover (to be applied by a professional carpet cleaner).
6. Clear household disinfectant.
7. Vacuum immediately. If any residue call professional carpet cleaner.
8. Rinse with warm water.

feltexgreen

eco+
Godfrey Hirst CARPETS

ORDER OF TREATMENT

TRIEXTA 5 Simple Steps for any Stain

Cold water is all that's needed to remove most stains from Godfrey Hirst eco+ and feltexgreen carpets. Prompt and immediate attention to spillages or stains is recommended and care must be taken to treat stains as recommended below...

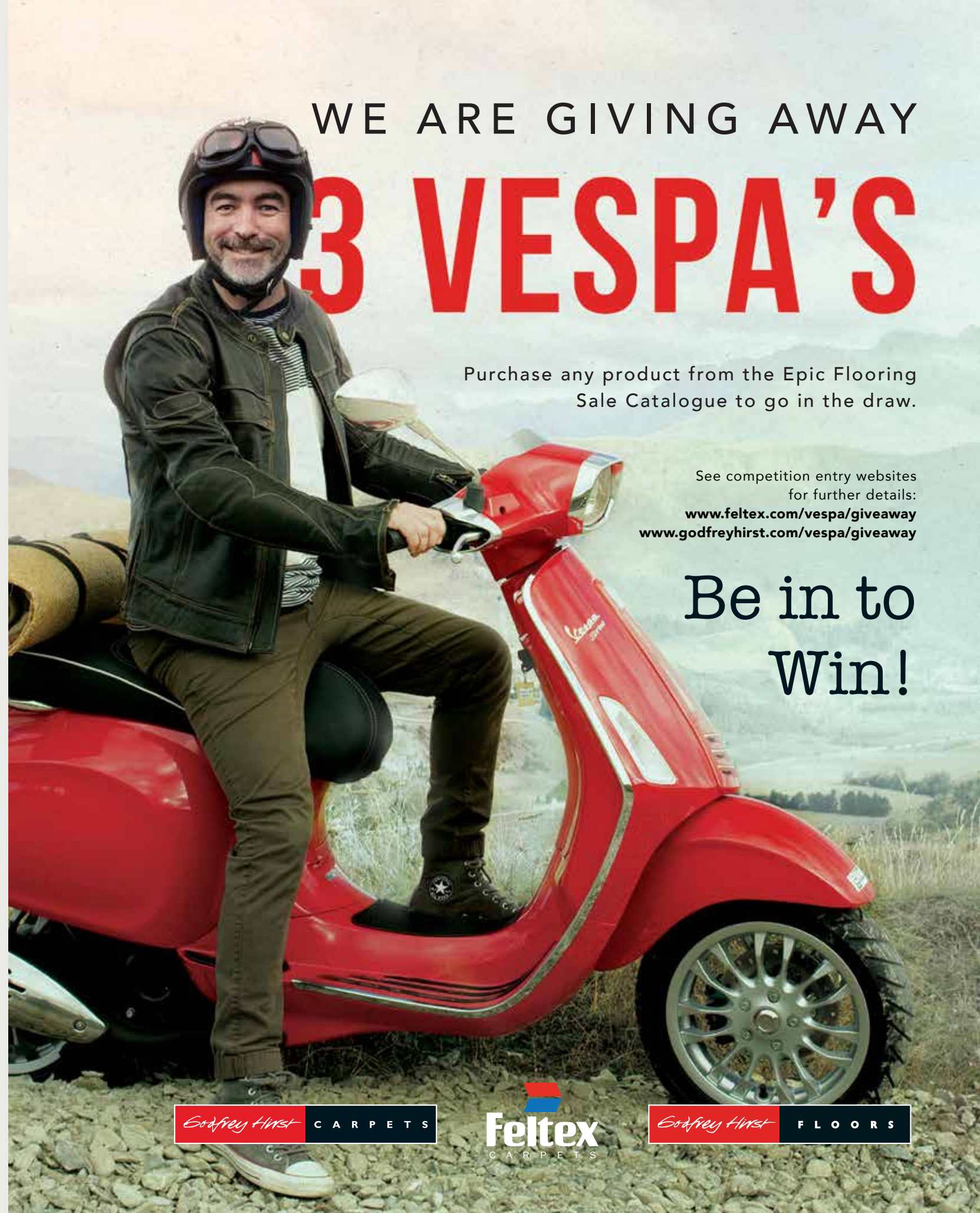
1. Immediately remove as much of the spill as possible. For solids use a blunt knife or spoon. Blot up liquids by applying pressure with white paper towels or tissues. Use a wet/dry vacuum for large spills.
2. Cold water and an absorbent sponge is all that's needed to remove most stains from Godfrey Hirst eco+ and feltexgreen carpets. Always work from the outside of the stain or spillage towards the middle to avoid further spreading using a blotted or dabbing motion. If the stain persists, gentle rubbing is advised but use caution to avoid altering the texture of the carpet.
3. Once the stain has been removed with cold water press dry with a clean white cloth or white paper towel.
4. After the spill or stain has been treated, place several layers of white paper towels over the area and place a flat weight on them until dry. Do not walk on the carpet until dry.
5. If the stain fails to respond, repeat the above treatment until no stain is evident (this process may need to be repeated over a number of days).

WE ARE GIVING AWAY 3 VESPA'S

Purchase any product from the Epic Flooring
Sale Catalogue to go in the draw.

See competition entry websites
for further details:
www.feltex.com/vespa/giveaway
www.godfreyhirst.com/vespa/giveaway

Be in to Win!



Godfrey Hirst CARPETS

Feltex
CARPETS

Godfrey Hirst FLOORS

NEW

2017

WOOL BAMBOO

FIBRE BLEND

Naturally soft & enduring



JADE PALACE
CRYSTAL GREY



TEXTURAL TRANSITIONS

Luxurious softness, hand-picked hues, made from the finest, sustainable raw materials with impeccable construction for a look that lasts.



TATAMI TWIST

x8 Colours Available

\$189 per BLM

\$51.64 per m²



JADE PALACE 4M

x8 Colours Available

\$179 per BLM

\$48.91 per m²

WWW.FELTEX.COM

MAY-JUNE 2017

Epic

.....
FLOORING
.....

Sale

CAPE REINGA TO BLUFF

Godfrey Hirst CARPETS

Feltex
CARPETS

Godfrey Hirst FLOORS

TERMS AND CONDITIONS: PRODUCT IS SUBJECT TO AVAILABILITY
& MAY DIFFER BETWEEN RETAIL STORES:

The carpet/timber illustrated in this publication may vary from the actual product.
The promotional prices in this publication are effective from 1 May to 30 June 2017, and
are GST incl. Additional finance offers may also apply within individual retail stores, please
check in store for details.

GODFREY HIRST
0800 500 210
WWW.GODFREYHIRST.COM

FELTEX CARPETS
0800 100 008
WWW.FELTEX.COM



COMPETITION ELIGIBILITY:

- This promotion is open to all New Zealand residents.
- Purchases for installation in domestic residences only are eligible. Domestic residences are defined as homes, flats, town houses and apartments.
- To be eligible to enter you must have provided a participating store with a confirmed order for the supply and installation of Feltex or Godfrey Hirst flooring and paid the applicable deposit.
- No minimum quantities required
- Only one entry per domestic residence is permitted.
- Entries must be received no later than 30th June 2017.

Eligibility to enter the draw does not extend to employees, employees' families or directors of Godfrey Hirst, Feltex Carpets, or participating stores. The draw will take place on 17th July 2017.

The winners will be notified by the participating store by 18th July 2017.

REDEMPTION CONDITIONS:

If you win one of three Vespa's you will receive your prize provided:

- The deposit for the carpet has been paid in full.
- Evidence of purchase has been validated by the judges.
- The judges' decision is final and no correspondence will be entered into.

Entries can be made via the Godfrey Hirst and Feltex websites:

- www.godfreyhirst.com/vespa/giveaway
- www.feltex.com/vespa/giveaway