

# 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!

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Godfrey Hirst

FLOORS

**Feltex**  
CARPETS

Godfrey Hirst

CARPETS





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# STUDENT PROOF

carpet promotion

..... OR VISIT .....

[www.studentproof.co.nz](http://www.studentproof.co.nz)

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# 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.

## 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

# 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](http://www.godfreyhirst.com)  
[www.feltex.com](http://www.feltex.com)

VUE MOUNTAIN OAK  
HERITAGE BROWN



Godfrey Hirst

FLOORS

# HARD FLOORING

VILLA  
TRUFFLE

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 DS

x12 Colours Available

**\$39** per m2

\$143.17 per box

### VEGA EL

x12 Colours Available

**\$55** per m2

\$100.98 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

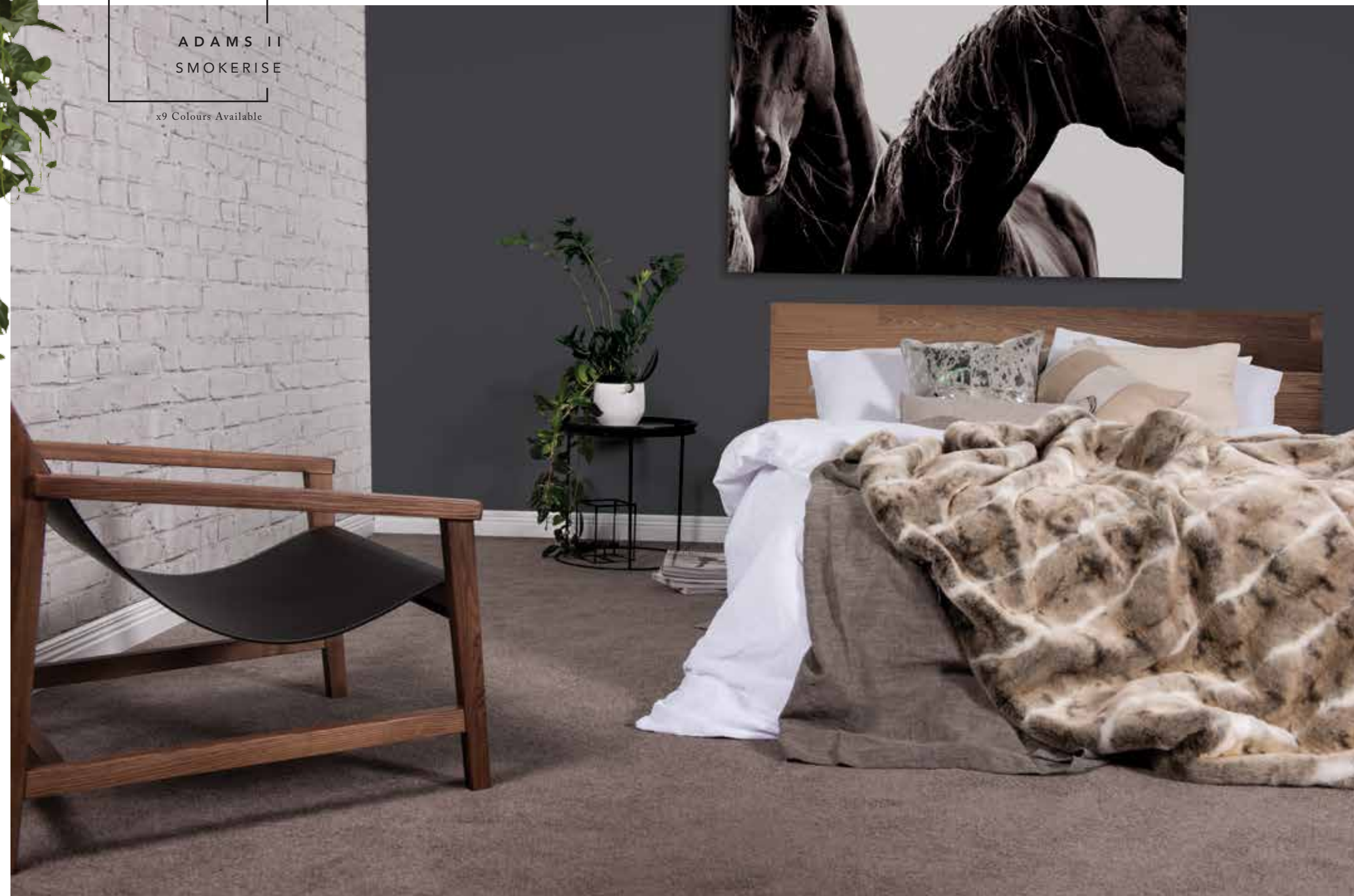
\$117.00 per box

Please refer to the Godfrey Hirst website for your local retailer  
[www.godfreyhirst.com](http://www.godfreyhirst.com) - 0800 500 210



ADAMS II  
SMOKERISE

x9 Colours Available



POLYESTER

OHIO II

x9 Colours Available

\$129 per BLM

\$35.25 per m<sup>2</sup>



POLYESTER

ADAMS II

x9 Colours Available

\$129 per BLM

\$35.25 per m<sup>2</sup>

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

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

[www.feltex.com](http://www.feltex.com)

0800 100 008

[www.godfreyhirst.com](http://www.godfreyhirst.com)

0800 500 210

# Tranquil RETREAT



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

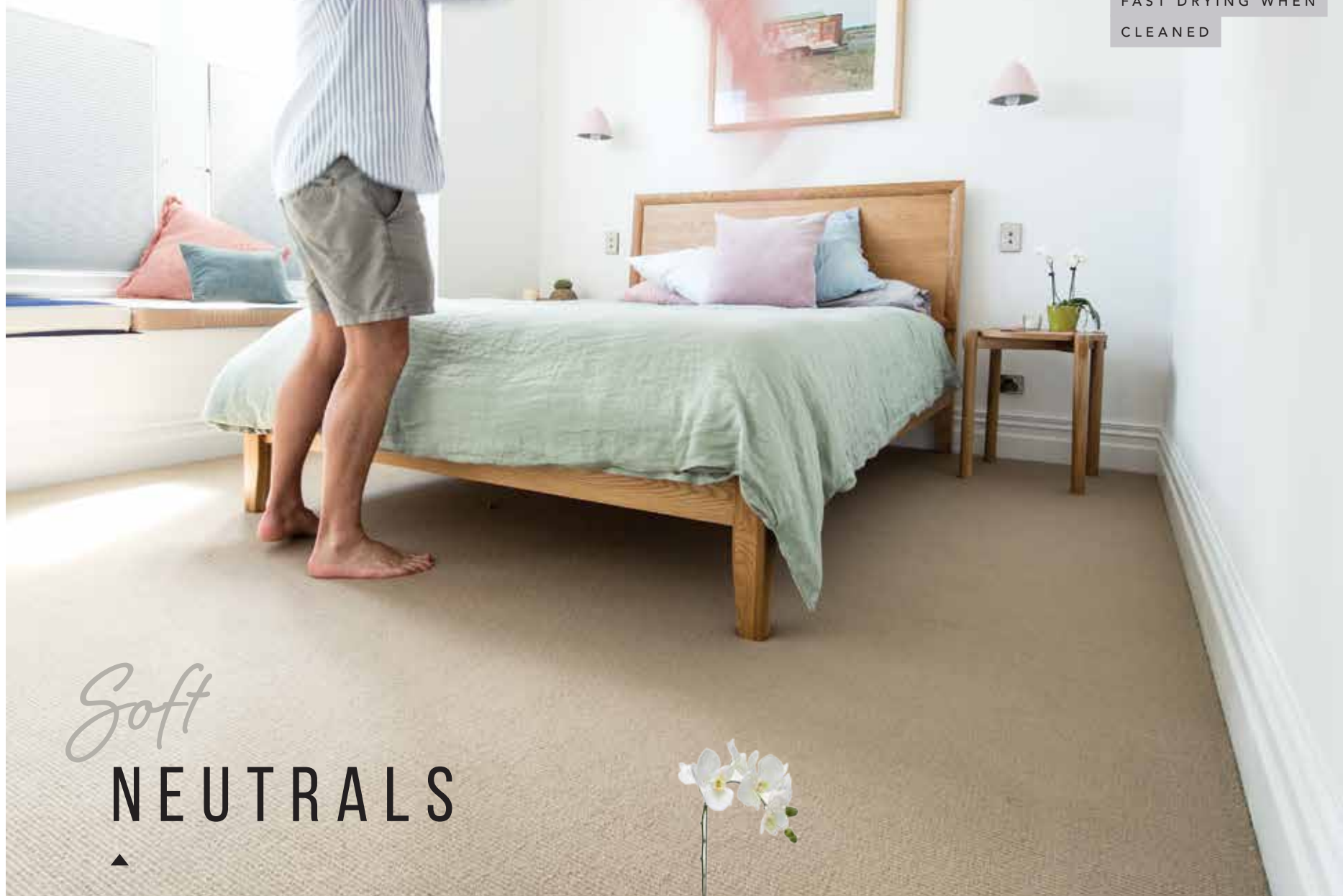


Wild Brumbies by Nick Leary -  
St Clements



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





# 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

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



## AWANA BAY

*x9 Colours Available*

**\$83** per BLM

\$22.68 per m<sup>2</sup>

## OKIWI BAY

*x13 Colours Available*

**\$169** per BLM

\$46.17 per m<sup>2</sup>

## DREAM SHADOWS

*x8 Colours Available*

**\$169** per BLM

\$46.17 per m<sup>2</sup>

## CABLE BAY

*x13 Colours Available*

**\$129** per BLM

\$35.25 per m<sup>2</sup>

## RUBY BAY

*x13 Colours Available*

**\$249** per BLM

\$68.03 per m<sup>2</sup>



## DETROIT

*x12 Colours Available*

**\$83** per BLM

\$22.68 per m<sup>2</sup>

## ALABAMA

*x12 Colours Available*

**\$169** per BLM

\$46.17 per m<sup>2</sup>

## COOL CHARM

*x8 Colours Available*

**\$129** per BLM

\$35.25 per m<sup>2</sup>

## COLUMBIA

*x12 Colours Available*

**\$129** per BLM

\$35.25 per m<sup>2</sup>

## PEARL BAY

*x10 Colours Available*

**\$109** per BLM

\$29.78 per m<sup>2</sup>

Please refer to the Feltex or  
Godfrey Hirst website 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.

2017  
Quality  
New Zealand  
Wool



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 m<sup>2</sup>

PEBBLE GRID

x11 Colours Available

\$159 per BLM

\$43.44 per m<sup>2</sup>

ENCHANT 48

x7 Colours Available

\$189 per BLM

\$51.64 per m<sup>2</sup>

RAVINE 4M

x7 Colours Available

\$179 per BLM

\$48.91 per m<sup>2</sup>

ENTHRAL

x5 Colours Available

\$169 per BLM

\$46.17 per m<sup>2</sup>

TWYNE

x10 Colours Available

\$169 per BLM

\$46.17 per m<sup>2</sup>

Please refer to the Godfrey Hirst website for your local retailer  
[www.godfreyhirst.com](http://www.godfreyhirst.com) - 0800 500 210



WOOL

- PREMIUM QUALITY
- NATURAL INSULATION
- HUMIDITY CONTROL
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- 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 m<sup>2</sup>

NATURAL QUARRY

x8 Colours Available

\$169 per BLM

\$36.96 per m<sup>2</sup>

COASTAL STIPPLE

x6 Colours Available

\$209 per BLM

\$57.10 per m<sup>2</sup>

CREVELLI 4M

x7 Colours Available

\$169 per BLM

\$46.17 per m<sup>2</sup>

BAILEY II

x8 Colours Available

\$139 per BLM

\$37.98 per m<sup>2</sup>

Please refer to the Feltex website  
for your local retailer  
[www.feltex.com](http://www.feltex.com)  
0800 100 008





# STUDENT PROOF

.....  
[www.studentproof.co.nz](http://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 m<sup>2</sup>

### SCENIC RISE

x20 Colours Available

**\$229** per BLM

\$62.57 per m<sup>2</sup>



### SOFT EMBRACE

x20 Colours Available

**\$229** per BLM

\$62.57 per m<sup>2</sup>

### NEW SUNRISE

x20 Colours Available

**\$189** per BLM

\$51.64 per m<sup>2</sup>

### 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 website for your local retailer

[www.feltex.com](http://www.feltex.com) - 0800 100 008

[www.godfreyhirst.com](http://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...

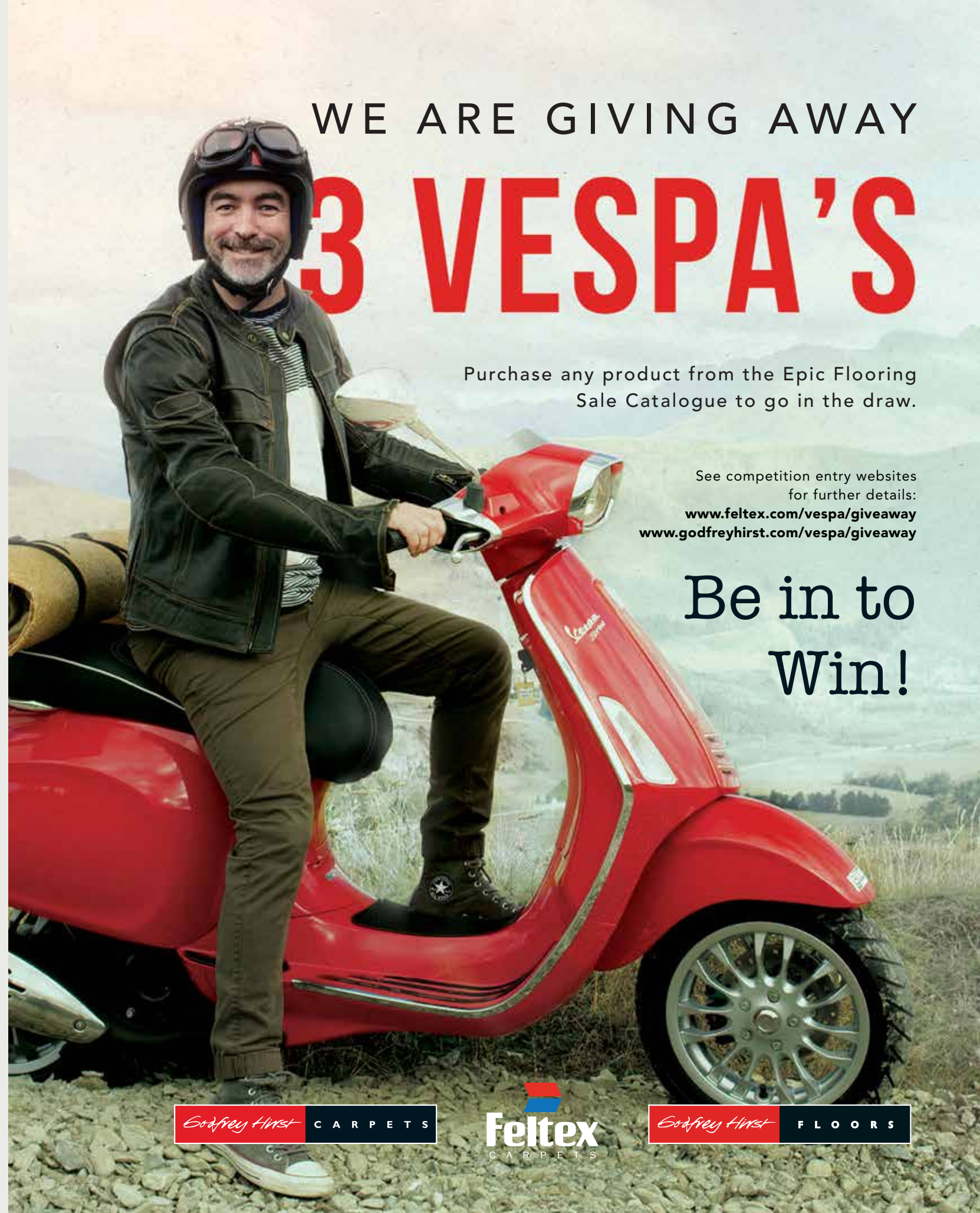
1. Immediately remove as much of the spill as possible. For solids use a blunt knife or spoon. Blot up liquids by applying pressure with white paper towels or tissues. Use a wet/dry vacuum for large spills.
2. Cold water and an absorbent sponge is all that's needed to remove most stains from Godfrey 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](http://www.feltex.com/vespa/giveaway)  
[www.godfreyhirst.com/vespa/giveaway](http://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 m<sup>2</sup>



JADE PALACE 4M

*x8 Colours Available*

**\$179** per BLM

\$48.91 per m<sup>2</sup>



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](http://www.godfreyhirst.com/vespa/giveaway)
- [www.feltex.com/vespa/giveaway](http://www.feltex.com/vespa/giveaway)