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Traditionally, Australia and New Zealand haven't been big on floorcovering exhibitions. In fact, around the world exhibitions dedicated to floorcoverings are few and far between – think the three Domotex fairs and Surfaces.

However, the numbers do seem to be growing and, while there still aren't that many dedicated fairs, there are more shows including floorcoverings in their offerings.

From 19 to 22 July 2012, for the first time in Melbourne, Flooring & Finishes with ATFA will showcase an impressive line-up of over 80 companies at the Melbourne Exhibition Centre, co-located with the furniture and furnishings fairs, Furnitex and Decoration + Design.

Launched in Sydney in 2011, this floorcoverings showcase will now run annually, rotating between Sydney and Melbourne. It is expected to attract thousands of industry professionals from Australia and overseas, including architects, interior decorators, interior designers, specifiers and retailers. (See page 14)

In this issue of Flooring Magazine we also turn our attention to the retail floorcoverings groups in Australia and New Zealand. We provide informative snapshots of many (hopefully most) of the major buying groups, co-operatives and franchises operating in these markets.

If you are an independent retailer thinking of throwing in your lot with one of the groups, perhaps this will give you an idea of which one suits you best.

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"Your Industry - Your Magazine"



Jack Andersen farewells the flooring industry

One of the most respected men in floorcoverings, Jack Andersen, has retired.

Jack built Andersens group from one store in the small town of Gatton in the Lockyer Valley, Queensland to a strong retail group of 49 stores in Queensland and Northern NSW.

Over 280 people including many of his past staff, industry friends and colleagues attended a gala night to farewell Jack.

Bob Barnett hosted a This is your Life, Jack Andersen, which was both humorous and emotional at times.

Jack gave a heartfelt speech reflecting on the people, some amusing customer stories and his confidence that the group is in good hands and will continue to grow with the same culture that he has built over the last 50 plus years.

Inspiration at Build and Design Queensland

As designers, architects and specifiers descended on the Brisbane Convention and Exhibition Centre, exhibitors continued to floor visitors with inspirational ideas for building better and designing smarter.

Exhibition Manager, Michael-William Kelly, said: "The talk on the exhibition floor was that visitors were highly targeted while visitors commented that they saw many products that they hadn't known existed".

Michael Kennedy from Kennedy's Classic Aged Timbers was ecstatic with the results at the inaugural expo.

"We thought Build & Design Queensland would work well in attracting our target market of architects

and designers. "Within four hours of opening the expo, we had enough genuine leads to pack up and go home very happy, which is just amazing," he said.

It wasn't only traditional wooden flooring such as Kennedy's Classic Aged Timber, Wilson Timbers and Queensland Timber Flooring that have attracted attention, but also new products like environmentally friendly flooring from Polyflor's vinyl range, which is 100% recyclable.

Exhibitor Cavalier Bremworth Carpets and Kimberley Carpets had their 100% New Zealand wool collection on show, while Bayliss Rugs showcased a trend of grey and cream hues.

Protect Crete's new group headquarters



After 15 years of operation in Melbourne's eastern suburbs, Protect Crete has relocated to the south eastern suburb of Braeside.

Managing Director John Daymond said: "The move consolidates our operations from three separate sites to this modern spacious site."

Protect Crete has been producing Densi-Proof and Moisture-Fix under licence from the USA for the last eight years. "With acceptance of the product continually growing we had a constant challenge to manage stock levels with very limited space. Braeside has over a 1000 metres and allows plenty of stock to be held ready for orders of any size.

"We have also developed new products and continue to formulate and test others under a new company called Oxtex," John said. "Our charter with Oxtex is to formulate products that won't cost the earth and be sustainable, safe, green solutions.

"We have also just signed a National Master Distribution agreement with Skudo temporary floor protection. This is a company that manufactures in Australia and exports around the world with this brilliant, easy to use concept that properly protects and has no slip related issues. The product is sustainable and uses recycled PET plastic."

Carpet layer turned dancer returns for 2012 event

Local Gippsland, Victoria business owners are dusting off their dancing shoes again as Dancing With Our Stars returns for 2012.

Following the success of the 2011 Dancing with our Stars, owner operator of W.A.M Floors and 2011 dancer Wayne Mundy has repeated his support, this time sponsoring dancers, Daniel Smolenaars and Jodie Willis.

With the event raising \$60,000 for local organisation the Five Star Project, the support of the 2011 dancers for the 2012 event has continued with many of them either becoming sponsors or volunteering their services to assist on the night. This includes 2011 dancer, Geoff Newby, who has returned to act as the local trainer. In turn, two of last year's sponsors have signed up to dance.

Also returning is host, Mark Wilson, and dancers

Craig Monley and Sriani Argae, who are the current Australian Latin Champions. Also performing will be Youth Ballroom champions, Christopher Wilson and Victoria Ngau and junior latin dancers, Michael Wilson and Annamieke Viesser.

Deputy Premier, Peter Ryan, will also return as judge.

With the 2012 event selling out in one week, organisers are hoping to exceed the amount raised in 2011 with all proceeds aiding both the Five Star Project as well as the Sale Elderly Citizens Village.

Having experienced the side of performing in 2011, Wayne is looking forward to enjoying the night and watching the six couples compete for the 2012 Dancing with Our Stars trophy. He is still amazed by what he achieved on the night last year and how he managed to find the time to train in the three months preceding the event.



Right: Wayne Mundy and dance partner Kate Perillo dancing at the 2012 event. Below: Dancers sponsored by W.A.M Floors, Daniel Smolenaars and Jodie Willis.

Bill Tovey retires

Well known flooring identity, Bill Tovey has retired.

Bill originally joined Minster Carpets as National Sales Manager in 1984 and that began his association with the Carpet Court group of whom Minster was a major supplier. When Shaw Industries Australia was formed, Bill was appointed as Group Sales and Marketing Manager and worked with the sales teams of Minster, Redbook and Invicta to market their products to the trade.

In 1999, he was approached by Carpet Court and became National Product and Marketing Manager. He worked to bring the product and marketing side of the businesses together for a truly national approach. At this time there were three operating



companies, Victoria/SA/Tasmania, NSW and Queensland. Initially WA was not part of the newly formed Carpet Court Australia (CCA) group, of which Bill was the very first employee.

Over the years the various businesses were consolidated and, when eventually WA came on board, Carpet Court became a complete national group with common ranges and national advertising activity rather than the previous very fragmented position. The group grew from strength to strength over these years to be the largest retail floor covering retailer in Australia, with a strong store network and significantly increased respectability and credibility in the Australian market place. At that time Bill managed all the product programmes with the exception of the warehouse ranges (around 15% of the turnover) and handled all the marketing activity.

In the latter years, with restructuring, he became the General Manager Franchisee Services, moving away from the product and marketing areas, which were then managed by product and marketing managers. In his last role his involvement was

with members' issues, territory allocations, new memberships and training.

Bill made a great contribution to Carpet Court and the Board, Management and members wish him and his wife, Jan, all the very best in a well-earned retirement.

Desso receives 'red dot product design' award

European carpet manufacturer Desso has received a red dot product design award for its 'Visions of' carpet line.

Desso-CCO Alexander Collot d'Escury said: "Winning this award, of which we are very proud, is a great acknowledgement of their effort. It's an example of our ambition to be world design leader in carpets by creating floor fashion."

"As a team we designed a unique combination of techniques that have been

brought together in an unusual way. By doing so, we were able to create a unique layered dimension where the flooring experience changes at every angle it is viewed."

The 'Visions of' range consists of three different products, each with a unique design. 'Visions of Flowers' offers a pronounced floral pattern which is incorporated in the carpet tile design. A surprisingly abstract pattern is what gives 'Visions of Shards' its distinctive look, whereas the inspiration for 'Visions of Lines' comes from linear elements in monumental architectural design.



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Hycraft Carpets congratulates Engadine Carpet Court

Brett and Jill Haddock of Engadine Carpet Court have won a fantastic \$15,000 travel voucher courtesy of Hycraft Carpets. The prize was drawn recently during the Carpet Court conference at Hong Kong.

Brett and Jill were delighted with the win, said David Mitchell, Hycraft Business Development Manager.

"Hycraft Carpets is a very good wool range for us. We have been impressed with the popularity, the ongoing colour upgrades as the market fashions change and the point of sale material available: we look forward to the continuing our established partnership with Hycraft," said Brett on receiving his award.

Engadine Carpet Court was established five years ago after Brett's father sold the Kogarah Carpet Court business south of Sydney. Brett and his wife Jill



run their business in an area that has a very strong family influence with a high number of local schools and young children.

"This is a reasonably affordable area well south of the city that is surrounded by National Parks and has limited expansion opportunities," said Brett.

"We are undecided on where we want to go at this time, however, a continent in the southern hemisphere has some appeal. I guess that leaves South Africa or South America, if we don't do something here in Australia," said Brett.

Now there's a smarter way to install carpet tiles

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LokDots™ is a system of pressure sensitive adhesive dots and a lightweight, hand held applicator that will revolutionise the way you install carpet tiles.

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The unique LokDots applicator is lightweight, durable and ergonomically safe for repetitive use. It requires no maintenance and little training.

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LokDots allows carpet tile to be installed at pH 12 and 95% RH, saving on remediation in high moisture applications.

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Tony Carr joins Golden Field



Golden Field Corp recently announced the appointment of Tony Carr as National Sales and Marketing Manager.

Tony brings an extensive background in sales, marketing and management within the flooring industry in Australia, New Zealand,

China and, most recently, in North America.

Golden Field Corporation is a national timber flooring importer and wholesales specialising in the sales and marketing of bamboo, engineered hardwood, laminate and pre-finished solid timber flooring.



Andrew Verstak hands over the reins of Tuftmaster Carpet to John Roberts.

Andrew Verstak retires

After 27 years in carpet manufacturing with Godfrey Hirst and Tuftmaster Carpets, Andrew Verstak has announced his retirement.

"With memorable stories, colourful characters and fondness I reflect back to the 1980s and to the present day on how quickly changes have come upon us. However, there is one constant throughout this period and that is the wonderful people I have met – some of whom have become close and personal friends," said Verstak.

"My plans are to enjoy the next few years travelling abroad and locally, primarily focusing on the places which, previously, time constraints would not allow me to enjoy for any lengthy period.

"So, on behalf of my wife, Cheryl, and myself, thank you for a great ride."

John Roberts, who has been with Tuftmaster for the past two years, will now be responsible for all marketing and sales of domestic and commercial product.

New manufacturing plant for Parex in Victoria

ParexGroup Pty Limited's new manufacturing plant in Dandenong, Victoria was officially opened in May by Tim Holding, MP.

Andrew Nunn, Managing Director of ParexGroup Australia, said that the initial startup would create eight new positions, increasing to 14 in the first 12 months as the market grows, as well as creating opportunities for other affiliated businesses such as transport, packaging and so on.

ParexGroup is an Australian leader in the manufacture of tile adhesives, grouts, sealants, waterproofing, technical mortars and building products. A major supplier to the building and construction



industries, the ParexGroup markets the Davco, Ormonoid and Lanko range of products.

The company is part of the international ParexGroup with operations throughout the globe and key locations in the USA, Europe, Asia Pacific and South America.

"With the Davco brand established for over 40 years, and the Ormonoid brand celebrating 100 years,

we have achieved our current position as an Australian market leader through an ongoing commitment to research, development and hi-tech manufacturing technology," said Nunn. "We lead the market with innovative technology such

as being the first in the Australian market to launch the award winning dustless technology, providing a cleaner, more comfortable working environment and faster clean-up for tradespeople."

ParexGroup operates a number of manufacturing, warehousing / distribution and administrative facilities around Australia.

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United Bonded Fabrics inducted into Manufacturing Hall of Fame

United Bonded Fabrics (UBF) has been inducted into the Victorian Manufacturing Hall of Fame* at a gala event in May, which celebrated those elite manufacturing organisations which have demonstrated a long term commitment to manufacturing excellence and continual innovation.

"It came as quite a surprise when we were approached," said Jim Liaskos, Managing Director. "We are delighted to have recognition for the hard work of those many people in our organisation, who are committed to making high quality products for our customers," he said.

UBF is the nation's leading non-woven textile products manufacturer, and supplies a diverse range of products under the Crestell and Tontine brands from pillows and thermal insulation to

geotextiles and hygienic wipes, automotive felts and carpet underlay.

UBF commenced operations almost 50 years ago in 1963, but parts of its business have a heritage which reaches back to the 1870s. It's head office is located at its factory in Coburg in Melbourne where there has been continuous textile manufacturing since the early 1930s. The Coburg facility is one of six factory operations around the nation from which the company services its customers, many of which require just-in-time supply.

"As an Australian manufacturer we can react quickly to our customers' requirements and supply product from our inventory holdings or manufacture and supply within a few days," Liaskos said.

He added: "Most of our customers recognise that, while the initial cost of products may be a little higher than imports, they actually enjoy overall savings by not having to hold and finance their own large inventories and, of course, we are there to stand by their side if something goes wrong".

UBF has been at the forefront of novel technologies and product innovation and holds a number of important product patents. Over the years it has also made a significant capital investment in the maintaining process capabilities at world best standards to ensure it remains globally competitive.

"We are committed to an Australian manufacturing industry, as this is how we can best support the needs of our customers and ensure we stay at the leading edge of new developments," Liaskos said. "Australia needs a strong manufacturing sector as this is how we create meaningful jobs and develop important skills for a large part of our community, and it is also the best way to create and distribute financial security.

"I can't think of anything more satisfying than being able to say 'I made this'."

*The Victorian Manufacturing Hall of Fame celebrates the heroes of Victoria's manufacturing sector – those companies and individuals who are leaders in their field, locally and internationally.

From selling floors to cleaning them

The flooring industry has lost an experienced and valued member with the departure of Henry Placek from Gerflor.



Henry recently left his position as National Sales Manager at Gerflor to pursue a new career in the cleaning industry. A valued member of the Gerflor team for the past 12 years and part of the flooring industry for more than 24 years, Henry decided it is time to seek a new challenge.

"The industry, in particular Gerflor, has been very good to me and I have valued my time here and the tremendous professional friendships that have come from it. But there is another side of me that welcomes a fresh set of challenges so I am looking forward to my new role as National Sales Manager for the direct business with Karcher.

"I have every confidence that my successor at Gerflor will enjoy the same support I have and will revel in forging partnerships with the contractors and retailers that look to Gerflor for innovative products and quality service." Henry said.

Changing of the guard at Airstep

Will Verschaeren, the General Manager of Airstep Australia, has announced his impending retirement at Christmas 2012.

"It gives me great pleasure to announce that our directors have chosen Paul Verschaeren to replace me as General Manager, effective 4 June. I will remain on board to provide as much assistance as I can," said Will.

"I believe the timing is right. I turn 60 years of age shortly and my wife Pauline and I still have plenty of things we want to do outside of work. Moreover, our Airstep business is really steaming along now. With our new foam underlay

plant nicely bedded down, our overall business just continues to grow on a daily basis – in a very tough market place, I might add.

"There is no doubt that, with the team we have in place at Airstep, this terrific business will just go from strength to strength and the future for everyone at Airstep is extremely bright.

"To all our customers and suppliers, the message is 'steady as she goes'. We don't foresee any drastic changes with us only making subtle improvements as we proceed.

"Thanks for all your support over the years and we look forward to mutually profitable times ahead."

Embelton is going social

Embelton Flooring has launched a new Facebook page, www.facebook.com/embeltonflooring, which will be constantly updated with relevant and interesting information about its product range, upcoming trends in the flooring industry, interesting news items, discounted offers, and lots more.

People who 'Like' Embelton on Facebook can also become eligible for free Medallion Club footy tickets at Etihad Stadium.

Embelton has also launched a new bamboo flooring website: www.embeltonbambooflooring.com.au

In other news, Richard John has been appointed as Embelton's State Manager for flooring in NSW.

Protect Crete at historic Giants win




Enjoying Protect Crete hospitality at the recent historic GWS Giants first win in the AFL at Manuka Oval in Canberra are (from left) Kayne Bull of AFS Canberra, Damian Ross of CE Industries, Dave Heritage of AFS Canberra, John Daymond, Protect Crete and Gary Curwood, Protect Crete. Protect Crete is a sponsor of the new club and its captain, Callan Ward.

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Doing business with a smile

Odyssey Carpets and Flooring,
Glandore, South Australia



Owner Frank Pinneri

Odyssey Carpets and Flooring opened for business in 1979 and has remained a locally owned family business ever since with a large showroom and warehouse located in Glandore, South Australia.

The business is owned and run by Frank and Aleksandra Pinner, who purchased it six years ago. A very hands-on person, Frank oversees all parts of the running of the business. In doing this, he is assisted by Ray Brice, assistant manager, and Luigi Antonuccio, the restoration manager as well as Aleksandra Pinneri, the HR and marketing manager.

Frank Pinneri has been involved in the flooring industry for 21 years. He started as a trainee accountant back in 1992 for Odyssey Carpets and found that, after two years in the organisation, he was a bigger asset in running and co-ordinating the installers and carpet cleaners and was thus appointed to assistant manager. He continued with this role for nine years before he decided to venture out on his own and continue

to expand his knowledge in restoration and cleaning in the flooring industry.

Still remaining in the industry Frank remembers the day he received a phone call to advise him that the current owner was closing down. Acting very quickly, and with the support of his wife, he immediately set up a meeting with the previous owner and the next thing he knew, he was back in the business – but now as the owner.

Ray Brice has been in the flooring industry since 1966. He recently joined the company as assistant manager but his wealth of experience allows him to oversee all aspects of the day to day running of the business. His background involved the installation of floorcoverings and running a successful wholesale distribution supplying major brands of both Australian made and imported floorcoverings to the local South Australian market.

In later years Ray has been involved with a number of flooring associations – he became a part time lecturer at TAFE holding a certificate





IV in workplace training and assessment, and holds a professional certificate in arbitration and mediation, becoming an accredited mediator with the Institute of Arbitration and Mediation Australia.

Experienced in installing all aspect of floorcoverings Ray has many skills that help Odyssey Carpets meet their current and future goals in both the commercial and residential markets of today.

Luigi Antonuccio has been in the industry for eight years. He joined Odyssey just four years ago to run the insurance and restoration side of the business dealing mainly with large loss claims. His current supervisory role includes large loss claims and complicated situations, which he handles swiftly and efficiently on behalf of Odyssey. He is IICRC certified including colour repair, fire and smoke restoration, carpet repair and installation, water damage restoration, odour control, carpet cleaning and spot removal making him perfectly suited for the role.

"Odyssey Carpets and Flooring is the only carpet and flooring store in South Australia that is IICRC certified," explained Frank. "Through the extensive support from our suppliers in the flooring industry, Odyssey has become one of the few stores that can obtain and supply a very large range of flooring.

"Odyssey Carpets is one of the very few complete one-stop shops for all flooring needs. The business has been

a specialist for many years in a number of areas including residential flooring (carpet, vinyl and timber); insurance claims including the repair and replacement of damaged flooring, and restoration work including water, flood, storm, fire and smoke damage plus mould and mildew removal.

"Achieving excellence in these areas gives Odyssey it's competitive edge, along with our experienced team of specialists," explained Luigi.

Odyssey has recruited and built a strong team of professionals that are 'second to none' in the industry. This team includes six sales and administration staff who oversee the warehouse, cleaners and technicians and around a dozen flooring installers. Odyssey also has several mobile showrooms that service the entire metropolitan area and beyond. These showrooms are based on the philosophy of complete customer service.

"There are many advantages for selecting flooring from your own home," explained Luigi. "This includes colour matching, fabric and pattern matching and convenience.

"Your flooring is going to be in your home, so you should be able to select it in the comfort, privacy and convenience of your own home. Odyssey's philosophy is all about making things easy for the customer."

"Retail flooring, as an industry, has been hit hard by the current economic

situation, and is very much dependant on the strong housing sector. In turn; a strong housing market means people need new flooring, thus when building stops so do many of the ancillary businesses," said Frank.

"Given the challenging business conditions, Odyssey has somehow managed to hold its position while others have seen a decline. This can only be attributed to the way that we go about its business of servicing our customers.

"It would also be fair to say that we use the best flooring installers available, who are more than happy to assist with any difficult situations that might arise."

Frank's secret for success in business today is simple: "Your business must give your customers the best value and service always – with no exceptions.

"This principle is even more important today due to the tough economy and with customers becoming more discerning when making any purchases.

Odyssey Carpets and Flooring is also a Bronze sponsor to Variety The Children's Charity and, in fact, won the Bashers Award in 2010 as the Bananas & Pyjamas (and yes, Frank was B2).

"Odyssey is always planning and looking for ways to make the business and customer experience better. In practice Odyssey works hard to keep it simple – give people what they want, when they want it, and do it with a smile."



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Flooring & Finishes with ATFA debuts in Melbourne

From 19 to 22 July 2012, for the first time in Melbourne, Flooring & Finishes with ATFA will showcase an impressive line-up of over 80 companies. The latest developments across all the flooring and surface finish disciplines will be on display at the Melbourne Exhibition Centre.

After its exciting launch in Sydney 2011, this showcase of design excellence will run annually, rotating between Sydney and Melbourne. Thousands of professionals from many sectors of the commercial and residential interior/exterior design industry are expected to flock to see the latest developments in flooring texture, style, colour, safety, versatility and sustainability.

Held in conjunction with the Australian Timber Flooring Association (ATFA), Flooring & Finishes will feature new products from industry leaders such as Regupol, Boral Timber and Embelton.

Regupol, the 2012 Major Show Sponsor, will display the latest developments in its internationally recognised range of recycled rubber flooring and acoustic underlay products and systems. From commercial rubber flooring and school playground surfaces to sports and leisure flooring, Regupol will reveal what we'll be standing, dancing and playing on in the future.



Boral Timber has become one of the largest suppliers of certified hardwood and softwood in Australia, with a wide product range including flooring, structural timber, decking, furniture timber, decorative and cladding. Boral Timber will reveal its latest innovations for the structural, commercial and renovation markets, all of which are sourced from sustainably managed and legal forestry.

Embelton focuses on timber flooring and noise and vibration isolation, with further manufacturing operations in cork, rubber and metals fabrication. The company will unveil its latest offerings to acoustical consultants, structural design engineers, architects, builders, and installers at the fair.

The Flooring Industry Seminar Series will welcome a line up of industry experts who will be speak on a range of topics as part of a program during the fair.

Flooring & Finishes with ATFA is co-location with Decoration + Design and is expected to attract thousands of industry professionals from Australia and overseas, including architects, interior decorators, interior designers, specifiers and retailers. ■



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Groups, co-ops and franchises

A buying group is a group purchasing organisation created to leverage the purchasing power of a group of businesses to obtain discounts from vendors based on the collective buying power of its members. Likewise, it gives these members the ability to meet the massive minimum order quantities required by manufacturers and some distributors. More importantly, it gives them the combined strength to come close to competing with big box retailers.

Usually, buying groups are funded by administrative fees that are paid by its members. These fees can be set as a percentage of the purchase or set as an annual flat rate.

Co-operatives allow members to pool resources to achieve greater benefits than they could as individuals. Co-operatives belong to, and are operated for, the benefit of members who generally share investment and operational risks, benefits and losses.

The nature and extent of co-operatives' operations depend on member support, such as the amount of capital contributed, the personal efforts of directors and officers and members' patronage of their co-operative.

Franchising is a business relationship in which the franchisor (the owner of the business providing the product or service) assigns to independent people (the franchisees) the right to market and distribute the franchisor's goods or service, and to use the business name for a fixed period of time.

The International Franchise Association defines franchising as a "continuing relationship in which the franchisor provides a licensed privilege to do business, plus assistance in organising training, merchandising and management in return for a consideration from the franchisee".

By nature of the relationship, the franchise agreement will be imbalanced in favour of the franchisor, as the franchisor must at all times remain in control over certain standards critical to the ongoing success of the business format.

In Australia and New Zealand there are floorcovering retail groups that fit all three of these business models. These groups include:

- Carpet Court
- Choices
- Andersens
- FloorWorld
- The Wool Set
- Independent Carpets
- CarpetOne
- Carpet Call
- Independent Floors - ICR (Independent Carpet Retailers)
- Flooring Xtra
- Australian Floor Style
- Homemakers Floorzone
- Harvey Norman

Andersens



www.andersens.com.au

Andersens was founded by Jack Andersen in 1958 in the town of Gatton just west of Brisbane based on the principles of honesty, integrity and respect in all aspects of the business – a philosophy which is still paramount today and which, combined with professional, leading-edge business operating systems and practices, has earned them a reputation as a respected name in floorcoverings for over 50 years.

Andersens now has over 50 stores across Queensland and Northern New South Wales, and boasts the largest warehousing facility in Queensland.

Choices



www.choicesflooring.com.au

The Choices story began in 1993 when Newfurn Limited, a co-operative group of independent furniture retailers established in 1959, first launched the brand. From an initial 17 stores in Victoria the brand has grown to being a major force in Australian retail today.

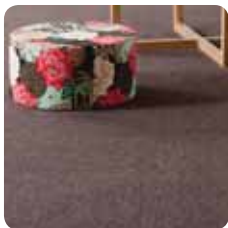
In 2011 the group undertook a major development decision – to change the name to Choices to better reflect their offering to their customers.

"Our evolution from Carpet Choice to Choices allowed us to review all aspects of our business including our brand, the products we sell, the people we sell them to, and the in-store experience, all from a customer's perspective. → 18

The opportunity you've been searching for with Australia's leading flooring Group.



In an increasingly competitive market where customers are becoming savvier and more demanding by the day, the decisions you make now will determine how successful your business will be in the future. So it may well be time to consider talking to Choices Flooring, Australia's leading flooring Group.



The strength, solidarity and respect of the Choices Flooring Group provides the foundation to succeed. It offers you the opportunity to retain your independence and combine your experience with the support of the most effective Group in the industry.

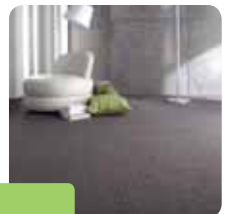
If you feel we could be the Group you've been searching for please contact Choices Flooring to discover more about Australia's most dynamic flooring Group.

Phone **Tim Drew** on: (03) 9850 9311
email: tdrew@choicesflooring.com.au

Your future is all about Choices

Apart from buying strength, here are some other things worth considering about Australia's leading floor coverings Group:

- Member, equally owned cooperative
- Recognised as a BRW Top 500 company
- Strong Australia-wide store network
- The most supportive Member-focused Group
- Accredited national training programs
- Category leading national, regional and local store marketing program
- Largest marketing budget in the floor covering industry



Choices

The floor you've been searching for



"Retailing today is about consumer engagement, and Choices Flooring leads the flooring industry in every aspect of consumer engagement.

"At Choices Flooring, we make our brand and our member stores more valuable by providing innovative retail solutions across the areas of product, training, merchandising, leasing, marketing, insurance, administration and book-keeping, store design and merchandising."

Choices Flooring is a retail group focused on best practise in retail and, in an increasingly competitive retail business environment, this focus, together with the strength and solidarity of its members, provides a foundation for new members to come on board and enjoy greater profitability.

"When you join our group, you know you are joining a respected group in the industry, which still operates as a true co-operative."

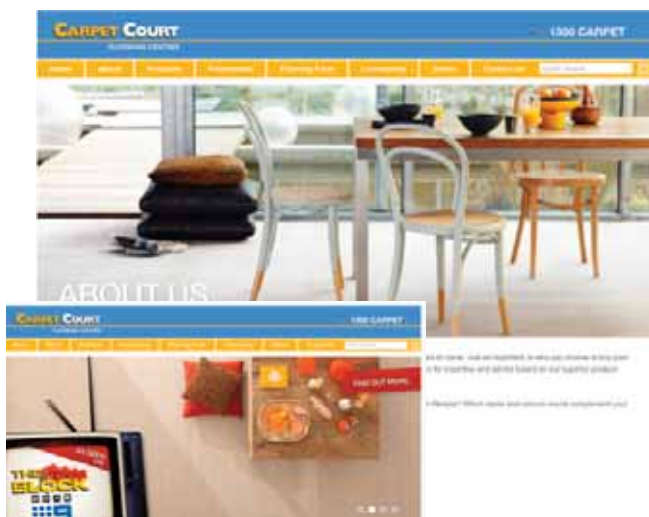
Carpet Court

www.carpetcourt.com.au

As Australia's largest retail floor covering specialist, Carpet Court takes great pride in its reputation for expertise and advice based on superior product knowledge.

With stores located across Australia, its experienced and informed staff take pride in offering assistance to its customers.

Each Carpet Court store is locally owned and operated and members are committed to employing the most skilled and experienced carpet layers to ensure the best quality in every possible way.



CarpetOne

www.carpetone.com.au

Carpet One is a co-operative and one of the world's largest retail floorcovering groups. It has over 1000 stores worldwide which means it has huge buying power.

Carpet One is a co-operative business and, as such, does not offer a one size fits all solution. It comprises a group of local businesses that have joined with other local businesses to bring a competitive alternative to big corporations.



Carpet Call

www.carpetcall.com.au

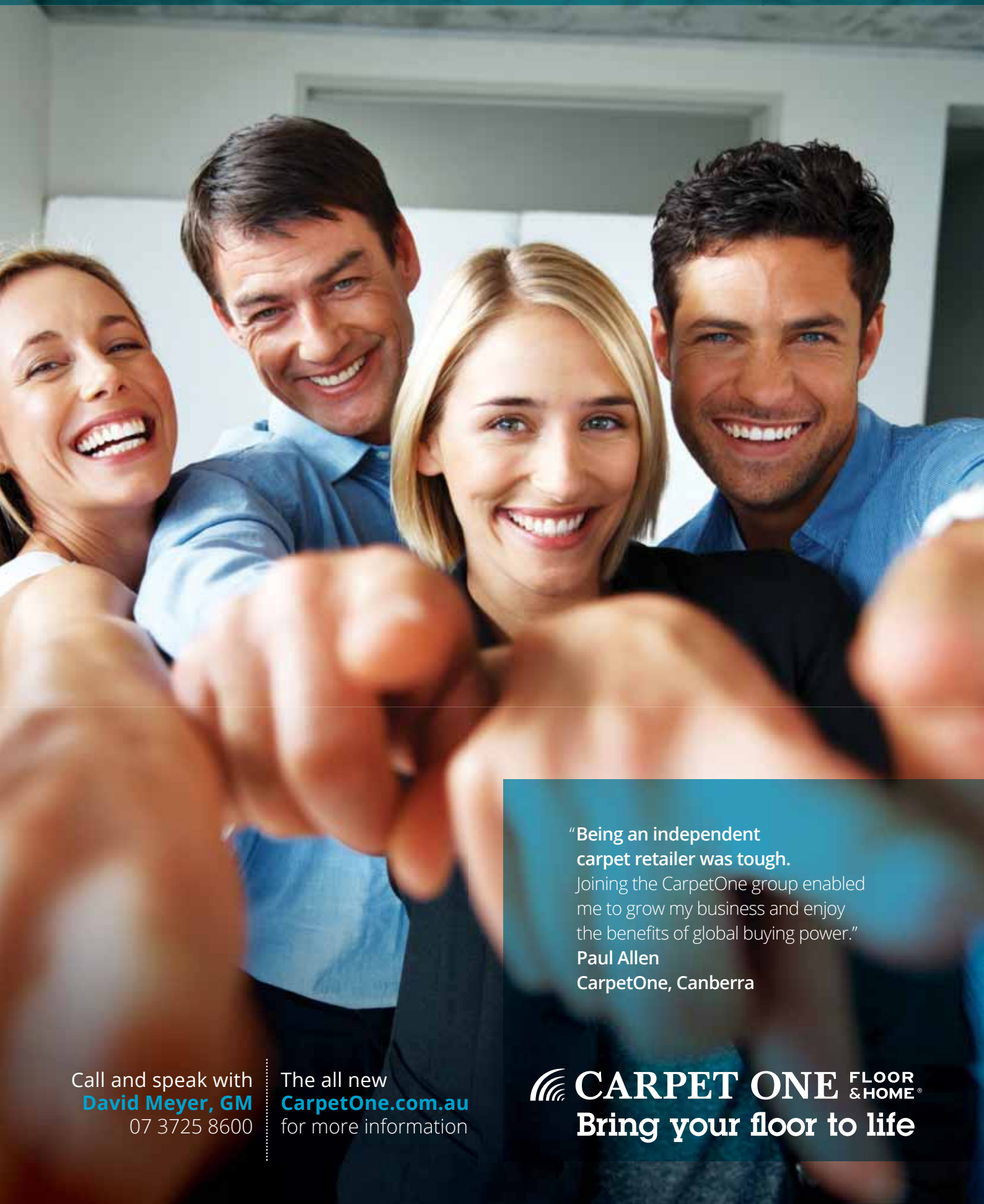
Carpet Call is widely recognised as one of the best known brands in the carpet and floorcoverings industry. The jingle "call, call Carpet Call, the experts in the trade" is known by practically everyone.

Back in 1975, Jim Smith, the founder and managing director of Carpet Call opened his first carpet retail store in metropolitan Brisbane. Jim Smith remains the owner, but now he manages a retail network of over 120 outlets with a turnover of over \$150 million.

Carpet Call has extensive retail networks in all mainland capital cities, and fully support this with state based administration and warehousing facilities.



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me to grow my business and enjoy
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Paul Allen

CarpetOne, Canberra

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Harvey Norman

www.harveynorman.com.au/flooring

Harvey Norman Flooring currently consists of a 52 retail franchises as well as a commercial franchise.

Its continued growth in the current tough retail environment is on the back of exclusive products, extensive marketing and driven franchisees.

Franchisees prefer not be a part of price wars on like for like product, instead opting to promote ranges where there are exclusivity arrangements in place. This allows them to maintain the necessary levels of gross profit required to operate a financially successful business.

The support structure offered by the franchisor ensures franchisees have consistent assistance in all areas, from product selection and marketing, right through to accounting and administration support. The franchisees collectively see themselves as a team and this certainly assists in the group working together to achieve the consistent growth being realised.



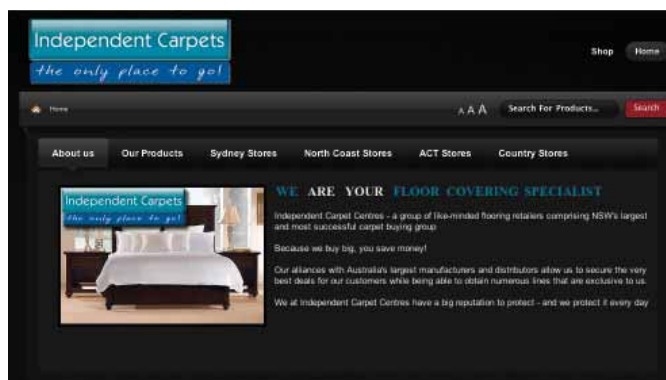
Independent Carpets

www.independentcarpets.com.au

Independent Carpet Centres is a group of like-minded flooring retailers comprising NSW's largest and most successful carpet buying group.

Independent Carpets have been in the carpet industry for over 35 years in Australia. its alliances with Australia's largest manufacturers and distributors allow it to secure the very best deals for its customers while being able to obtain numerous lines that are exclusive to them.

Independent Carpets supports Australian made products.



Australian Floor Style

www.australianfloorstyle.com.au

The Australian Floor Style group began over 22 years ago. It was originally called the Blue Ribbon Group up until 1996.

This co-operative is different from some of the other groups in the flooring industry especially the franchise models. Appointed members directly run the organisation, make decisions democratically and use capital for mutual rather than individual benefit.



Independent Floors

www.independentfloors.com.au

In 1981, the Independent Carpet Retailers Group invited ten retailers to attend a conceptual marketing meeting. The idea behind this was that ten stores under the same banner would have more buying power than any one store alone.

Over the last 20 years, the ICR group has continued to select independent retailers to join in its success. Today, the group has over 90 stores nationally and continues to expand its established brand of flooring expertise.

Although the name has since changed to Independent Floors, its aim to provide the perfect balance of knowledge and experience, exceptional customer service, professional installation, excellent quality products and all year round competitive and affordable prices hasn't changed.



Floorworld

www.floorworld.com.au

All Floorworld stores are locally owned and operated, and can provide a great range matched with the right advice from friendly industry professionals. Its buying power and virtual warehouse concept provides customers with a large array of products at substantial savings.

Floorworld members have the facilities to cater for domestic and commercial clients with decades of combined experience and over 37 locations around Australia.



The WoolSet

www.woolset.com.au

The WoolSet prides itself on providing its customers with the best in wool carpets from its 20 stores across Victoria, New South Wales and Tasmania.



Flooring First - Composite Retail Group



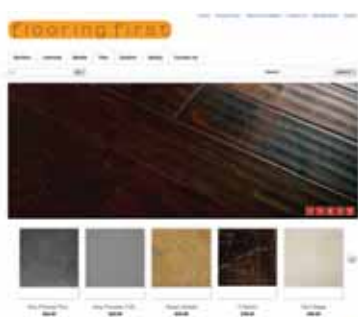
"total flooring solutions"

www.flooringfirst.co.nz

Flooring First is a member of one of the largest retail buying co-operatives in New Zealand, allowing its member retailers all the benefits of being in business for themselves, but not by themselves.

Its co-operative structure offers excellent networking opportunities, a pro-active website and 0800 number, central billing, competitive Visa merchant rates, very attractive group discounts from preferred suppliers including individual quarterly rebates all for a standard monthly fee payment – not based on percentage of sales.

Being part of the Flooring First Co-operative offers many ways to create wealth and return on investment.



Flooring Xtra

www.flooringxtra.com.au

Flooring Xtra Australia has been intentionally established as a franchise because of the value it places on local ownership, local pride and local relationships. Because of its structure, all profits stay in Australia and in local communities and this helps local economies to stay strong and stable.

Flooring Xtra Australia is allied to but independent from Flooring Xtra New Zealand, a proven operational structure with excellent results. The intellectual property, the marketing material, systems and an established buying group of 150 outlets provide the basis on which Flooring Xtra Australia is building.



HomeMakers Floorzone



www.floorzoneaustralia.com.au

This year marks the 40th year of Homemakers Floorzone – a group of independent retailers banding together to provide each member with the strength of many and the buying power to maximise their competitive edge and capture market share. With a large national network based on the purchasing conglomerate, the group's buying power is equal to some of the bigger names in the industry allowing independent retailers the ability to offer prices and savings that are more than competitive in an increasingly difficult marketplace.

The group operates a carpet warehouse that creates substantial financial advantages by eliminating the need for members to hold stock and all product held in the warehouse is purchased to give group members a competitive market price on a cut length basis, in the shortest time frame possible.

Members have access to a centralised team of seasoned retail professionals to draw upon for overcoming hurdles.



Note: Information supplied by the groups or taken from their websites. ■

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Colour and sustainability is king

Bold use of colour and inspiring sustainability imperatives were hallmarks of the entries in the 2012 Fly Forbo Awards, leaving judges in awe of the designers' creativity and the commitment from clients to exceed their social and environmental responsibilities.

The overall Australian winner was WMK Architecture of Sydney and Melbourne, which was chosen for its Yum! Delicious Space office fit-out.

The inspiring 'marketplace' concept for Yum! (the parent company of KFC, Pizza Hut and Taco Bell), incorporated a graphic depiction of a town plan as part of the floor design, denoting the area as a gathering space for the whole company – a hub where staff can relax, work, meet together and eat together.

"All the finish choices made throughout the fitout had sustainability at the forefront," said Petra Bonamy, Senior Designer. "Considering the rigorous demands placed on the area, Yum's focus on sustainability and the importance of creating a visually descriptive identity for the space, the use of Forbo Marmoleum was a natural choice," she said.

"The project uses tangible design elements combined with material choice to communicate to Yum's employees, in a positive and symbolic manner, that they are there to make a change for the better," said Wayne Donovan, managing director of Forbo Flooring Systems. "It is a wonderful example of clever and stylish sustainable design in action."

Co-judge Cameron Bruhn, editorial director Architectural Media, said: "This

project is a great example of the way urban design ideas are impacting on interior design and making workplaces that are better for people".

New Zealand winner

According to judges, the spectacular atrium of the Waikato Hospital Acute Services Building in New Zealand was 'a stand-out' to win the Fly Forbo Award 2012 for CJM (a joint venture between Chow: Hill, Jasmax Limited and McConnel Smith & Johnson).

"Bold swathes of vivid colour and dramatic shapes create a visually exciting interior landscape that is so much more welcoming and uplifting than traditional institutional surroundings," said Bruhn.

"This monolithic design brings character, warmth and life to the space, as well as providing some comforting privacy to visitors during their very stressful time. Choosing permanently anti-bacterial, easy clean and sustainable Marmoleum as the surface material just adds to the design's value and functionality. It is a knock-out combination," said Donovan.

CJM's client, the Waikato District Health Board wanted an inviting, relaxing space with strong identity that related back to the local environment, to give people a sense of comfort and ownership.

Marko den Breems of Jasmax Limited, the joint CJM project director who led the design for the atrium said: "Usually atriums are large spaces that people feel quite threatened to enter, but the Acute Services atrium is welcoming. Our design expresses the colours and undulations of farmland and rolling hills central to the Waikato area's identity. A palette was created from greens, orange/yellow and slatey warm dark greys."

Darryl Carey from Chow: Hill and CJM's project director on the redevelopment, added: "Naturally the client imperative was for finishes that are low maintenance, economical and easy-to-keep over the long term. Marmoleum was chosen for its durability, affordability and its appropriateness for a hospital environment. Sustainability was also a factor in the selection of this surface," he said.



Australian winner – Yum! Delicious Space.
Picture by Tyrone Branigan.



New Zealand winner – Waikato Hospital Acute Services Building atrium.

"Fly Forbo Award recognises, celebrates and reward design achievement, and the 2012 competition brought forward some remarkable projects," said Donovan. "The use of Marmoleum in so many demonstrates the crucial role of truly sustainable materials by Australia's and New Zealand's top designers."

Commendations have been awarded in Australia to:

- Harmer Architecture – Monash Peninsular Activity & Recreation Centre, in Frankston, Victoria, Australia
- Sutera architects – Richmond Tigers Headquarters, Punt Road Oval, Victoria, Australia.
- McBride Charles Ryan Architects – PEGS Junior Boys, Essendon, Victoria, Australia;
- White Cube – the Zelman Cowen Gallery of Australian Jewish History, St Kilda, Victoria, Australia.

New Zealand commendations went to:

- Inside Ltd, Wellington NZ (Daniel Buxton) – New Zealand Rugby Museum and Te Manawa Museums Trust development, Palmerston North, NZ.
- Athfield Architects, Wellington – Palmerston North City Library, NZ.
- Jackson Architects Ltd, Taranaki, NZ using Flotex – Waiouru Replacement School, Waiouru, New Zealand. ■



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Gerflor goes downtown

Gerflor has launched its exciting new loose lay Urban flooring range designed, quite literally, to get the new financial year off to a flying start.

Designed by Australian product manager, Jutta Fronert, and manufactured by Gerflor in France, the Urban collection meets the latest living trends head-on in the laneways and warehouses of the inner city.

"This latest Texline range is all about design," Ms Fronert said. "We've soaked up the atmosphere of converted warehouse living through plank designs that offer a respectful contemporary twist without losing the rustic appeal of timber.

"The all-over designs bring saturated colours to the mix for a rich, opulent ambience and the textured finishes inject a modern take on plain designs in pared-back colourations. It's a very design driven range for people looking for cutting edge options," she added.



Gerflor Texline Urban comprises four designs in 14 colours and is sold in four metre wide rolls.

The Urban range continues the successful loose lay textile backed flooring story that Gerflor was first to bring to the Australian market with Texline. The 15 year guarantee is powerful evidence that design and innovation come packaged with premium quality in the all new Gerflor Urban range. ■



Another new style for GTP

Freefit has added a high definition 45 x 45 carpet tile visual to its range of clickless, glueless luxury vinyl tile

"You can offer this when your client wants a softer look but where it's not practical to use carpet," said David Coggins from GTP Australasia.

"The opportunities include aged care, cafes, and conference rooms. It's

also ideal for a family room. It's textured and looks like carpet, is quiet underfoot and warm – all the great attributes of carpet tile with the practicality of vinyl."

The introduction of the HDCT (high definition carpet tile) and the new Intaglio sculptured 45 x 45 tile extends the Freefit offering in Australia to 36 styles. ■



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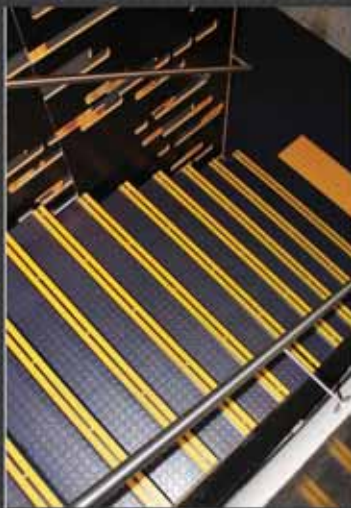




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All Australian underlay

At the beginning of 2012, Alpine MDF Industries launched its high performance fibreboard underlay, conforming to the new draft standard of AS1884 Floorcoverings. This is an enhanced version of the product it has been producing for over 10 years, which has earned the company the status of Australia's longest wood-based underlay producer.

After extensive research into the market demand for the product, Alpine Underlay is now produced exclusively in 5.0 mm thick with dimensions of 1220 x 915 and available in packs of 120. Each pack comprises 24 bundles of five sheets and is secured by edge tape for safer, easier and more convenient handling. The edge tape also contains product specifications and a barcode,

conforming to the GS1 Australia barcode standards.

Alpine MDF is certified for chain of custody by SmartWood, a program of the Rainforest Alliance. Wood products certified by SmartWood are recognised as coming from responsible sources, adhering to the strict environmental and socio-economical standards in accordance with the principles and criteria of the Forest Stewardship Council (FSC).

Alpine MDF products are produced entirely from radiata pine, sourced from the Ovens and Murray regions, bringing legitimacy to its claim to being 100% Australian Made.

Alpine MDF Industries Pty Ltd has been producing premium quality medium density fibreboard for over 15 years. ■



- ✓ 100% Australian Made and Owned
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Opulent Australian inspired laminate

Quick Step, has launched its all-new Colonial Collection – a suite of beautiful and technologically advanced laminate products, inspired by the richness and diversity of Australian hardwoods – at the fraction of the price of real hardwood.

The printed designs on each floor board are rich in colour and feature nuances of the pattern from the actual hardwood. From the luxurious blend of brown tones in the spotted gum, the warm and decorative Sydney blue gum, the deep tones featured in the jarrah, to the inspired

exotic looks of the walnut and blackbutt, each of the five shades in the Colonial Collection will accentuate every Australian home.

Each board is more than two metres long by 156mm wide and is colourfast with no short boards, cracks or splits. The collection offers a 25 year residential wear warranty and also features the Uniclic joining system, which was invented by Quick Step.

For two months, beginning in June 2012, Quick Step is offering a 15% discount off the entire range of the Colonial Collection. ■





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30 | Flooring June/July 2012

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Trimtec Underlay has brought back the Australian made hardboard underlay that Australian installers love and are confident to install.

Trimtec Underlay is made from sustainably managed Australian hardwood forests, with no resins, glues or formaldehydes. It is Australian manufactured with proven plant and equipment that has manufactured hardboard flooring underlay in the mid nineties.

Trimtec Underlay is tough, durable, stable and easy to work with. Why work with anything else?

Flooring retailers, get back to problem free installations.
Flooring installers, get back to using the product you love and have learned your trade with.

- Highly resistant to indentations
- 100% Australian made and owned
- Provides a flat uniform surface which is durable, stable and easy to work with
- Trimtec Underlay is tough, flexible and resistant to cracking or fracturing
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Carpets that enthrall

Carpet Design Awards 2012, Domotex 2012

Thirty carpet designers from various countries received the prestigious Carpet Design Award 2012 at DOMOTEX. The exciting designs displayed highlight the patterns, colours and materials that will dominate in the season ahead.

A total of 211 carpets from 26 countries were submitted to the design competition, creating a "snapshot" of the best in the contemporary carpet design. Traditional and contemporary hand-made carpets are the ultimate lifestyle statement and exemplify the best of modern interior design and artisan skills.

"Like fine paintings that adorn the floor, beautiful handcrafted carpets have experienced a renaissance in recent years and are again considered as quality design objects for the home. They play an invaluable part in creating the style of a room and bring together all the separate elements of the interior design to create one harmonious overall composition", said one of the competition judges, Nina Yashar. As the director of the Milan gallery Nilufar, she has knowledge of traditional and modern designer furniture, carpets and objects as well as an impeccable international reputation.

"All winners have contributed to the world of carpet design with spectacular ideas and true pieces of art. We, as the jury however, wish to point out one entry that is truly a 'rug revolution'. The



carpet Tagged by Jan Kath Design is phenomenal. Tradition and street style combined in a highly innovative and aesthetic manner. This rug will cause an uproar in the carpet scene," said jury member Jean-Louis Mainguy, interior designer based in Beirut and known for the depth of his imagination.

The Carpet Design Award – one of the most prestigious international prizes for hand-made carpets – is recognised as a

mark of quality worldwide. For 2012 an international panel of top professionals evaluated the designer products submitted in ten product categories. The products were judged on the basis of criteria such as design, material quality, unique product features and innovation. A new category Best Studio Artist Design was introduced to the competition this year to represent the work of smaller producers with limited editions. ■

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Feltex QuickFit is a the revolutionary adhesive-free carpet tile that is fast and easy to install. No more waiting for adhesives to tack off, tiles can be laid and then trafficked making them ideal for busy offices, retail outlets and public spaces.

QuickFit tile is easy to replace or rotate and can be lifted two to three times without loss of adhesion.

Suitable for most commercial areas, QuickFit tiles perform well in areas with normal foot traffic and light to medium wheeled traffic. Containing no PVC, odour from off-gassing is eliminated.

Feltex QuickFit tile is available in a wide range of cutting edge styles and colours, including Feltex printed tile by design, which allows you to personalise any space.

Feltex recommends that all installations be assessed by a professional installation contractor to determine whether and how Feltex

QuickFit tile should be utilised to best suit customer requirements and completed in accordance with the Feltex QuickFit installation. ■

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Revolutionary carpet tile installation system

Shaw Contract Group Australia is changing the face of carpet tile installation with the launch of LokDots, an innovative pressure sensitive adhesive system.

Designed for use with Shaw's EcoWorx carpet tile, LokDots is a non toxic, low VOC alternative to traditional wet adhesives that makes installation easy in the most demanding spaces.

Applied using an ergonomically designed, triggerless hand held applicator, LokDots helps installers and end-users address several common installation challenges.

High moisture areas and occupied spaces represent two of the most complicated installation scenarios, according to Denis Peltier, Managing Director of Shaw Contract Group Australia.

"LokDots has been designed with these and other challenges in mind – including increasing installation efficiency and reducing costs," he said. "One of the biggest differences between LokDots and wet adhesive installation is that the system can be used in an occupied space with significantly less disruption to the occupants.

"And because LokDots is odourless and requires less curing time than wet adhesives, spaces can be occupied immediately," he said.

LokDots also saves time and expense because it eliminates the need for moisture remediation and limits the preparation time required for installing carpet tile in high moisture environments.

"Using LokDots, EcoWorx carpet tiles can be installed in areas with alkalinity as high as a pH of 12 and as much as 95% humidity – areas where traditional adhesive fails," said Denis.

LokDots can be installed on virtually any surface – concrete, terrazzo, timber, VCT, VAT, raised access floors – even over pressure sensitive and multipurpose adhesive.



The newest example of Shaw's commitment to sustainability through innovation, LokDots is a sustainable, responsible alternative to traditional adhesive, according to Paul McCosker, Marketing Manager, Shaw Contract Group Australia.

"LokDots represents a 97% reduction in installation material compared with traditional wet adhesive," said Paul.

"Just four rolls of LokDots weighing less than 500 grams provides the equivalent installation capacity to a 20 kilogram bucket of wet adhesive.

"The reduction in materials and installation time, coupled with the lightweight ergonomically designed applicator, benefits the installers by significantly reducing their physical stress."

Together with the EcoWorx tile, LokDots is Cradle to Cradle certified, making it the first carpet tile and installation system to receive this certification together.

In addition, LokDots has also received CRI Green Label Plus certification and can be used to contribute to GBCA Green Star points.

"Providing our customers with economically and environmentally responsible solutions to the questions they face every day is the driving force behind our commitment to sustainability through innovation," said Paul.

"LokDots is the latest example of that commitment and our dedication to providing the products and services they need to do business better." ■



Bamboo silk

Tsar Rugs and Carpet has introduced bamboo silk to its collection.

This exciting new fibre with a lustrous texture and appearance can be used alone or in combination with New Zealand Wool to add luxurious highlights. Bamboo silk is

available in rugs and wall to wall carpet options.

Tsar is currently launching its new Silk Membership program. The aim is to connect with its most valued client base on a more personal level. Targeted at local boutique designers and architects, the silk membership program will offer a little something extra on top of the already world-renowned Tsar customer service.

Silk members will have access to the usual design services and trade discounts but will also be invited to exclusive promotions, information sessions and special events. ■



FLOOR DESIGNER / INSTALLER ENDORSES NEW IMPROVED MASONITE HARDBOARD UNDERLAY

Colin Kelly from Awesome Designer Floors has used the new improved Masonite Hardboard Underlay flooring in his latest project at Seaview Crescent Wynnum.

Colin is professional in his approach to installation and even has his van insulated to ensure that any product he carries maintains its equilibrium prior to getting to the job at hand and once there, he ensures the product is put immediately in an area where it is not subject to weathering prior to using.

The new improved Masonite Underlay was used over particleboard flooring and under a vinyl plank floor.

Colin's initial comments were that the new improved Masonite Underlay product performed even better than the Hardboard Underlay he had previously used over many years.

He said that apart from the Masonite Underlay being easy to cut (score and snap), it appeared to have more density and stability with this assisting the product to settle down well prior to gluing and stapling.

The adhesion to both the particleboard floor and the Masonite Underlay using the "Bostik Timber Set" adhesive was excellent and this in conjunction with the stapling would provide a higher strength floor overall.

Another comment he made was that the uniformity of thickness was excellent and it made laying the product that much easier.

When asked if he would be happy to endorse the product in the flooring magazine, he replied that he was more than happy to do so.



Masonite (Africa) Ltd has gone to great lengths to ensure that they are offering a product that the market will accept. Throughout the last 6 months MAL have been testing and retesting their Underlay product to bring it up to the standards that professional layers require. August has seen the release of the new improved product to the Australian market.

MJS floor coverings have been helpful in providing feedback and assistance in ensuring that the product they are distributing suits their customer's needs. John Bradforde, their Technical Services Manager has been supportive with continuous testing being carried out on the product. John is convinced the product now meets the market needs.



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Polished concrete for sustainability and versatility

By Courteney Brant, Marketing Co-ordinator, Transitions Polishing and Grinding

Environmentally friendly design and construction is an ever-increasing trend as being 'green' plays on the consciousness of today's society. Every aspect of a building including the floor needs sound eco-friendly solutions.

With the option to manufacture out of recycled materials, long life cycles, intrinsic energy efficiencies, improvement of indoor environmental quality and endless design options, concrete flooring not only poses as a functional product but an aesthetically beautiful one too.

Sustainable building designs aim is to reduce the impact of buildings on the environment. These impacts are varied and motives for such include environmental, economic and social benefits. Sustainable building practices take advantage of renewable resources and bring together a vast array of practices, techniques and skills to reduce and ultimately eliminate the impacts of buildings on the environment. This is achieved without sacrificing aesthetic appeal, instead using the philosophy that building design should, in fact, be in harmony with its natural surrounds.

Material efficiency

Taking this into account, how does concrete fit the mould as a sustainable and environmentally friendly material to use in building design as a flooring solution?

Firstly, the concrete mix installed into a floor can be made up of waste byproducts. The predominant raw



material for cement in concrete is limestone, the most abundant mineral on earth. Furthermore, concrete can also be made up of fly ash and slag cement, both waste byproducts from power plants, steel mills and other manufacturing facilities.

Concrete floors can also incorporate recycled products in the design. These include crushed glass, recycled plastics, marble chips and metal shavings. To top it off, the concrete itself is 100% recyclable.

Lifecycle efficiency

Concrete is one of the most durable materials and few flooring materials have the longevity of concrete. It is only a natural progression then to use this material as an internal and external flooring solution. From an environmental aspect, the long lifespan of a concrete floor reduces the future need for replacement and therefore an overall reduction in the amount of waste products produced. The high level of durability and low maintenance requirements of a concrete floor also mean that reoccurring maintenance and replacement costs are reduced.

Energy efficiency

A key element in environmentally friendly buildings is that of reduced operating energy consumption. Basically the goal of energy efficiency is to provide energy for the functions of the building to run on a day-to-day basis, whilst having the least impact on the environment by utilising the earth's natural energy source providers - ie the sun.

The floor is one of the major components of every building. Therefore, it is beneficial that the flooring material chosen has the capability to maximise energy efficiency.

Concrete floors fall quite intuitively into this element of sustainability due to their thermal mass properties. Thermal mass means that concrete floors will absorb heat from direct sunlight and released that stored heat at a rate that is required, as dictated by the air temperature. So rooms will be kept warm in winter and conversely, cool in summer.

This natural form of controlling room temperature has fantastic results for the environment as it keeps the use of air conditioners and heaters at a minimum. In addition, polished concrete floors are

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a highly reflective surface, which aids in light distribution and can reduce the use of electrical lighting by up to 15%. This also in turn creates large savings in the overall operating costs of a property.

Indoor environmental quality

An environmental factor that is less commonly thought of when it comes to sustainable building design is the quality of the indoor environment. The choice of construction materials and interior finish products are important and those with low volatile organic compound (VOC) emissions will improve air quality in a property. Furthermore, it is important that an indoor environment provides a comfortable atmosphere that is centrally focused on the well-being of its occupants. Therefore hypoallergenic and easy to clean surfaces are important.

Concrete floors are the ultimate flooring solution in terms of indoor environmental quality. They do not emit VOCs and can be finished with low VOC sealers. Concrete floors are also an allergen free option. They help to maintain clean air through the lack of dust and dirt being harboured and circulated through the air. Furthermore, concrete floors do not support the growth of toxic moulds and bacteria and are very easy to clean and maintain.

Design versatility

Above all this, concrete floors enable you to attain the benefits of sustainable design and construction without having to sacrifice aesthetics.

Decorative concrete is definitely an ideal example of the synergy between beauty, sustainability and economy. Your concrete floor can be customised to your exact preferences and needs – choose from ranges of colours, aggregates, finishes and levels of exposure as well as decorative toppings and stains. The only limit is your imagination. ■

Another eco win for Armstrong

Armstrong Flooring Australia's Eco-Terrazz VCT came out as a big winner in the recent 2012 national Endeavour Awards sponsored by Manufacturers' Monthly.

"We were a finalist in three categories," explained Michael Keam, Marketing & Product Manager – Commercial Flooring, Armstrong World Industries (Australia).

These were:

1. Environmental Solution of the Year
2. Exporter of the Year
3. Australian Consumer/Trade Product of the Year

"We were not only proud to be a finalist but were thrilled that we won an award. There was tough competition when you read what other manufacturers who made the finals had achieved.

Mike Jenkins, VP Southern Asia, who accepted the award on the night, said "This is an outstanding achievement and recognition of all those who have worked on Eco-Terrazz and the EOL process we are building at Thomastown, Victoria. We not only passionately believe that leaving an ever reducing environmental footprint is the right thing to do, we also know it is a powerful competitive advantage to reuse end-of-life floors.

"As this product is made at Thomastown, Mike Chetcutti and his team, lead by Rob Murphy, deserve our appreciation for the hard yards, often under very difficult circumstances, to deliver a product that is 60% recycled. Thomastown has built excellent capability in the last few years and can now take back VCT at its end-of-life, make a brand new tile with 60% of that recycle and have it back on the same site in week." ■



Johannes Fourie, General Manager of Atlas Copco with Michael Chetcuti, Armstrong Plant Supervisor Thomastown and Mike Jenkins, Armstrong VP Southern Asia.



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Bring out the strength and design in your floor

Seen in every aspect of our lives, concrete has become synonymous with strength, durability and longevity. However, no longer is it hiding itself in a grey lifeless appearance – instead it has become a blank canvas for designers, architects and artists and is now being embraced as a feature, which is gaining a loyal following.

Floors are an important part of everyday life, in both industrial, public areas and private residences but, as well as looking good, a floor needs to be functional and polished concrete has been able to deliver on such requirements.

Polished concrete is considered a good sustainable design flooring option because it makes use of the materials already present since most modern buildings are built on a concrete slab – polishing the exposed concrete eliminates the energy and material used by applying a floorcovering making it an environmentally friendly option, which will help reduce your carbon footprint.

Currently one of the best concrete polishing options on the market is the HTC Superfloor from Tyrolit where, by grinding away the top millimeters of the surface paste exposing the ballast, the concrete can then be ground, step by step to obtain a polished surface.

The HTC Superfloor way of polishing concrete

has become not only a very economical option for all types of business and residential activities, but a durable, easy to clean and the environmentally friendly option, as it doesn't use any toxic hardeners, finishes or chemicals.

This way of polished concrete is hard wearing and will not chip or dent like softer surfaces. It has also been shown that, due to its highly reflective surface, polished concrete can reduce the amount of lighting needed and will improve the flow of natural light throughout the premises.

The durability of a Superfloor that is maintained with only a Twister polishing pad and water is virtually infinite. ■



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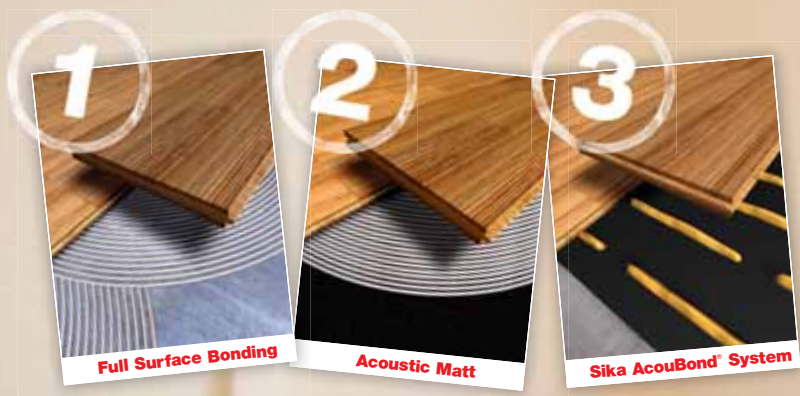
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Coles selects Sikafloor system for national specification

A flooring solution from Sika designed for the food industry has been applied to 30 Coles supermarkets as part of a national specification, with additional stores to be refurbished in coming months.

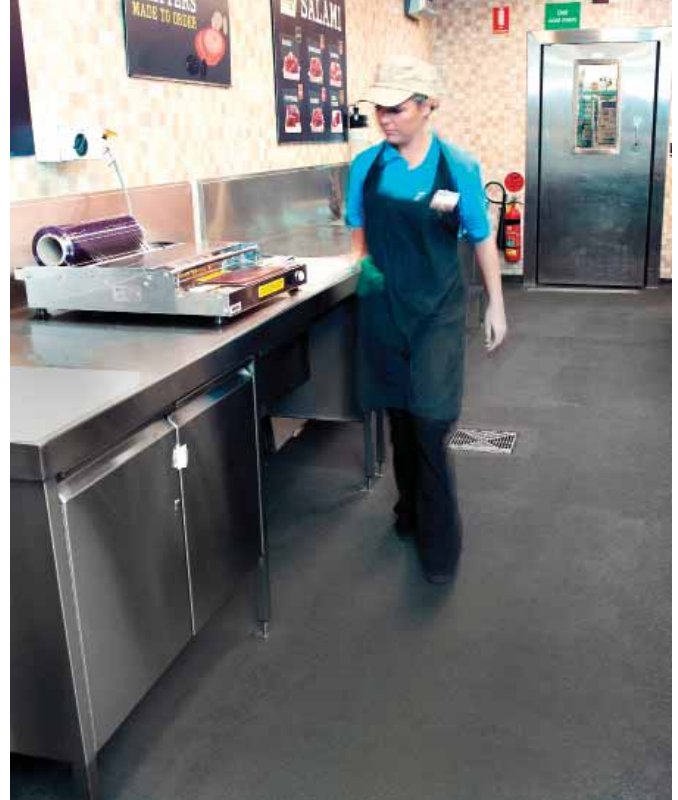
According to the standards management team, which oversees the Coles store construction and specification function nationally, the main issue stores were experiencing was ongoing repairs and maintenance required on epoxy floor finishes in the deli, bakery and chicken preparation areas.

Coles commissioned a rigorous examination of all flooring options, with polyurethane concrete based resin solutions trialed for a six-month period. During that

time, floors were exposed to a searching examination of quality, durability, wear and overall safety.

Sikafloor-22N PurCem was the selected finish based on its suitability for food preparation areas, including slip resistance, heat resistance and resistance to food acids and fats – especially chicken fat. It's also flexible, quick-drying and easy to maintain and clean.

Sikafloor-22N PurCem is a water-based polyurethane screed with a 4-9mm thickness suitable for wet or dry processing environments including bakeries, meat and dairy preparation, commercial kitchens and catering facilities. The fast curing product, which can be applied to green



concrete, offers high wear and thermal shock resistance and has been certified for usage in the food industry.

The downtime in food production or service is a major cost consideration when selecting a new flooring system, whether in new construction or refurbishment. Sikafloor PurCem's speed of placement, mostly with a single step application,

enables completion within tight timeframes and even in live trading situations.

Installed with integrated coving for a seamless finish, the Sikafloor-22N PurCem is expected to withstand constant traffic, impact from utensils, hot water washdown, cleaning chemicals and food acids. The industrial flooring also has neutral odour and low VOC emissions. ■

No more whining about the floors



Dan Murphy's, one of Australia's leading off-premise liquor retailers, has started installing Pro Grind floors throughout its retail network.

One of the hazards of being a wine retailer is wine staining on the floor, which was affecting the company's maintenance costs, as well as the look and feel of the stores. Additionally, with weighty stock and pallets being regularly moved around, as well as high customer foot traffic, Dan Murphy's stores require a resilient, hardwearing flooring solution.

Pro Grind answered the Dan Murphy's brief with the installation of mechanically polished concrete (MPC) – an extremely hardwearing, low life cycle cost flooring solution. The Pro Grind polished concrete flooring has provided a low maintenance, resilient, stain

resistant solution, as well as a consistent 'look and feel' that positively affects the aesthetic of their stores. Pro Grind also guaranteed their Dan Murphy's floors for 12 months.

In negotiating for the contract the emphasis was placed on Pro Grind's ability to demonstrate the stain resistance properties as well as the resilience, longevity and hard wearing nature of their floor offering. Extensive stain testing particularly in regards to red wine was undertaken to demonstrate the superior capacity of the Pro Grind product.

Dan Murphy's said: "We regularly get feedback from customers about our floors, with one or two a month asking head office who does our floors. That has to be the ultimate positive feedback for a retailer". ■

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Floor Estimate Pro 2012 News Corner

The rumours are true, as well as providing a state of the art windows 7 mobile tablet solution, Laser Measure will soon announce the release of FEP for iPad. Extending even further the functionality of ultimate mobile estimation software designed specifically for the retail flooring industry. Register your interest - mail@lasermeasure.com.au if you would like a sneak preview.

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- > Smart Phone

FEP Pro 360 can reduce the average estimation process by as much as 80 percent, many commercial customers point out the savings they make just on printing costs. Retail customers compare how easy it is to produce a quote for their customer onsite, no more late nights drawing plans and typing quotes.



- > Tape Measure > Scale Rule
- > Calculator > Pencil > Graph Paper > Diary, Smart Phone
- > Brief Case > Quote book > Local printer for commercial plans provide on disk or email
- > install diary > highlighters > xl spreadsheets

"We looked long and hard for an estimating program that would suit our needs and had the ability to expand with our business, floor Estimate Pro is perfect! Easy to use with a wide range of options available and exceptional after sales service Since we've implemented Floor Estimate Pro, our projects have increased by a minimum of 5% It saves so much time, which enables us to quote more projects as well as enabling us to be a lot more accurate with our take offs. I would highly recommend the program to any floor covering trade"



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Laser Measure provides a number of estimating and job tracking solutions specifically designed to match all types of flooring businesses, there are no modules, meaning the software you purchase is capable of estimating carpet, vinyl, timber, laminate, ceramic tiles, and many thousands of other products and services. F.E.P "Floor Estimate Professional" is the preferred estimating software for many thousands of businesses across Australia, New Zealand, United States, United Kingdom and South Africa, our customers point out how easy it is to learn.

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We don't try to re invent the wheel, we prefer to integrate. FloorLink provides the platform for integration. We see four key applications in use in most if not all business types, > Email > CRM > Financial/stock management > Communication/Collaboration we also recognise the big four have this market covered and we say, why not use a cost effective product such as Google Business apps, we do. FEP PRO 360/FloorLink provides what we call a key stone, industry specific solution designed and grown specifically for an industry process.

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Simple drop and drag technology makes producing estimations quick and efficient – link your software to your laser and use the technology to draw as you measure with FEP PRO 2012.

Smoothing business processes is a constant ever changing and shifting job, making sure information is produced the same way every time and is understood by all involved in the process from sale to installation is key to efficiency and reduction in

mistakes. FEP PRO 2012 360 and FloorLink ensures data and information collected is formatted the same way for every job, reducing the likelihood of miscommunication and the potential for mistakes.

A growing trend within the industry is demand for industry specific software, which will link and integrate with what is becoming standard business software on a global scale. The four key software requirements in most businesses are CRM, email, communication and collaboration, and

“A growing trend within the industry is demand for industry specific software, which will link and integrate with what is becoming standard business software on a global scale.”

financial/stock control software. These can all be found in the ‘cloud’ and, in most cases, are cost effective. FEP PRO 360 and FloorLink are industry specific software designed specifically for an industry’s processes and integrating this software with the likes of Google business applications makes it a winning combination.

The mathematics is straight forward in an industry that relies heavily on people to provide customer service and an in-home shopping service – efficiency is critical to profitability. Returns may vary between players depending on size of the store and its associated costs.

However, taking this into consideration, any cost and efficiency advantage a store can leverage is critical to profitability.

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A change is coming

Woodcrete, new supplier to the timber and concrete flooring trades, is introducing a new range of floor sanding machinery from FG Maschinenbau in Germany to the Australian and New Zealand markets.

Currently available in Australia are the Bora 8 belt sander and the Taifun 7 variable speed edger, named for wind and climatic conditions.

"The very aptly named Taifun (typhoon) is the most powerful edger available and 'will blow you away' with its versatility and overall performance," said Woodcrete's Grant McConaghy. "Also, the Bora makes sanding the body of the floor a breeze with its user friendly attributes."

Woodcrete offers its trade customers in Victoria the opportunity to trial before purchase and will take the machines on site to allow tradesmen to evaluate their performance in a real life situation.

"FG's philosophy is to make the required work easier and to make machines that will be a daily reliable partner and this is very evident with the design features and constant innovation they undertake to improve the user friendliness," said Grant. "Being a German manufacturer generally speaks for itself as far as quality is concerned and FG support this with a two year warranty."

"Naturally we supply all necessary consumables suited to the timber flooring industry here in Victoria and have a

strong network of suppliers to support our customer needs.

"We certainly do not claim to know everything and will learn from not only our suppliers but more importantly the trade who are actually doing the work. Our intention is to offer our customers new and innovative products that will provide the user with a beneficial outcome. We have new and exciting products that range from adhesives, which are lessening the overall down time incurred by drying and curing times, to coatings that give a point of difference on timber and concrete."

Woodcrete will be exhibiting the machinery at the upcoming Flooring and Finishes trade show at the Melbourne Exhibition Centre in July and sees this as a good way to

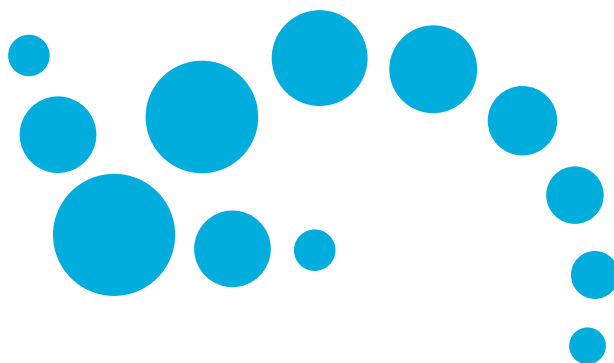


introduce themselves and the machinery to the broader market. In the meanwhile, the company is looking forward to the arrival of the Monsun (Monsoon) – the latest addition to the range. ■

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New floor coatings guide by A&I Coatings

A&I Coatings has released a product/systems guide to its range of durable floor coatings.

A&I Coatings (Architectural & Industrial Coatings) is an Australian owned company, which manufactures cost effective high performance coatings and is well known for its long lasting Vitrethane façade finishes.

Now with more than 30 years of experience, the company produces a range of fit-for-purpose floor coatings that incorporate the latest technology in

two pack water based epoxies, polyurethanes and fluoropolymers.

In concert with the demand for ever increasing environmental responsibility, A&I Coatings has developed a host of enviro-friendly, low VOC coatings which are suitable for Green Star projects.

The Envirothane flooring range is fulfilling demanding and complex floor protection requirements for a wide variety of projects including warehouses, factories, showrooms and car parks.

The new Floor Coatings

Guide clearly presents the products with accompanying images and lists of key features and typical use areas.

Two pack epoxies and polyurethanes form the bulk of the range and the wide variety of features are clearly presented in a handy product comparison matrix.

Products more suited for domestic use are the single pack Tredgrip and Tredrock which provide easy-to-apply anti-slip solutions.

The last section of the book presents some illustrated step-by-step



application instructions on how to lay a seamless decorative flake floor and some essential information on epoxy corner coving and slip resistance.

For a free copy of the guide, contact A&I Coatings. ■

Another dedicated operation for SPE group

SPE has recently added another dedicated operation to its group based in Victoria.

The SPE story started back in 1983 in the UK as a small contracting operation specialising in the enclosed shot blasting of concrete and steel surfaces. The company then went on to design, manufacture and develop one of the largest ranges of surface preparation equipment available worldwide.

Over almost 30 years the company has grown into a reputable worldwide operation with offices stretching across the globe. The company is still owned by the founder Tony Mansfield and the strong family connection will continue as his daughter and son-in-law Matthew Ballard are running SPE Australia after migrating to the Australia.

Recent increasing environmental issues have also provided opportunities for dust free SPE equipment to undertake work within the food, shipping, petrochemical

and off-shore industries where strict hygiene and safety regulations apply. The company has a strong policy of continued improvement and developing new equipment for the market place.

SPE Australia can supply the full range of SPE equipment including concrete scarifiers, floor grinders/mowers, autoblast equipment, multistrippers, mixing equipment, dust control vacuums and hand tools. Stocks of equipment are held locally providing immediate availability to customers backed up by an express delivery service directly from the factory in Lincoln, UK.

SPE Australia can provide onsite services, demonstrations of equipment, training and group technical back up together with equipment, parts and consumable sales. They also offer a hire service nationwide for their specialised shot blasting equipment and a localised contracting service ■

Oxtek-Skudo signs distribution deal



Oxtek Managing Director, John Daymond, and Skudo CEO, Derek Anderson, pictured after the recent signing of a National Master Distributor Agreement on the Gold Coast.

Oxtek and Skudo recently signed a National Master Distributor Agreement on the Gold Coast.

Oxtek's philosophy of providing "solutions that won't cost the earth" ring very true with Skudo's temporary floor and window protection systems. Derek explained: "Skudo is a specialist manufacturer of temporary protection systems, which target specific sectors within the construction and marine industry but focus primarily on floor and window applications.

"Our systems are low VOC, safe, sustainable,

use recycled PET plastic, biodegrade and have been developed and manufactured here in Australia."

John Daymond added: "We are excited to present a product to retailers, builders and architects that truly gives proper, safe protection to floors during construction or renovation and peels off so easily and cleanly at hand over.

"We will be responsible for training stockists, installers and presenting the brand through trade shows and representation Australia wide." ■



Cobble wins new machine orders

Machine manufacturer Cobble received orders for three tufting machines during this year's International Textile Machines (ITM) Exhibition in Turkey.

Two are for one of the largest carpet manufacturers in Turkey and a third machine will be going to an existing German customer who supplies the automotive industry.

The first machine heading for Turkey will incorporate Cobble's Level Cut Loop

(LCL) technology. This is a sophisticated method of combining cut and loop pile constructions in the same fabric with a full patterning capability. It produces a levelling effect through simultaneous side by side production at the same pile height.

The Turkish company makes a wide variety of carpets from plain cut pile to be printed through to highly sculptured carpets using LCL type

machines. The second tufter is a high-speed Panetera, which combines smooth running and low maintenance with high productivity.

The machine for the German manufacturer is designed to meet the specific needs of the automotive industry.

The three machines will be built at Cobble's Blackburn, Victoria factory and are scheduled for delivery during August and September 2012.

The ITM Exhibition attracted visitors and exhibitors from around the world providing a showcase for the latest in textile production. ■

Coloured stair treads for safety

Floorsafe International safety products have solved many safety issues.

For example, smooth and wet stairways become slippery and dangerous. Edges of steps that are not

highlighted increase the accident rate twofold and can be life threatening with a fall.

To combat both problems, Floorsafe International has an anti-slip rubber stair nosing with both the top and face surfaces highlighted with a stand out colour. Available in black with safety yellow, black with grey, black with green or plain black, the product comes in 2.2 metre lengths or can be cut to the required size. ■

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Timber reflects healing and renewal

Boral Timber hardwood products have been used extensively in the development and design of the new Flinders Centre for Innovation in Cancer (FCIC) located in Adelaide, South Australia.

The FCIC occupies a state-of-the-art building designed by Woodhead Architects on the Flinders Medical Centre (FMC) campus and represents a joint venture between Flinders University, FMC and the FMC Foundation. The integrated cancer centre focuses on innovative prevention strategies, clinical, biomedical and translational research and holistic patient care.

Boral Silkwood engineered hardwood flooring, Boral hardwood cladding and Boral 19mm solid strip timber in blackbutt was specified for several spaces within the centre including the flooring, stair cladding, balustrades and ceiling.

The central atrium staircase is lined with Boral Timber's blackbutt solid strip flooring, which creates a ribbon-like feature that wraps throughout the open

atrium. It branches out and merges into floors, balustrades and ceilings extending into research and care areas to embrace all participants of the building, which was a main goal of the atrium space.

One of the unique elements of the facility structure is the two internal/external stairwells. The top section of the stairwells, which are within the building, are clad with Boral Silkwood engineered hardwood flooring while the undersides are covered in Boral's shiplap cladding to protect against the elements.

"Timber was the practical choice for its sustainable qualities and durability but it also reflects a theme of growth, healing and renewal," said Hayley Brooks, Interior Designer with Woodhead Architects. "It provides the warmth that the centre needs to make patients and visitors feel welcome and comfortable, rather than a typical hospital feeling. The natural tones of the blackbutt timber also provide a striking effect for the central atrium staircase."

Commenting on the flooring installation, Paul Ceplitis, Director of Riga Flooring said: "The theme of integration is apparent in every element of the centre's design. To ensure seamlessness in the flooring, we were required to provide flush transitions between the timber and other flooring materials such as carpet, vinyl and polished concrete."

Boral Timber has achieved Australian Forestry Standard (AFS) chain of custody certification (AS 4707-2006) for its timber products. ■

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Colour diversity for diverse markets

To optimally meet the demand in export markets, Hamberger Flooring's Haro brand has expanded its comprehensive standard range by a collection of oak parquet floors with different stained surfaces.

Featuring eight plank one strip and five longstrip models, the new collection is designed to strengthen competitiveness in the export markets and contract business.

The products provide quality in all aspects – from the three-layer construction with a 3.5 mm thick top layer and a middle layer made of solid

wood fingerstrips, to the quick and easy Top Connect installation system and the 100% PEFC certification.

Vibrant grades and a wide choice of wood stains in popular whites, greys and browns are in line with the latest trends in interior design. Topped off with the high-grade Permadur matt finish, the new parquet collection has everything needed for worldwide success.

The stains used are produced on a water-soluble basis as Haro believes in ecological sustainability over the entire production life cycle. ■



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Tramex, the moisture meter specialists, are proud to announce the release of the new concrete moisture meter

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Grainy goodness

The newest addition to Beaumont Tiles' innovative range is the Wood Essence series, bringing the warm and textured look of wood into the home and evoking a sense of style not thought possible in tiling.

Beaumont Tiles Strategic Designer, Debbie Maxwell said: "Imagine showcasing timber on a shower floor – you

can't achieve this with natural timber and that is why we called it Better than Timber".

The natural tones come in a variety of colours, giving it great versatility to suit any design. The warm brown tones of Anthracite and Chestnut ooze sophistication, while Bark and White add glamour and an edgy feel only previously achieved



with the use of traditional floorboards.

"One amazing feature of the Wood Essence series is the variation between the tile faces. It gives the impression that every tile is unique, just like the grain of a tree."

The series is available in two large sizes 160 x 963mm and 165 x 664mm to maximise impact. Both options are suitable for open living areas, bedrooms or bathrooms. ■



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New Sika Ceram tiling range

Sika is introducing the new Sika Ceram Tiling range suitable for interior and exterior tiling applications. The range is available from June 2012.

Sika offers a complete range of cementitious polymer modified tile adhesives and grouts to suit all your tiling needs. Whatever type of wall or floor tiling situation, Sika has the system. Products for surface preparation, self levellers, waterproofing and adhesives to sealants and grouts, all coming with Sika's global innovative solutions.

This complete range of high-quality, cementitious based tile adhesives and grouts, suitable for domestic, commercial and industrial applications, is specifically formulated to provide superior performance and ease of application.



With Sika's presence in a range of major construction projects like waterproofing the Sydney Harbour Bridge and the construction of the Brisbane Link Tunnel, you can be sure that with Sika you will get the job done right the first time, every time.

Sika produce a wide range of flooring application products including epoxy flooring, hard wood floor sealants, acoustic mats and adhesives, protective coatings and food-service approved products. ■

Stair nosing for carpet tiles

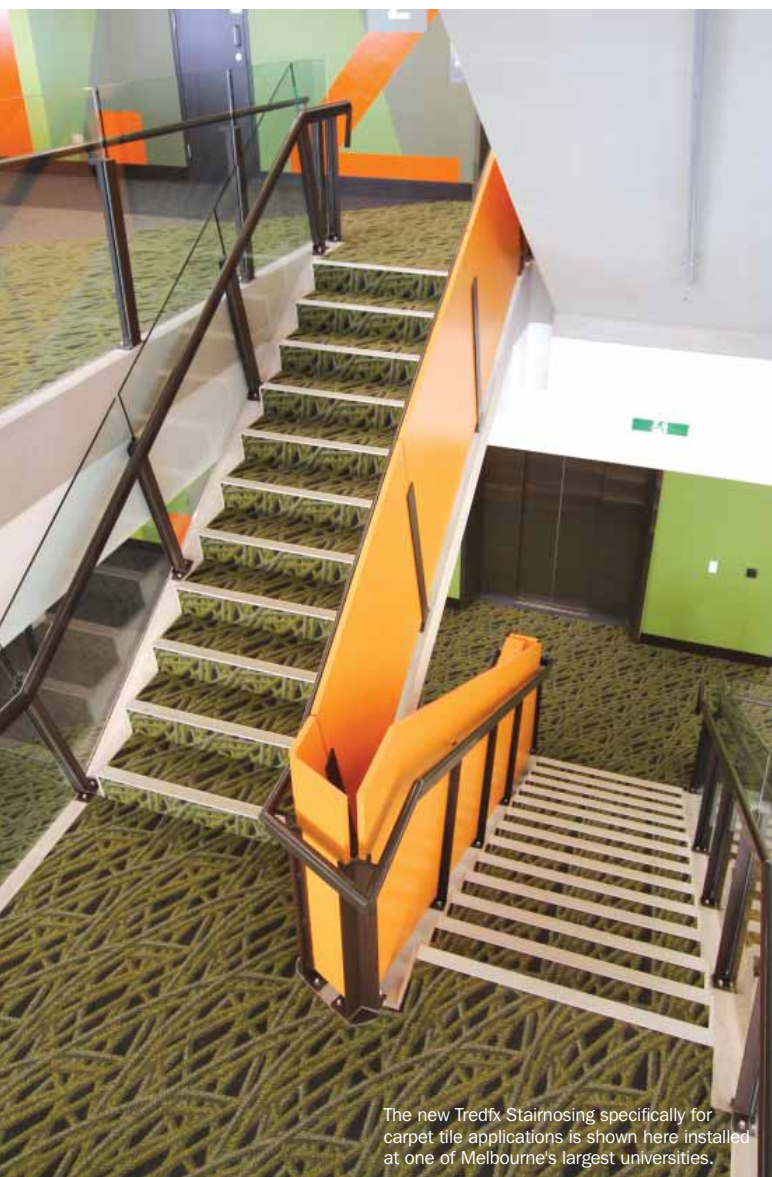
The innovative team at Tredfx Floor Safety has recently released its expanded range of stair tread nosings.

Included in this new range are stair nosings that have been designed and purpose built for specific applications. Gone are the days of installing a stair nosing designed for concrete onto carpeted stairs: the same goes for those vinyl and tiled areas. Better options are now available.

The hero of these new profiles is the new Tredfx stair nosing, which has been

specifically designed for carpet tile applications. As the trend of fitting carpet tiles to stairs grows, Tredfx has come up with a stair nosing solution that is cost effective, quick to fit and meets all the relevant Australian Standards. This stair nosing can also be used for direct-stick carpet applications.

The new Tredfx product guide features this new stair nosing, as well as purpose built profiles for other applications such as carpet with underlay, vinyl and tiled areas. ■



The new Tredfx Stairnosing specifically for carpet tile applications is shown here installed at one of Melbourne's largest universities.

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- 19-22 Furnitex and Decoration + Design
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