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Magazine

Autumn
2023



HOW TO BUY THE RIGHT CARPET

Some key considerations when looking for that 'perfect' carpet

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5 REASONS TO LOVE HYBRID FLOORING

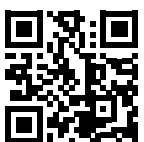
Laminate or vinyl are growing in popularity

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HOW TO CLEAN VINYL FLOORING

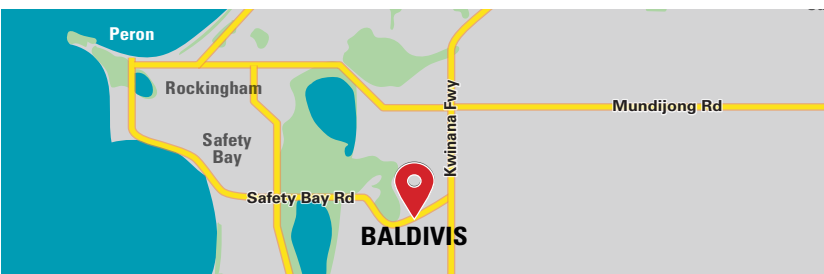
Durability, affordability, limitless design options

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PARRY'S
FLOORING SOLUTIONS

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The team

The Parrys Carpets & Floor Solutions sales team has extensive knowledge across all facets of the flooring industry, so we can answer any floor covering question you may have. At Parrys, no sale is too small, and no request too difficult.



Justin Jordan Store Manager – **Butler**

Justin is a highly experienced Flooring Solution Specialist and was on of Parrys originals many years ago with our renowned store in City West. He has fine tuned his selling and management skills in alternative retail markets and loves a chat about many differing topics. If you love a 'chin-wag' see Justin in Butler.



Stewart Adams Store Manager – **Joondalup**

Stewart has had vast selling experience with a number of different flooring companies but has done his best work at Parrys. His knowledge base of all things flooring make him a great asset for the company but especially for the Parrys customers who are looking for that extra care in detail for their flooring problem.



Alain Aliphon Store Manager – **Malaga**

Alain is Parrys longest serving employee. Coming on to 30 years with the company there are many people North of the River who would not know Alain and his Malaga store. His extensive knowledge of all flooring types has made him one of the most sought after Flooring Specialists in Perth.



Derek Martin Flooring Solution Specialist - **Belmont**

Derek comes to Parrys after extensive flooring experience in Victoria. His wealth of knowledge, successful sales record and most importantly, his love of helping customers find the best floor for their home fits into the Parrys model of Flooring Solutions perfectly.



Kieren Bell Flooring Solution Specialist – **Belmont**

Kieren has been in the building and flooring game for a number of years now and with his Surveying experience is a master of planning and quantifying for your flooring needs. He is an encyclopedia of the latest flooring trends and choices and is a great person to give you the best options for the flooring problems you may have.



Paul Ryding Flooring Solution Specialist – **Belmont/Myaree**

Paul is an experienced flooring sales person who has spent many years mastering his knowledge and selling craft in the flooring game. If you need to know the best application for each flooring type Paul is the man to go to. His experience in renovations and new homes especially will help the customer who finds the flooring buying task daunting.



John Feasey Store Manager – **Myree**

John is a popular salesperson with Parrys customers because of his enthusiasm and relationship building attributes. Alongside his extensive retail selling background, flooring has now become second nature to John and his ideas of interior design are helpful to all astute buyers.



Terry Netto Store Manager – **Baldivis**

Terry is a veteran in the flooring game with a number of years satisfying customer's flooring needs. His knowledge of Carpet, Vinyl and Hybrid is endless and is the person to see and get advice down in the Baldivis and surrounding areas.



Laura Clark Flooring Solution Specialist - **Baldivis**

Laura is an experienced flooring salesperson with a vast knowledge of all domestic and commercial flooring. Her bubbly and friendly nature helps with your buying decisions and she can offer the best solution to whatever flooring problem you may have. Come into Baldivis and say 'hi' to Laura and because of her easy and friendly nature you will be confident of your flooring purchase through her.



BUTLER

Unit 4, 8 Butler Boulevard
Butler WA 6036
(08) 9595 3301



BELMONT

203 Alexander Rd
Belmont WA 6104
(08) 9478 5588



JOONDALUP

Unit 4, 8 Dwyer Turn
Joondalup WA 6027
(08) 6365 5640



MYAREE

Unit 3, 98 Norma Road
Myaree WA 6154
(08) 6153 0439



MALAGA

Unit 1, 1924 Beach Rd,
Malaga WA 6090 Malaga
(08) 9249 5455



BALDIVIS

Unit 1, 58 Goulburn Rd,
Baldivis WA 6171
(08) 9529 0036



"

It is with much pleasure that we share with you the eleventh edition of 'BELLA', Parrys exclusive magazine dedicated to flooring.

"

Ian Minottii
General Manager

Welcome

Welcome to Parry's AUTUMN BELLA magazine

It has been a very busy Summer period in Perth for Parrys.

Our Annual Sale was a huge success with many customers taking full advantage of discounted locked away prices.

One advantage we have at Parrys is because of our two huge warehouses in Belmont and Malaga we can offer customer FREE storage until they need their flooring.

That's right ... BUY NOW with a deposit and we will lock away the price and your stock until you need it. That could be even 12 – 18 months away if you are building your house.

With price increases hitting us all the time with suppliers in Australia and overseas, it is important we offer something a little different than other suppliers.

So brush off the cobwebs, clean out the dust from your home and get yourself a nice new floor.

We have some great lay-by options as well.

If you didn't already know, Parrys Joondalup opened in December 2022 and has already made an impact with the residents in that area.

Go for a visit and see either Stewart (Store Manager) or John who have the store running 7 days a week.

Enjoy the last of these warm days before Winter starts moving on in.



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MIGHTY MARCH SALE

Check out our latest in-store promotion



EXTERNAL LINKS

Click on the icon above to take you to a specific document related to the highlighted section.



PRICE PROMISE

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BEAT ANY
WRITTEN
QUOTE***

*CONDITIONS APPLY. SEE WEBSITE FOR DETAILS.

PARRYS JOONDALUP STORE NOW OPEN!

Well, it's been a massive start to 2023 for the Parrys team, with our new Joondalup showroom firing on all cylinders since opening just before Christmas!

You can find out a little more about Parrys Joondalup, our sixth store, from Ian Minotti (General Manager) below.

Q. What sparked the opening of a new store in Joondalup?

A. Parrys began way back in the 80s in West Perth and we soon realised our brand's strong commitment to staying local and supporting local communities. With that, the Parrys footprint has continued to grow over the decades.

As Perth's urban sprawl stretches further north and south each year, it's important to us to offer West Australians more flooring shopping options throughout the metropolitan area. Being the primary urban centre of Perth's outer northern suburbs, Joondalup was the next obvious choice for a base.

Q. What will people discover at the Joondalup store?

A. Parrys has made a name for itself – and established great trust with the local community – by offering a range of durable and fashionable flooring options to suit all budgets and our Joondalup store is no different in that it showcases a wonderful selection of carpet, hybrid, timber, laminate and vinyl flooring.

Q. How does Joondalup compare to your five other stores?

A. The store features a much more compact design and that's created a unique shopping experience for consumers but they can still access all of our flooring choices and all the same special discounts apply as at our other branches.

Shoppers can get all the latest professional flooring advice, which we are known for, to suit their individual needs, meaning decision-making is simpler at Parrys.

Q. Who is leading the Joondalup store?

A. The Joondalup store is managed by Stewart Adams, who boasts an incredible knowledge of all things flooring and takes great care in helping his customers.

He and his team are more than happy to provide all the details you need to solve your flooring problems so make sure you drop in and have a chat!

Q. Are there plans for any more Perth stores?

A. Well funny you ask. We have two more stores in the pipeline and they could be up and running sooner than you think. Needless to say, to have six stores now up and running in Perth; possibly eight around the corner – from Butler to Belmont, Baldivis and in between – is a fabulous feat for our WA-owned business warehouse selling flooring to the community!

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NEW HOME SOLUTION
100% NZ WOOL WHOLE
OF HOME PACKAGES

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50% OFF*

Parrys buying power of high-end wool from New Zealand allows us to pass on amazing discounted specials to the public. Don't be slow- they go out quick!

Google Review

"Great customer service at the Belmont store. Derek was very helpful throughout the whole process making it very easy. The installer did a very professional job and overall very satisfied with the service."

Karen Koh



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RENTAL SOLUTION

WHOLE OF HOME CARPET PACKAGES
[73.2m²]

FROM
\$2290*

Synthetic carpets have come such a long way since their introduction and are a great choice for those with younger families who need an extra bit of durability for their flooring.

CARPET PACKAGES
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450U SOLUTION DYED NYLON

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Tough and durable Nylon is a very strong fibre. If you're looking for nylon carpets, Parrys is one of the biggest stockists of carpet remnants and rolls in Perth!



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Parrys Joondalup store now open.

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FREE STORAGE

+ • **BUY NOW
AND SAVE,
INSTALL
LATER.** • +

*CONDITIONS APPLY. SEE WEBSITE FOR DETAILS.

HOW TO BUY THE RIGHT CARPET FOR YOUR HOME

Carpets are available in all manner of colours, fibres, materials and finishes. This is great as it gives the buyer a choice, but it presents an unlikely dilemma. With so many factors impacting on your decision to purchase, you need to take the appropriate steps to ensure that you land what works for you. Below are some key considerations.

1. Decide on a carpet material

Your choices in this regard include natural wool, nylon, polypropylene or polyester.

Wool is one of the most beloved materials out there, mostly because it is purely natural, dense, soft to the touch and hides dirt pretty well.

Nylon is a strong fiber, highly resistant to abrasions, easy to maintain and static-free.

Polypropylene is colorfast but prone to matting and general pressure. Still, it makes up 80% of commercial carpet installations.

Polyester has a luxurious feel and is resistant to water but doesn't hold on to its fibres under pressure. It also fades under direct, heavy sunlight.

2. Decide on a carpet finish

Here, the classifications are cut pile, loop and cut-loop.

A cut pile carpet – such as cut pile twist or cut pile plush – will have yarns cut off at the two opposite ends. It has a soft aura about it, and this makes it ideal for bedrooms and living rooms.

A loop carpet – such as level loop pile or high/low loop pile – has distinctive yarns that have been looped and cut on its surface. Sometimes, you have low piles. At others, you have tightly constructed piles that create a luxurious feel.

A cut-loop carpet is a combination of elements of the two main finishes.



**READ
MORE**

***Your buying guide to carpet fibres
and materials***



**READ
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***Your buying guide to carpet styles
and finishes***

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FAQs

WILL I SEE THE JOINS IN MY CARPET?

Like the joins you can see in furniture fabric, the same is happening for your carpet when two cut edges come together to make one surface. Different styles of carpet join better and are less visible than others. Unfortunately, nobody can guarantee joins that are completely invisible.

3. Understand carpet specifications and ratings

The Australian Carpet Institute provides yellow and blue identification tags to carpets that have been graded specifically for residential use. The labeling system uses factors such as appearance retention and durability. The residential rating system offers a maximum of 6 stars for each graded carpet.

- ★ **Residential Light Duty:** suitable for bedroom with light traffic flow
- ★★ **Residential Medium Duty:** suitable for living room, entertainment area with light to medium traffic flow
- ★★★ **Residential Heavy Duty:** suitable for hallway, entertainment area with heavy traffic flow
- ★★★★ **Residential Heavy Duty:** suitable for hallway, entertainment area with heavy traffic flow
- ★★★★★ **Residential Extra Heavy Duty:** suitable for all surface areas with extra heavy traffic flow,
- ★★★★★★ **Residential Extra Heavy Duty:** suitable for all surface areas with extra heavy traffic flow

With the right information at hand, you are now able to choose a carpet that will work perfectly for your residential needs and personal preferences.



RENOVATION SOLUTION

SELLING SOLUTION

FAMILY & PET PROOF CARPET

To ease the stress of kids and pets destroying your carpet Parrys has a unique deal of carpet that can handle the battering.

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**65%
OFF***

ROOM SIZE REMNANTS

FREE LAYING & FREE UNDERLAY

Parrys has End of rolls and room size pieces drastically discounted that include Free Laying and Free Underlay. Look for the clearly marked tickets. **What a bargain!**

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EVERYTHING YOU NEED TO KNOW ABOUT LAMINATE UNDERLAYS

Have you heard that old joke, what does a Mexican put under his carpet?

Underlay, underlay!

But seriously, underlay is a vital part of any type of flooring, especially for laminate due to its composition. Choosing suitable underlay for your flooring project is important to make sure that your laminate will last for years to come.

What is a laminate underlay?

Laminate underlay is basically a thin, flexible sheet of resilient material that is installed on top of a subfloor in order to act as a base for the laminate. It is commonly made from thin polyethylene or polypropylene.

Underlay or underlayment is used to help protect your laminate boards by absorbing the moisture coming from the subfloor below. It also helps in minimizing footstep noises as it adds to the thickness of the laminate boards boosting their sound-absorbing qualities, plus it provides additional thermal insulation for your floor to help make your laminate more comfortable underfoot.

Do I need underlay for laminate flooring?

Yes, you will need underlayment for your laminate flooring to help protect your new laminate flooring from the damage that moisture in the subfloor can cause. The underlay will act as a moisture barrier and

it will also make the floor more comfortable. But be sure to check what kind of laminate flooring you are purchasing, as some laminate plans or tiles now come with built-in underlay, saving you from the additional step of installing it separately. Your flooring consultant should be able to tell you if the underlay is part of the laminate or if you will need to install it separately.

Types of underlays available

There are different types of underlays, each with its unique features. With this in mind, it is important to consider some important factors before selecting the most ideal underlay. The type of the subfloor, noise reduction, your budget and your preferred use of the space should be key among the factors to consider.

The main types of underlay are foam, rubber and felt.

Foam: This type of underlay was originally created as a cheaper version of rubber underlay which is considered the superior option. That being said, the construction of this type of underlay has improved over the years so it is now on par with its competitors. It most often comes in rolls and is relatively easy to install.

Rubber: Is the most popular type of underlay and is suitable for a wide range of flooring options. It is durable, breathable and 'springy' so it feels great when you are walking on it! It can come in either sheets or rolls so you can choose what is easiest for you to use!

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VINYL PACKAGES
ASK ABOUT OUR

WOOD, TILE & GRANITE LOOK FINISHES

In both the sheet vinyl and vinyl plank ranges there is a variety of finishes. Traditionally wood look flooring is the most popular but ask about our tile and granite looks as well if that is your desire.

Felt: A smooth and heavy underlayment that is made up of recycled fibres it has better noise reduction due to its density and weight. It is also an excellent insulator and a great floor cushion offering a more comfortable feeling. But it is often more expensive due to rubber and foam options becoming cheaper. Felt used to be the only type available but now it is mainly used in commercial buildings.

The best way to choose which underlay is best for your home is of course to ask an expert! But be sure to try and walk on any you might be choosing between, after all it is for your home and comfort!




Want to talk to one of our Parry's flooring experts about what type of underlay would suit your needs? Give us a call or see us in store and we will help you pick the best underlay for you and your home.

ROOM SIZE REMNANTS
FREE LAYING & FREE UNDERLAY

SAVE UP TO
65% OFF*

Parrys has End of rolls and room size pieces drastically discounted that include Free Laying and Free Underlay. Look for the clearly marked tickets.
What a bargain!



-  **READ MORE** | *Buyer's guide to choosing laminate flooring*
-  **READ MORE** | *How to prepare your floor before installing laminate flooring?*
-  **READ MORE** | *Guide to installing laminate flooring yourself*



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5 REASONS YOU WILL LOVE HYBRID FLOORING

Hybrid flooring is a fusion of two existing flooring options that are currently on the market: laminate and vinyl. This flooring product is relatively new in Australia and is growing in popularity. Learn why people who have chosen hybrid flooring for their homes absolutely love it!

It's 100% waterproof

No more wet mess on your floors! Cleaning hybrid flooring is made effortless thanks to its moisture-resistant materials that can repel water and stains.

Hybrid flooring is a combination of vinyl flooring and laminates. The end product is a waterproof flooring material with greater impact resistance.

The manufacturing process of hybrid flooring employs the Trigon® core technology where 20% vinyl powder and 80% limestone are mixed to make a more resistant composite material with superior waterproofing qualities. This technology makes your floor 100% waterproof.

It's very durable

Hybrid flooring is perfect for a busy family home with highly trafficked areas since it is very durable. You don't have to worry about wear and tear once you install hybrid flooring.

Moreover, its durability will last for several years with minimal maintenance required. With hybrid flooring, you can rest assured that your floor will remain intact for years to come.

It resists harsh Australian elements

There are several harsh elements, especially in the ocean air – for people who live close to the coast – that can wreak havoc on ordinary floors. Hybrid flooring provides robust protection from potential damage and mould caused by persistent exposure to moisture. In the end, that will save your floors and foundation.

In addition, hybrid flooring is UV resistant. This makes it a great choice for Australians living in sunny areas where other flooring materials such as timber and laminate don't perform so well; as they tend to fade so fast.

It's easy to clean

It is easy to clean and maintain a hybrid flooring compared to other flooring options such as timber. You don't need other special, sophisticated cleaning materials or equipment to clean and maintain your floor. Sweeping and regular vacuuming is enough to keep your hard flooring clean and tidy.

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FAQs

HOW HARDWEARING IS HYBRID FLOORING?

It is outstandingly hardwearing. The superior wear qualities of hybrid flooring make it ideal for both commercial and residential use. Whether it's in your kitchen, or entryways, you can't go wrong with the hybrid flooring option. It simply eliminates the common complaints of the regular laminate and vinyl floors.

Hybrid floors are exceptionally resilient and hardwearing. This flooring solution has Pet ClawShield™ and Pet ActionTraction™ technologies that make them pet-friendly as they're scratch resistant and easy to clean. You don't have to go through a lot of hassle to protect your hybrid floors from dents and scratches.

It's extremely Hardwearing

Hybrid flooring is extremely hardwearing and requires minimal effort and upkeep to maintain them. In fact, some hybrid flooring brands offer a lifetime residential warranty due to their hardwearing quality.

By combining the best attributes of both laminate and vinyl, hybrid flooring has superior hardwearing properties which makes it an attractive option for investment on rental properties.



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We stock a huge range of hybrid vinyl flooring at Parrys. Explore our range of hybrid flooring online.

ENGINEERED TIMBER

NEW HOME SOLUTION

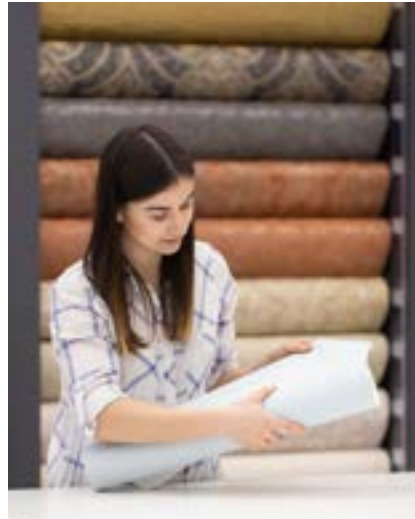
HIGH END 14MM ENGINEERED
TIMBER FLOORING

FROM

\$86.00m²*

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at much less the cost?

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staff and we'll help you
find the right flooring
product for your
needs – whether it's
a renovation or a new
build, we've got all
your flooring needs.*

HYBRID FLOORING

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PLANK LATEST FLOORING

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5.5mm Aquaclic Hybrid flooring
is our most popular hard
flooring range in Parrys.



EASY DIY

RENTAL SOLUTION

LUXURY VINYL PLANK
EASY DIY INSTALL

FROM

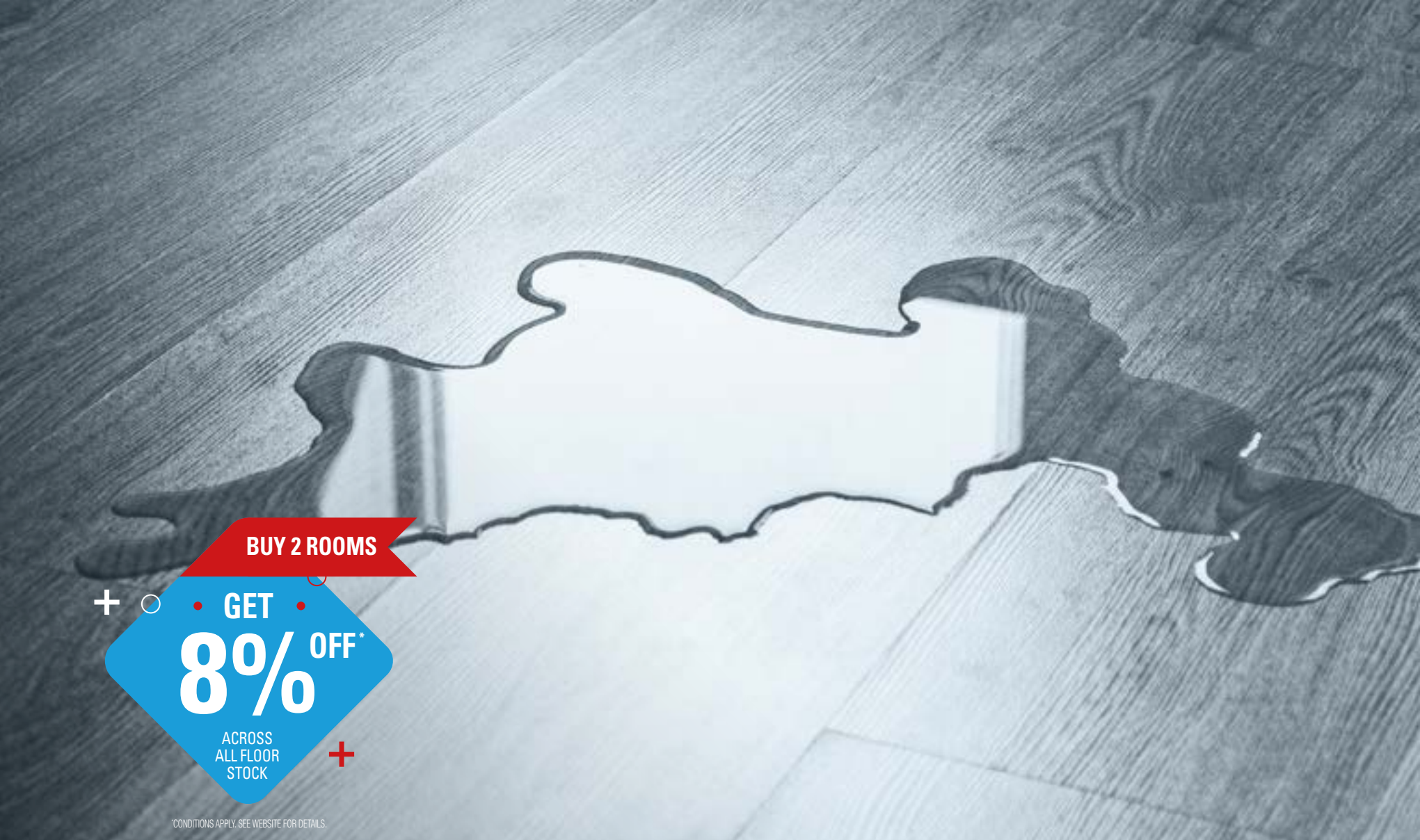
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Ranges from DIY 'Peel & Stick' directly
to the concrete floor to commercially
glued down vinyl planks.

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HOW TO CLEAN AND MAINTAIN VINYL FLOORING

Vinyl is the go-to flooring for many people because of its durability, affordability, and limitless design options. This guide provides guidance on how to best clean and maintain your floors.

Note that if you have just installed a new vinyl flooring in your house, it is recommended to use a damp mop immediately. Then do not scrub or wash for at least 72 hours and follow the below guidance to maintain and wash your floors.

How to wash your vinyl flooring

Use hot water

Best is to wash your vinyl floor with plain hot water which helps remove grease and other microbes but you can also use neutral detergent.

Don't use these products

DO NOT use abrasive cleaners, or "mop and shine" products. These products may leave a dull film on your floor.

DO NOT use paste wax or solvent-based polishes.

DO NOT use highly alkaline 'floor strippers' to clean the floor covering. Highly alkaline solutions have the potential to damage the adhesive bonds between the planks.

How to maintain your vinyl floor

Sweep or vacuum regularly

Remove dust by regularly using a broom or vacuum cleaner. By making a habit out of it, you will prevent dirt and dust from building up on the floor which is one of the leading causes of scratches and wears.

Note: We do not recommend vacuums that have a beater bar since it can visibly damage your flooring surface. Additionally, we do not recommend electric brooms with hard plastic bottoms with no padding as use may result in discolouration and de-glossing. The use of steam mops or similar is not recommended.

Wipe up spills immediately

Whenever coffee or any other liquid spills on your vinyl floor, wipe it out as soon as possible. It will prevent the liquid from seeping through and reduce dampness on the floor. Never use highly abrasive scrubbing tools on any resilient floor.

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LUXURY VINYL PLANK EASY DIY INSTALL

Ranges from DIY 'Peel & Stick' directly to the concrete floor to commercially glued down vinyl planks.

Come into our stores and check it out.

Keep them looking great!

Use furniture pads

The sharp edges of the furniture can cause damage such as scratches or gouges. Using furniture pads will protect your floors and keep them in good condition for longer.

Use saucers under houseplants

Houseplants cause dampness on the vinyl floor as a result of exposure to water. Best is to keep your plants houseplants sitting in a saucer to catch excess water.

Keep hot items at a safe distance

Heaters, coals or ashes can destroy your vinyl floor. Keep hot sources at a safe height from the vinyl floor.

Use walk-off mats

Place a walk-off mat at outside entrances to reduce the amount of dirt brought into your home. We strongly recommend mats without a latex or rubber backing since these backings can cause permanent discolouration.



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HOW TO CARE FOR YOUR ENGINEERED TIMBER FLOORS

Now that you are the proud owner of some stunning engineered timber flooring, you might be wondering how to take care of them. At Parrys we want every one of our customers to love their new flooring for many years to come, so we have put together some of our top tips to help your new floors keep looking as beautiful as the day you had them installed!

Cleaning

Engineered timber flooring is still made from timber, so it requires almost the same cleaning methods as any other type of hardwood flooring. Follow our cleaning tips below for taking care of your gorgeous new engineered timber flooring.

- **Use a dry microfiber dust mop to pick up dirt and debris from the floor.** Microfiber is perfect for gathering dirt and dust without the risk of surface damage, you can buy microfiber cloths, mops and cleaning mitts from many stores.
- **Use either a broom or a vacuum cleaner with a soft flooring attachment.** A soft bristled broom is all you need to help clear your engineered timber flooring of dirt and debris, but for those who do not like sweeping, you can use your vacuum cleaner with a soft flooring attachment. The "regular" vacuum cleaner attachment can cause scratches and damage to engineered timber flooring.
- **Don't use harsh cleaners.** Wax-based cleaners, powerful detergents, or steel wool should never be used to clean engineered timber flooring. You should only try to clean your engineered timber flooring with a damp mop or cloth where possible, but your Parry's Flooring consultant can recommend some cleaning agents for very dirty flooring.
- **Never use a steam cleaner on your engineered timber flooring.** While a steam cleaner can be a useful tool for cleaning other flooring, it should never be used on engineered timber flooring. The steam can damage the wood surface by forcing water into the veneer and the top layer of timber.

Maintenance

Once you have seen how stunning your new engineered timber flooring is now that it's spick and span, we know you'll want to keep it that way! Below are some maintenance tips to help you reduce damage to your flooring and help keep them looking stunning.

- **Clean up spills as soon as possible.** While engineered timber flooring is less susceptible to water damage than polished hardwood flooring, prolonged exposure to liquids can result in damage.

- **Watch what shoes you wear indoors.** Avoid walking on your floors with high heeled shoes or boots because they can cause damage to the upper wear layer of the floor. Try to avoid wearing shoes inside and encourage your guests to do the same to help protect your engineered timber flooring.
- **Keep mats and rugs at entranceways.** This will keep dirt, moisture, sand, and debris out of the house and off of your floor. It will also help you avoid scratches, keeping the upper wear layer and finish of your floor safe and intact for longer.
- **Try to sweep/vacuum daily and always sweep or dust before you mop.** Remove as much dirt and debris before mopping to prevent abrasive particles from scratching the surface. Lighter-coloured types of engineered timber flooring such as blackbutt timber floors or spotted gum timber floors may show dirt more easily, so it is always a good idea to keep them as clean as possible!
- **Place all houseplants and furniture on felt pads.** These can be bought from a wide range of department and hardware stores and will help to avoid nicks and scratches.

Accidental Cleaning

We all have those clumsy moments where we spill and drop things, we are only human! We have put together some of the most common accidents your floors might face and how to fix them.

- **Spills.** As we have mentioned previously, it is always important to clean up spills as soon as they happen to avoid damage to your floor. If a simple wipe with a damp cloth won't clean up the mess, you may have to break out the big guns, by using cleaning liquid. Never use a harsh cleaning liquid, or use a home concoction with bleach, vinegar, or ammonia! Only ever use a cleaning liquid recommended by your Parrys flooring consultant.
- **Damage.** If you have damaged a part of your engineered timber flooring, don't despair! Small nicks, indents or damaged parts can be filled with wood putty that can be bought from your local hardware store. For any damage that is more substantial, speak to your Parry flooring consultant for their recommendations.

Now that you know all the tips and tricks, you will be able to keep your new engineered timber flooring looking stunning for many years to come! For any further advice on how to care for your engineered timber flooring, simply speak to your expert Parrys flooring consultant.

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