

bella

Magazine

Winter
2023

PARRYS ARRIVES IN OSBORNE PARK

It has been a long
time coming and now
it's a reality

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Our most popular
contest is back. Who
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UV LIGHT AND YOUR FLOORING

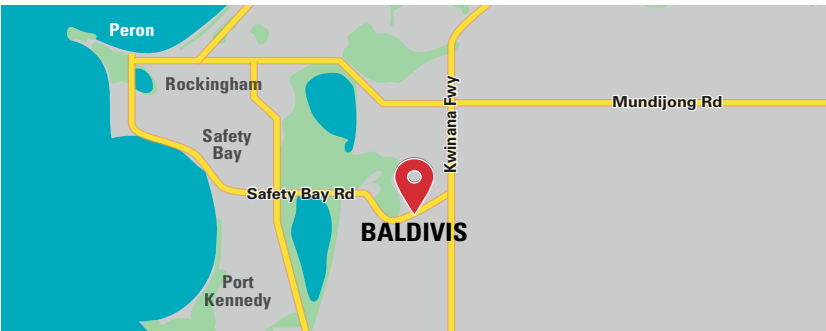
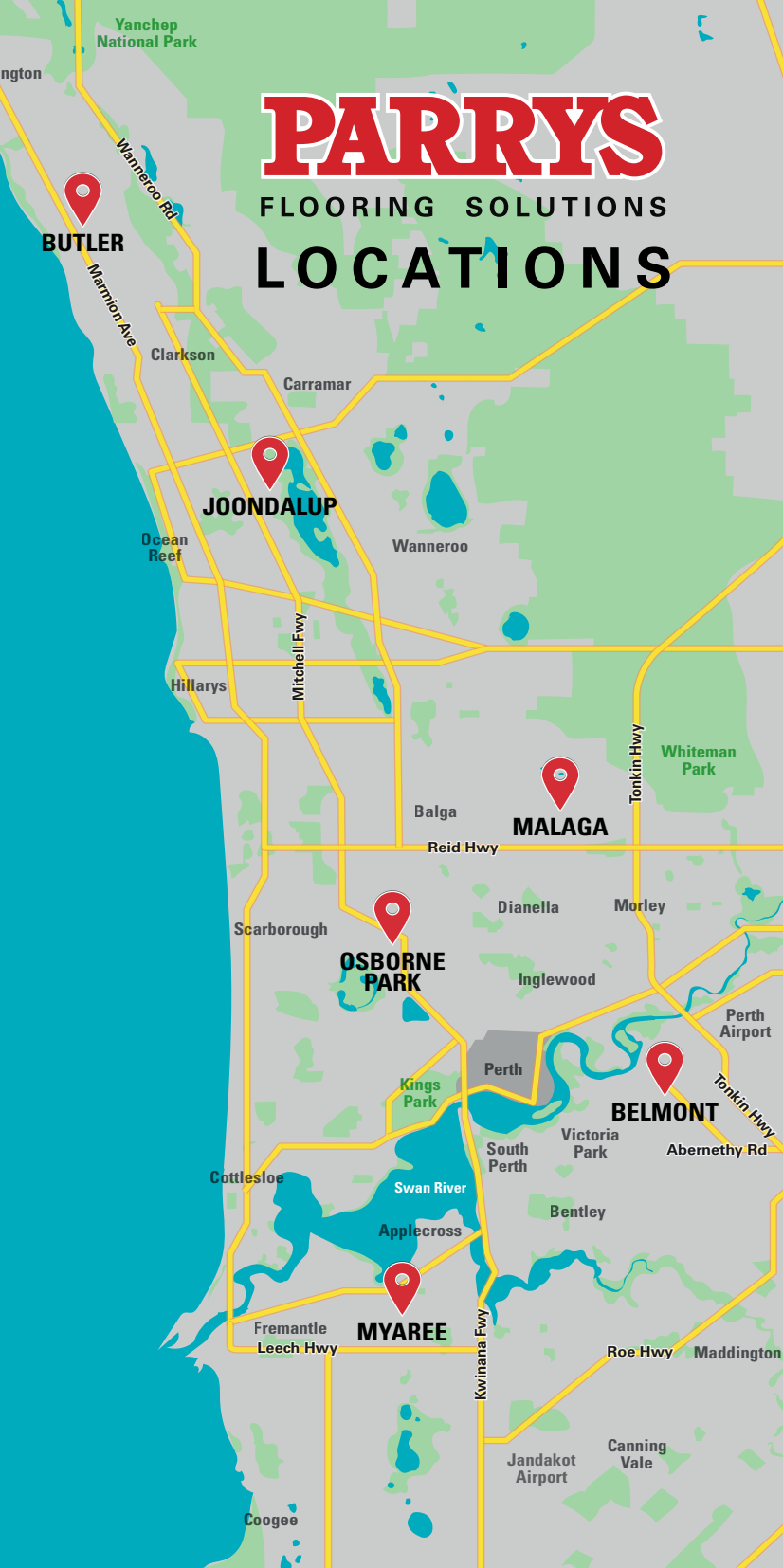
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flooring choices for
sunny areas of the
home?

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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.



Terry Netto Store Manager – **Balddivis**

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 Balddivis and surrounding areas.



Derek Martin Store Manager - **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.



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.



John Feasey Store Manager – **Myaree**

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.



Chris Poepjes Store Manager - **Osborne Park**

Chris has spent well over 8 years in the flooring game, as far as Melbourne and more recently in Perth. His experience of all things flooring is invaluable and he offers a wealth of knowledge to helping customers with a flooring issue they may have.



BALDIVIS

Tel. 9529 0036

Unit 1, 58 Goulburn Rd
Balddivis WA 6171

BUSINESS HOURS
Mon to Sat
9am – 5pm



BELMONT

Tel. 9478 5588

203 Alexander Rd
Belmont WA 6104

HEAD OFFICE
BUSINESS HOURS
Mon to Sat 9am – 5pm
Sun 11am – 5pm



BUTLER

Tel. 9595 3301

Unit 4, 8 Butler Blvd
Butler WA 6036

BUSINESS HOURS
Tues to Sat
9am – 5pm



JOONDALUP

Tel. 6365 5640

U4 / 8 Dwyer Turn
Joondalup WA 6027

NEW STORE
BUSINESS HOURS
Mon to Sat 9am – 5pm
Sun 11am – 5pm



MALAGA

Tel. 9249 5455

Unit 1, 1924 Beach Rd
Malaga WA 6090

BUSINESS HOURS
Mon to Sat 9am – 5pm
Sun 11am – 5pm



MYAREE

Tel. 6153 0439

Unit 3, 98 Norma Rd
Myaree WA 6154

BUSINESS HOURS
Mon to Sat
9am – 5pm



OSBORNE PARK

Tel. 6383 9830

44 Hutton Street
Osborne Park WA 6017

NEW STORE | NOW OPEN
BUSINESS HOURS
Mon to Sat 9am – 5pm
Sun 11am – 5pm



"

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

"

Ian Minottii
Chief Executive Officer

Welcome

Welcome to Parry's WINTER BELLA magazine.

Here we are almost mid-way through another year and winter has arrived.

There is nothing worse than coming home from a hard day's work in the dark because sunset is earlier and you open a cold house.

What would be better than having a house with flooring installed that holds the heat and provides a warm environment for you and your family to enjoy.

Have a look through our magazine and on our website for the best options for the cold and ask our Flooring Solution Specialists the best products for your project at one of our seven stores across Perth.

Did I mention 'seven stores'?

That's correct Parrys has expanded again and is now proud to say we have a Parry's Super Store in Osborne Park.

We are excited to move into this busy shopping area and providing some fantastic flooring deals for the local and surrounding areas.

Go and visit Chris (Store Manager) and his team (Matt and Mason) and ask for the best deal available.

Enjoy the read. Enjoy your Winter!



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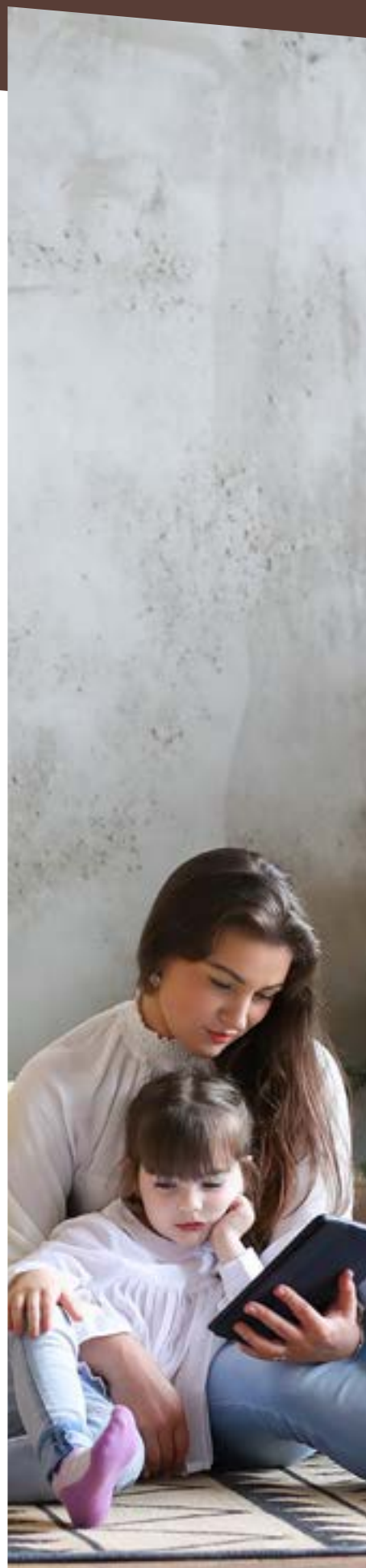
END OF FINANCIAL YEAR SALE

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.





PARRY'S ARRIVES IN OSBORNE PARK!

It has been a long time coming and we have been asked many times over the years ... 'When are you opening a store in Osborne Park?'

Now it is a reality, and we are proud to have finally established a Parry's presence in this busy Perth shopping area.

Parry's Osborne Park Super Store is now open at 44 Hutton Street. You cannot miss it on the corner of Hutton Street and the Mitchell Freeway exit.

Parry's has brought together a fantastic selling team for this store, one with a wealth of flooring experience and knowledge. The team is led by Chris Poepjes, who has spent considerable time in the industry, including at Parry's in previous years. Chris is joined by colleagues Matt St John and Mason Sipe.

All these gents are passionate about flooring and are extremely excited this fantastic new store is open for business.

Please do yourself a favour and come and visit Parry's Osborne Park Super Store. There is plenty of stock available, including carpet remnants ready to walk out the warehouse door.

Whilst you are there, feel free to enjoy a free coffee; simply ask one of our friendly staff to grab one for you.



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100% NZ WOOL
NEW HOME SOLUTION
100% NZ WOOL WHOLE
OF HOME PACKAGES

UP TO
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 service from the entire team at Parry's. Made the process of carpet choice and replacement easy at my Dad's unit. Thanks Stewart (Joondalup) and Ashley (installation and removal of old carpets)."

Joanne Driscoll



CARPET PACKAGES
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
NEW HOME SOLUTION
WHOLE OF HOME CARPET PACKAGES
450U SOLUTION DYED NYLON

FROM
\$4690*

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!



**READ
MORE**

Parry's arrives in Osborne Park!

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* SEE INSTORE FOR DETAILS. WHILE STOCK LASTS.

FIX MY FLOOR

COMPETITION

PARRYS FIX MY FLOOR CONTEST RETURNS

With last year's first 'Fix My Floor' competition a resounding success, Parrys Carpets and Floorcoverings is repeating this popular competition for 2023!

In 2022, Karen Fletcher Grive was the lucky recipient of a stunning floor makeover.

Chosen out of 280 entries, Karen's home was transformed with more than 75sqm of Aquaclic Hybrid flooring in a number of rooms and hallways, making it infinitely easier for her to navigate around her house in her wheelchair.

This year, Parrys 'Fix My Floor' competition has received countless photos of Perth's worst floors – from faded, worn or ripped carpet and peeling lino, to buckling laminate and fractured wooden floorboards. These were accompanied by very thoughtful and creative explanations of why a fix is needed fast!

Entries have now closed, and our expert flooring judges have sifted through all entries to find the five nastiest floors in Perth. You can have your say now, head to parryscarpets.com.au/parrys-fix-my-flooring-competition to vote for the worst flooring in Perth! Voting closes 15th June 2023.

What does the winner take home?

A Parrys flooring package to the value of \$5,000!

Plus, every entrant received a 15% off full retail price voucher to use when they spend a minimum of \$1,000 at Parrys.

What are you waiting for?

Get voting!



VOTE NOW • VOTE NOW • VOTE NOW • VOTE NOW • VOTE NOW

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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.

Come into our stores and check it out.

FROM

\$9.90*



SAVE UP TO
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!**

FAQs

WHO WILL INSTALL MY NEW CARPET?

At Parrys, we supply and install carpet and floorcoverings in all suburbs as far as Yanchep down past Mandurah including all Perth suburbs. Our carpet installation service is part of the sales package or after-sales service. You can discuss details of our carpet installation service with one of our Parrys Flooring Solution Specialists during the sales negotiation.

Note that all Parrys carpets should be installed on a new underlay that is compatible with the quality, and proposed use of your carpet.

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HOUSE TOO NOISY? ROLL OUT THE CARPET!

Our home is supposed to be our haven.

While things will get no doubt noisy at times (especially if you have kids!), your house must at least have the potential to be peaceful if it's going to offer much-needed respite from the fast-paced outside world.

In fact, research underscores noisy environments can cause stress, and impact our wellbeing.

So, if you're planning your new home, renovating, or looking for new ways to quieten things down in your existing abode, you need to be thinking about carpet.

Why carpet?

Carpet helps create quieter, calmer spaces because the individual fibres and pile structure absorb sound.

It's especially good at reducing floor impact noises, such as when we drop things, move items (like chairs) across the ground, and when we walk or run through the home. This may particularly be an issue in open plan houses and multi-storey homes or complexes.

On top of this, carpet minimises reverberation, where sound seems to 'bounce' around a room, making it feel continually noisy. It's such an issue that a system exists to rate a particular material's potential to control reverberation. Known as its Noise Reduction Coefficient or

Weighted Sound Reduction Coefficient, it factors in the thickness of the material to quantify how much sound it may absorb.

With all these acoustic benefits, carpet is a must in the bedroom; reduced noise means more peaceful sleep!

Getting specific

Carpet underlay can significantly further reduce noise – and some are particularly good at restricting noise transfer between floors – so it's a very important consideration. It's also essential in extending the life of your carpet!

You'll want to consider each room's purpose when deciding how to deck out the floor. It may be more important to think about the acoustics of a study, bedrooms, or reading room.

While there are specific acoustic materials that can absorb sound, acoustic carpet tends to be as effective.

Fabric/material-based wall hangings and artworks, as well window dressings, can also reduce noise.

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Google Review

"Derek was so helpful, he helped me with a quick quote for our landlord, gave helpful advice, answered my text messages whilst on holiday and took the time to meet with the owner to discuss colours and measure and re-quote. He then made sure the carpets were replaced at short notice so that we could move in with the new carpets already in place. Highly recommend. Excellent customer service. Thank you!"

Katie Mackoski



What are the best acoustic carpets?

At Parrys, we love the enhanced acoustic properties of *Australian made Dunlop foam carpet underlay* which can go under any carpet.

When it comes to the carpet itself, there are many styles with different levels of sound absorption.

There's a lot to consider though, so feel free to talk to the Parrys team about the best noise solution for your home.

Also include somewhere that carpet in bedrooms promote a better sleep because of the acoustic factor.

Reduced noise ... more peaceful sleep.



**READ
MORE**

Dunlop Carpet Underlay.
Invest in quality flooring solutions.

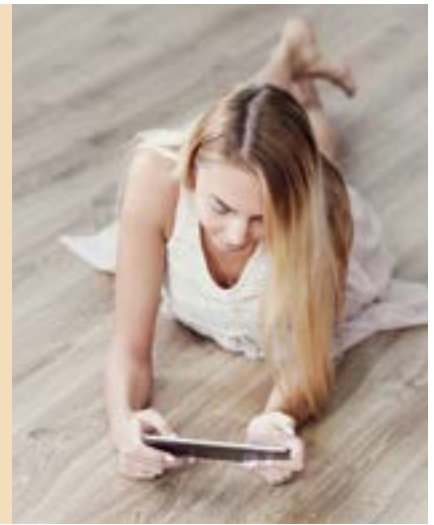
CARPET TILES

COMMERCIAL SOLUTION

HIGH END QUICK & EASY
DIY OR SUPPLY & INSTALL

FROM
\$32.90^{m²}

Need flooring for the back room, the garden shed, the office? Cash & Carry Carpet Tiles in all designs and colours. Be quick, while stocks last.



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.



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!**



INSTALLATION SERVICES

ASK ABOUT OUR

PROFESSIONAL INSTALLATION SERVICES

If you are not the handyman we offer professional installation services. Our layers have been with Parrys for many years and it is difficult to find better.

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ALAIN ALIPHON CELEBRATES 30 YEARS OF SERVICE AT PARRYS

One of our incredible team members – ALAIN ALIPHON – celebrated 30 years of service to Parrys last week.

Photo attached: Ian Minotti (CEO), Alain Aliphon (Store Manager – Malaga), Norm Hunt (Director – Parrys)

Alain Aliphon is a name in Perth, especially in the northern suburbs, where he has spent the past 30 years selling flooring to thousands of customers.

Starting at our original store in West Perth, he has spent a good majority of his time with Parrys Carpets and Floorcoverings managing our warehouse store in Malaga.

“It’s amazing. I have been selling to many repeat customers in the northern suburbs for years and now their kids and – I hate to say it – even their grandkids are buying from me for their first homes!”

Alain says.

Alain’s valued network of building tradespeople, real estate agents and other professionals in the flooring game, makes him one of Perth’s top long-standing flooring experts.

FAQs

WHAT IS HYBRID FLOORING MADE OF?

Hybrid flooring uses a cutting-edge technology that combines the best features of the after-sought vinyl and laminate flooring options, creating a hardwearing, stylish, and 100% waterproof hardwood-like flooring solution.

It is engineered to merge multiple layers:

UV coating for high-impact resistance, a pre-adhered acoustic backing for improved underfoot comfort, and a decorative layer that mimics the look and feel of natural hardwood floors.



**READ
MORE**

**Alain Aliphon Celebrates
30 Years of Service at Parrys**

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ENGINEERED TIMBER
NEW HOME SOLUTION
HIGH END 14MM ENGINEERED
TIMBER FLOORING

FROM
\$86.00m²*

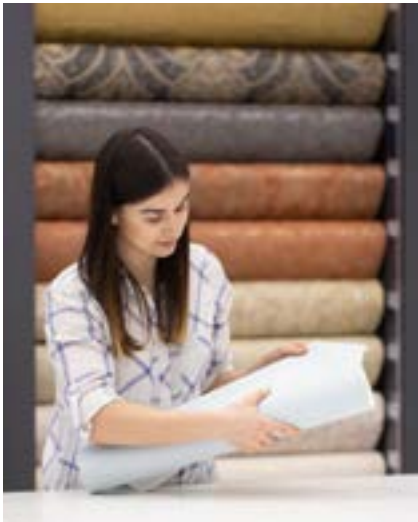
Want the real wood experience
at much less the cost?
Come and have a look at the quality
engineered ranges at our Parrys stores.



HYBRID FLOORING
NEW HOME SOLUTION
5.5M WIDE AQUACLIC HYBRID
PLANK LATEST FLOORING

FROM
\$39.90*

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



NEED HELP CHOOSING?

*Contact our friendly
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.*



WOOL CARPET
RENTAL SOLUTION

WHOLE OF HOME PACKAGE
100% NZ WOOL BERBER

FROM
\$4390

"Just like your
Grandma
used to have in
her house"

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UV LIGHT AND YOUR FLOORING

What are the best flooring choices for sunny areas of the home?

When looking at flooring options for sunny areas of the home, there are a few considerations.

To ensure you make the right choice for the specific space, you'll want to think about the ambience you want, what other ways you can deal with sunlight and man-made lighting in the area, how much foot traffic the room gets, and how long you want your flooring to last.

What does light do to flooring?

Ultra-violet rays from sunlight and some artificial lighting can cause flooring to fade and change colour. Continuous UV light can even cause it to become brittle and break down.

Often, the impact of light on flooring only becomes obvious when furniture is moved and different tones appear.

UV-resistant options

Nowadays, there are many flooring options designed to minimise the issues light can cause.

UV protection increases the lifespan of your flooring as it's not weakened by light as quickly or as significantly, saving you money.

Carpet

Carpet creates warmth and a snug atmosphere, ideal for those 'rest and relaxation' rooms.

It, however, can be more at risk of irreversible damage and colour loss from extended periods of light, even though most carpets are treated to reduce this.

It's possible, though, to take extra steps to minimise the impact of light on your carpet.

Heavier window coverings – like blackout or double roller blinds, indoor shutters, retractable awnings, or UV resistant curtains or drapes – will help protect your flooring (and furniture) from fading, thanks to the reduced light exposure.

As better quality carpets often withstand the harsh WA sun better, go for the best you can afford.

Vinyl

Ideal for those with less to spend, vinyl looks incredible and there's a wide range of styles.

Manufactured with PVC and synthetic compounds, it's durable, and easy to clean and install.

Vinyl flooring does not generally feature UV protection.

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Google Review

"From the initial store visit through to laying of my parent's replacement underlay and new carpet was both friendly and professional, with the installation team being nothing but courteous and efficient...thank you! :)"

Sharon Hutchinson



FROM
\$18.90*

EASY DIY

RENTAL SOLUTION

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.

However, vinyl planks and luxury vinyl planks are UV resistant because they're made differently and include a UV coating, meaning they will not fade fast. Ideal!

Hybrid flooring

Hybrid flooring mixes laminate and vinyl to deliver a waterproof, hardwearing option.

On top of repelling water and stains (therefore offering greater protection from mould), it's UV resistant, so is a fantastic choice for sun-drenched spaces, where fast-fading laminate and timber are less than ideal.

Need some more advice?

Let the Parrys team help you choose the best flooring for your home.



RESILIENT FLOORING

SELLING SOLUTION

4M WIDE SHEET VINYL EUROPEAN TOP CLASS

Quick and easy flooring cut off a 4 metre wide roll. No hassles, no fuss, perfect for heavy traffic areas. Easy maintenance & cleaning.

FROM
\$27.50*



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MORE**

What are the best flooring choices for sunny areas of the home?

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CARPET FIBRES BUYING GUIDE

NATURAL WOOL, NYLON & POLYESTER

Natural Wool

Wool carpets have the most luxurious feel. Their subtle beauty can increase your enjoyment of any room. Wool's unique fibre structure makes it durable and hardwearing, so wool carpets keep their appearance longer.

Wool carpets can feel cooler in summer and warmer in winter. Wool has innate stain resistance properties, allowing spills to be cleaned more easily. It is also flame retardant and acts as an insulator, helping to reduce ambient noise.

Versatile Nylon

Nylon is usually regarded as a highly versatile fibre type. It can be constructed into virtually any style, and the nylon/synthetic fibres are extremely resistant to stains (provided they have been properly treated).

Carpets made with nylon/synthetic fibres provide long-term resilience and durability. Colour choice is greatly increased because nylon fibres accept dye more readily than other fibres, providing you with scope to choose a carpet that will suit your style and needs.

Solution Dyed Nylon

Solution Dyed Nylon (SDN) offers complete consistency in colour as well as improved colourfastness against light. Pigment and polymers are mixed before extrusion, giving the manufacturer the potential to create a palette of over 1,000,000 colour combinations.

SDN offers long-term resilience, durability, and superior stain resistance. Because SDN is non-porous the fibre can resist stains and odours.

Cost-Effective Polypropylene

Similar to SDN, pigment and polymers are mixed before yarn extrusion. Manufactured using synthetic fibres, polypropylene fibres have many similar properties and benefits as nylon fibres. Polypropylene yarn has excellent colourfastness properties with the incidence of sunlight and ozone fading greatly reduced. It also contains anti-static properties. Carpets manufactured using polypropylene yarn provide value for the budget-conscious consumer.

Polyester

Polyester is a synthetic fibre used in carpet that is resistant to stains and fading. It is known for its excellent performance and value for money. Polyester fibre is often made out of recycled materials, making it the environmentally friendly carpet option. Polyester carpet is the wise choice when it comes to environmental impact. Polyester fibre produces some of the most beautiful colourations available in carpet. Polyester offers a wide selection of textures and colours. It is non-allergenic, and at a lower cost than wool or nylon, provides excellent value for money.

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It's easy to sign up!



Sign up in minutes

Applying is fast and easy so you can start shopping for **your new flooring today!**



Flexible repayments

The flexible repayments put you in control by letting you pay later at your own pace.

Buy now, pay later
INTEREST FREE*

* Conditions apply see parrys carpets.com.au for details

zip



Add the extra comfort to your home.



Makes carpet feel richer, thicker and more luxurious



Acts as a thermal insulator, retaining more heat in the winter



Improves carpet appearance and extends it's life by absorbing impact

Designed with supreme durability and performance, Parry's Comfort Plus underlay offers increased softness underfoot and is guaranteed to last the life of your carpet.

PARRY'S
Comfort Plus



DUNLOP
Underlay

dunlopunderlay.com.au

PARRYS

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TWO REASONS to celebrate the Parrys EOFY SALE!

ALL FLOOR STOCK
MUST GO!
SAVE UP TO
70%*

OSBORNE
PARK
STORE
NOW OPEN!

PRICE PROMISE
WE WILL BEAT ANY WRITTEN QUOTE*

FREE STORAGE
BUY NOW AND SAVE, INSTALL LATER*

DOWNLOAD
OUR NEW
WINTER
MAGAZINE
TODAY



FREE UNDERLAY†



FREE LAYING†



WA OWNED



FREE ADVICE



FREE STORAGE



Buy now, pay later
INTEREST FREE*

* Conditions apply see parryscarpets.com.au for details



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HYBRID | LAMINATE
VINYL PLANKS | REMNANTS

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* LOOK FOR CLEARLY MARKED TICKETED ITEMS INSTORE ONLY. CONDITIONS APPLY. †WHILE STOCKS LAST. DISCOUNT VOUCHERS APPLY DURING THIS SALE (INCLUDING \$100 VOUCHERS). NO DISCOUNT APPLIES TO ZIP MONEY APPLICATIONS. ‡WRITTEN QUOTE MUST BE ON THE COMPANY LETTERHEAD OF ANOTHER FLOORING SUPPLIER.

FEES MAY APPLY