

bella

Magazine

Spring 2023

PARRYS ARRIVES IN OSBORNE PARK

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

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FIX MY FLOOR CONTEST RETURNS

Our most popular
contest is back. Who
will get their floors
fixed in 2023?

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HOUSE TOO NOISY?

Our home is supposed
to be our haven

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UV LIGHT AND YOUR FLOORING

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

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WESBUILDERS
PREFERRED SUPPLIER

PARRYS
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.



Kieren Bell

Flooring Solutions 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



Stewart Adams

Store Manager

Jandakot

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.



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.



Gerard Pickerd

Flooring Solution Specialist

Baldvis

Gerard is a renowned flooring expert with over 30 years in the industry. Living and breathing the air in the Rockingham/ Baldvis area is a bonus as he understands completely customers who are looking for flooring in that region. Gerard loves flooring and has dedicated his life to sharing his love and passion with all of the customers he meets. His motto "Love Local, Live Local, Shop Local."



Adrian Woodhouse

Flooring Solution Specialist

Belmont • Butler

Adrian has been involved in flooring for most of his adult life. Initially an installer, Adrian's knowledge of floor preparation and installation techniques moulds well with picking the right floor for the situation.

He is looking forward to helping each and every customer with the best Flooring Solution for their projects.



Rob Crane

Store Manager

Joondalup

With over 15 years' experience in flooring and renovation. It is a privilege to be involved with a clients build or renovation and I am always happy to help where I can. Rob always take great pride in helping clients navigate the 'not always straight forward' decision on what product will best suit their situation & lifestyle.



Chris Poepjes

Store Manager

Osborne Park

Chris has spent well over 15 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 help in customer with a Flooring issue they may have.



Terry Netto

Store Manager

Baldvis

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 Baldvis and surrounding areas.



Justin Jordan

Store Manager

Butler

Justin is a highly experienced Flooring Solution Specialist and was one 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.



John Abbott

Flooring Solution Specialist

Malaga • Joondalup

John's experience in sales and caring nature for each of his customer's is evident in his approach. Always willing to go that extra mile for his client base to make sure they are happy and satisfied with the process from point of sale right up to the installation.



Daniel Oost

Flooring Solution Specialist

Osborne Park

Daniel is passionate about helping customers find their perfect flooring with tailored recommendations for every project. With almost 4 years of experience and excellent product knowledge under his belt, he is sure to find the right solution for your flooring needs."



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.



Paul Ryding

Flooring Solutions Specialist

Jandakot

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.



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.



Mason Sipe

Flooring Solution Specialist

Osborne Park

Mason comes from a diverse selling background including property development and renovation. His enthusiasm for flooring and the real desire to help his clients is evident.



BALDIVIS

Tel. 9529 0036

Unit 1, 58 Goulburn Rd
Baldvis 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
Mon to Sat
9am – 5pm



JANDAKOT

Tel. 6365 4182

U27a / 87 Armadale Rd
WA 6164

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



JOONDALUP

Tel. 6365 5640

U4 / 8 Dwyer Turn
Joondalup WA 6027

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



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Tel. 9249 5455

Unit 1, 1924 Beach Rd
Malaga WA 6090

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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

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 PARRRY’S SPRING 2023 BELLA edition.

Big things have been happening with Parrys over the past few months with the introduction of two new stores in the metropolitan area.

Osborne Park opened in May and Jandakot just as recent as July. We are excited to get our products and pricing out to all of the residents in those and adjacent areas.

We have been through a mixed Winter this year with plenty of the usual rain and a few glorious days of sunshine. Chilly mornings have been the norm and I am sure those without carpet in their bedrooms may have felt it more than others.

Spring in Perth still has the same chilly mornings and it is not too late to pop on in and get advice from our fantastic flooring team on the best flooring solution for your house.

With the addition of extra stores we have also updated our range of products and have included some new style flooring in our carpet ranges and colours in our hard ranges.

It is worth to take advantage of some nicer weather and visit one of our eight stores across Perth.

We hope to see you soon.

Enjoy your Spring!



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EXTERNAL LINKS
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PARRY’S ARRIVES IN JANDAKOT!

After recently opening stores in Joondalup and Osborne Park, Parrys has further extended its retail spread by opening a brand-new super store in the Cockburn Central home shopping precinct at Unit 27a, 87 Armadale Road Jandakot.

This expansion means Parry’s now has eight stores, four North of the River and four South of the River.

This allows most residents of the metro area from Yanchep to Mandurah to be just a short driving distance from a Parry’s store.

Pop in to see our friendly and knowledgeable team at Parrys Jandakot, open seven days a week!

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



READ MORE

Parry’s arrives in Osborne Park!



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KEY REASONS TO REPLACE CARPET!

At Parrys, we've been helping people with their flooring since the 80s and have heard it all when it comes to floor coverings! So, what exactly motivates homeowners to roll out some new carpet?

Here's what we know!

Stains

When carpets stain, it can be difficult to remove them and some stains get worse over time, especially if the padding underneath is impacted. We often hear our clients say they've had enough of trying to rearrange the furniture – literally! – to cover up spills and stains.

Good quality carpet in a home can last up to 15 years but, of course, with pets and young children, it can need replacing much sooner. Five years could be considered a good innings in those early years! If a quality professional clean isn't delivering results, it's time to plan for new carpet.

Smells

Stains on carpet often present another issue – smells!

From pets having accidents to red wine spills or water damage, smelly carpet can be difficult to live with. Deep cleaning may bring it back but there are points of no return, such as when mould is causing the stink. It's important to ensure carpet doesn't become a breeding ground for

mould after flooding as it can be a health issue, especially if linked to a toilet overflowing.

Style

Fashions come and go, as we know. And that's true of carpet too.

Back in the day, a plush brown carpet was the norm for many, and now many wouldn't dream of going back! Changing the colour of your carpet can completely transform a room and often avoid the costly exercise of moving house. Often, clients come in after painting walls and realising the new colour clashes with the carpet. Then there's the fact that certain carpet patterns or weaves can date a home.

Stress

Carpet that's stressed, matting and wearing out – or is already well worn-out! – doesn't work as well. It sounds obvious but is easy to forget.

How good does it feel to tread barefoot over plush carpet? Thinning carpet doesn't feel as good as you walk over it, meaning you're deriving less comfort from it and aren't as inclined to stretch out on it to watch that new movie or catch up on your favourite show. Replacing carpet to enhance comfort is a key motivator for customers. Stress and matting is more likely in areas of high foot traffic (like entries and hallways), in areas exposed to strong sunlight, and in spots where furniture rests, but it can happen anywhere.



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

Sales guy (I think it was Rob? Apologies if incorrect!) was great, made us feel comfortable, wasn't pushy and was very knowledgeable. We actually went here first and then after visiting a few others places, came back to Parrys as the service was better. We had a bit of a rush on getting the install done and they booked a date in quick for us, and then absolutely no issues on install day.

Luke Baker

★★★★★

Saving Money

Carpet isn't just about making a room look good; it's also doing the hard yards in terms of temperature regulation.

Carpet (especially wool) is a natural thermal insulator and good at helping keep rooms warmer on cold days, however, when the fibres get tired, their insulation ability reduces. This may boost heater use, upping your gas or electricity bills. When carpet wears out and things start feeling chilly, our clients visit us to bring that extra warmth back.



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!**



PARRYS FIX MY FLOOR 2023 WINNER ANNOUNCED

Due to overwhelming popularity Parrys Fix My Floor returned for 2023 and we wanted to find Perth's most OFFENSIVE floor!

Whilst we thought we had seen more than enough in last year's competition, 2023 proved us so very wrong. Over 150 entries, 5 finalists and just short of 500 public votes, we found our winner.

Congratulations to Christine Williams, 2023's winner of Parrys Fix My Floor.

You have won a flooring package to the value of \$5,000!

Until next time if you think your flooring is in need of a good fix, come visit us in one of our 7 stores located in Perth, including our latest Osborne Park store.



WATCH VIDEO ONLINE



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CARPET PACKAGES
RENTAL SOLUTION
WHOLE OF HOME CARPET PACKAGES
[73.2m²]

FROM
\$2490*

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.



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.

CARPET TILES
COMMERCIAL SOLUTION
HIGH END QUICK & EASY
DIY OR SUPPLY & INSTALL

FROM
\$32.90m²*

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.



Google Review

"Called in to buy a floor mat for my bedroom and was taken care of by Chris who went out of his way to provide me with the perfect one. Couldn't have been happier."

Christine Harvey



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* SEE INSTORE FOR DETAILS. WHILE STOCK LASTS.



HOW TO EXTEND THE LIFE OF YOUR FLOORING

New flooring generally requires a relatively substantial investment, so ensuring it lasts is a priority for most homeowners.

Whether you opt for carpet, vinyl, timber or hybrid flooring, there are some simple ways to help get the most life out of your fresh floor coverings.

Remove footwear

Taking off your shoes when you enter a home may not be overly common in Australia, but it's a sure-fire way to reduce the amount of dirt and debris that ends up on your flooring.

Leaving your footwear at the front door is especially important if you have carpet, as it's more prone to staining; however, it's also helpful in minimising dirt-induced scratching on timber or hybrid floors. Ensuring bare feet are clean and dry before stepping inside the home is also smart.

Scuff protection

Footwear and dirt can also contribute to flooring getting scratched and scuffed, often damaging it irreparably, so removing shoes also protects it in this way.

Another way to keep your flooring looking like new is to use rugs or mats in areas that are walked over frequently, such as hallways. Using protectors or pads on the bottom of the legs of furniture also reduces marking.

Regular cleaning

As dirt can cause floors to become scratched, sweeping with a soft broom or vacuuming regularly must be a priority to keep them in tip top shape. When it comes to mopping, ensure you're using the correct gentle cleaning products for your flooring type. Cleaning up spills immediately is also critical to avoid permanent damage.

Investing in longevity

An annual deep clean done by a professional ensures you bring your flooring back to its best state once a year. It's an investment that's well worth it in the long run. Hiring an expert soon after any sizeable spills is also a good idea. Similarly, investing in the best flooring you can afford at the outset increases the chances it will last longer.

Sun blocking

Sunlight (and some artificial lighting) can cause flooring to change colour or fade and – at its worst – break down or become brittle. This is often not noticed until furniture is moved or it's too late to act, so be proactive and minimise sun exposure from the start. As some flooring has added UV protection to boost its lifespan, if your home is nice and sunny, ask us about those options. Window coverings like drapes, blinds, indoor shutters, retractable awnings, or UV resistant curtains can also help keep light out.

After more great tips to extend the life of your flooring?

Give the Parrys team a call or drop in and see us at your local store.

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Google Review

"Derek from Parry's Carpet in Belmont gave me outstanding service today. I was after hall runners and he showed me the offcuts and gave me a discount and trimmed it into 3 pieces... all with a smile. Absolutely great service. Thank you."

Kaylene Evans

★★★★★

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!

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.

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.

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.



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.

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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* SEE INSTORE FOR DETAILS. WHILE STOCK LASTS.



GET THE MOST OUT OF YOUR CARPET USE THE SCRAPS!

Have you just updated your floor coverings and have fresh carpet offcuts on your hands?

Made the switch to timber, laminate, vinyl, or hybrid floors and have some older carpet to repurpose?

Here are a few ideas to get more bang for your buck from new or old carpet scraps!

Gardening aids

Carpet scraps are fabulous for the green thumbs out there.

They can be used as kneeling pads to keep the damp out while in the garden in the cooler months. They can also stop clothes getting dirty while tending to your plants all year round.

Carpet scraps can also work as a weed barrier around bigger plants, can be used to create garden pathways and help keep moisture in the compost heap too.

Pet pampering

If your dog stays outside at night, carpet is a great kennel insulator, helping make your pooch feel that bit cosier. It can easily be pinned to the sides of the kennel for warmth or fixed to the entry to keep rain out.

For cats, make DIY scratching posts by gluing carpet scraps to wood.

Car protection & cleaning

Carpet offcuts can be used as mats to protect your car interior and are also great for positioning on garage walls where car doors may get scraped when opening.

They're also good for cleaning car windows. Use them with warm soapy water.

Mats around the home

Use your old or new carpet pieces as door mats to wipe shoes or feet and keep the inside of your home cleaner.

They're also perfect kitchen floor mats, can be used to line cupboards, and help reduce noise and protect items when used in and around tool benches.

Bigger offcuts are good as rugs in smaller rooms and spaces, and are ideal for protecting floors under easels and when painting walls.

Furniture helpers

Keep carpet offcuts handy for when you need to move heavy furniture around the house. Simply place under the feet of your furniture and slide away.

When you think about it, there are so many ways to use carpet, so get as creative as you like!

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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.



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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CARPET THINGS TO LOOK FOR WHEN FINDING YOUR FLOORING SUPPLIER

When it comes to investing in new flooring for your home, it's often something you need to plan – and budget for – in advance. It's a considerable purchase that needs to last and so most people put a fair amount of time, thought and funds into it. Given this, finding a flooring partner that can be trusted to act in your best interest is essential. So, what are the top 3 things to look for in a flooring supplier?

They're customer and solution focused

When it comes to buying flooring, it really is all about you! That is, the flooring specialist you choose should be focused on really listening to learn what you and your family are after. They assess your needs and wants and offer up a range of flooring solutions that suit your lifestyle, aesthetic preferences and budget, and then let you select what's best for you. Questions they should ask include what each room you want flooring for is used for, how much foot traffic it gets, how you'd like the room to feel, any concerns you have about particular flooring materials, what your price range is, how long you'd (ideally!) like the covering to last etc. They should also be experienced, knowledgeable and ready to answer all your questions, as well as be there to problem solve with you.

They offer a range of products


A good flooring expert knows that there's not usually just one option that will work for each room, so ensuring the supplier you go to can offer you multiple stylish solutions – from carpet to timber, hybrid, vinyl and laminate flooring – is a must. Each flooring choice has pros and cons and learning from a trusted source about each material and its qualities can make your decisions simpler. Remember, often you'll go with different flooring for different rooms to create the perfect look and feel in your home, so being able to have all your needs – including installation – managed by one outfit is a big relief.


Quality & Experience

In the flooring world, not everything is created equal, so ensuring you're getting a quality product is imperative. It's crucial to ask about where the flooring you're considering is made and how long the manufacturer has been in partnership with your supplier. Asking about product and service warranty and guarantee information is also vital. Do your research. Check out customer reviews, ask friends and family, and check the supplier's history and how long they've been in business. Going for a well-established flooring specialist with deep experience, which has proved its reliability over time, provides crucial peace of mind.

Happy flooring shopping!

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 parryscarpets.com.au for details





The home you've always wanted is only 5 SIMPLE STEPS away.

Step into a world of personalised home transformation with Parrys Flooring.

Our process is designed to make your home a beautiful reflection of yourself and your unique style. Transform your home with confidence and style. Your dream space is just a click away. Choose Parrys Flooring today and let the transformation happen in your home!

BOOK NOW



PARRYS

FLOORING SOLUTIONS

ULTIMATE Spring CLEANING Sale

SAVE UP TO
70% OFF

HYBRID PLANK
ALL THE RAGE
HUGE COLOUR CHOICE
FROM **\$39.90m²**

WHOLE OF HOME
CARPET PACKAGE
SOLUTION DYED NYLON LOOP
FROM **\$2990**

ALL
SOLUTIONS CARPETS
REMNANTS 1, 2 OR 3 ROOMS
FREE LAYING & UNDERLAY*
SAVE UP TO
70% OFF



PARRYS NEW MOBILE HOME SERVICE

WE COME TO YOU | BOOK ONLINE AT PARRYSCARPETS.COM.AU

PRICE PROMISE
WE WILL BEAT ANY WRITTEN QUOTE*

FREE STORAGE
BUY NOW AND SAVE, INSTALL LATER*



DOWNLOAD
OUR NEW
SPRING
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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NEW STORE
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U4 / 8 Dwyer Turn
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MALAGA
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OSBORNE PARK
Tel. 6383 9830
44 Hutton Street
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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