

bella

Magazine

Summer

2023 | 24

THINGS TO LOOK FOR WHEN FINDING YOUR FLOORING SUPPLIER

When it comes to
buying flooring, it
really is all about you!

PAGE 5

THE HOME YOU'VE ALWAYS WANTED IS ONLY 5 SIMPLE STEPS AWAY

Step into a world of
personalised home
transformation with
Parrys Flooring

PAGE 6

KEY REASONS TO REPLACE CARPET!

So, what exactly
motivates
homeowners to roll
out some new carpet?

PAGE 8

THINK OUTSIDE THE BOX

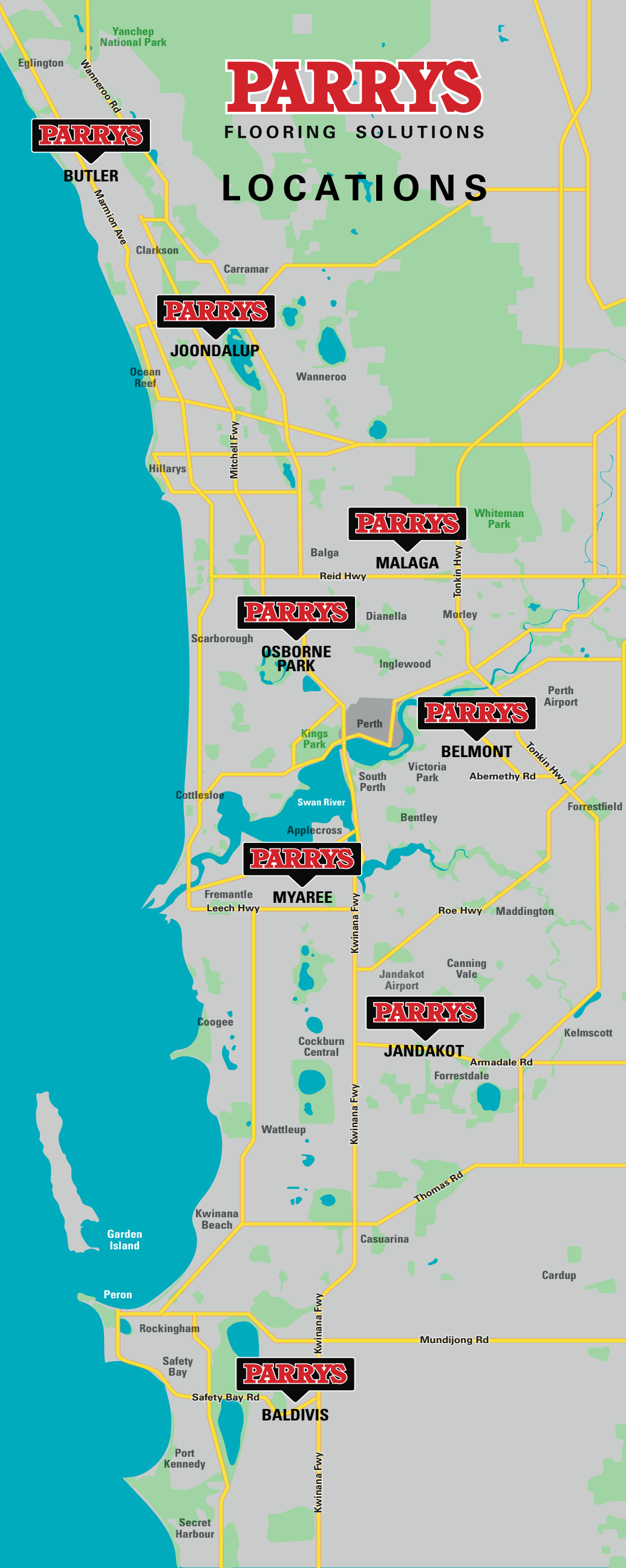
Let Parrys transform
your vision into
reality!

PAGE 12



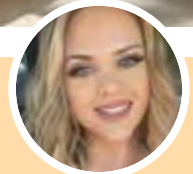
PARRYS
FLOORING SOLUTIONS

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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.



Laura Clark

Flooring Solution Specialist

Jandakot

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 Jandakot and say 'hi' to Laura and because of her easy and friendly nature you will be confident of your flooring purchase through her.



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.



BALDIVIS

Tel. 9529 0036

Unit 1, 58 Goulburn Rd
Baldivis 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

Gerard Pickerd

Flooring Solution Specialist

Baldivis

Gerard is a renowned flooring expert with over 30 years in the industry. Living and breathing the air in the Rockingham/Baldivis 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."



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.



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.



Stewart Adams

Flooring Solution Specialist

Belmont

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.



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.



Kieren Bell

Flooring Solutions Specialist

Jandakot

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



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.



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.



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.



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.



Daniel Oost

Flooring Solution Specialist

Jandakot

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."



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.



BUTLER

Tel. 9595 3301

Unit 4, 8 Butler Blvd
Butler WA 6036

BUSINESS HOURS
Tues to Sat 9am - 5pm
Closed Sun and Mon



JANDAKOT

Tel. 6365 4182

U27a / 87 Armadale Rd
WA 6164

BUSINESS HOURS
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Sun 11am - 5pm



JOONDALUP

Tel. 6365 5640

U4 / 8 Dwyer Turn
Joondalup WA 6027

BUSINESS HOURS
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Sun 11am - 5pm



MALAGA

Tel. 9249 5455

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Malaga WA 6090

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Sun 11am - 5pm



MYAREE

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Myaree WA 6154

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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 thirteenth edition of 'BELLA', Parrys exclusive magazine dedicated to flooring.

"

Ian Minottii
Chief Executive Officer

Contents

05**THINGS TO LOOK FOR WHEN FINDING YOUR FLOORING SUPPLIER**

When it comes to buying flooring, it really is all about you!

06**THE HOME YOU'VE ALWAYS WANTED IS ONLY FIVE SIMPLE STEPS AWAY**

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

08**KEY REASONS TO REPLACE CARPETS**

So, what exactly motivates homeowners to roll out some new carpet?

10**PARRYS IS YOUR ONE-STOP DESTINATION**

Parrys is your ultimate destination, offering a diverse selection of flooring options.

12**INSTALL BEFORE XMAS AND PAY LATER**

Looking to have your floor installed before Christmas but short on upfront funds?

14**THINK FLOORING, THINK PARRYS**

Parrys is committed to exceeding your expectations and providing seamless integration of quality and choice.

16**IT'S MORE THAN A SALE. IT'S AN EVENT.**

Parrys Famous ANNUAL SALE!

**EXTERNAL LINKS**

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

Welcome

Welcome to PARRY'S SUMMER 2023/24 BELLA edition.

Perth becomes a mixed bag of people during the Summer; those that love the outdoors lifestyle, the beaches, the bbqs and the parties on warm nights. And then there are those who lock themselves away in their air-conditioned houses to escape Perth's hot forty-degree days.

For the second type, what could be better to enjoy your home during those hot days than a new and cool hard floor from Parrys Floors.

A hard wearing and temperature dropping vinyl floor would look fantastic and feel even better.

Perhaps you are more interested in the Hybrid Floating type that is all the rage in Perth right now.

Whatever style you are interested in, Parrys has it and the expert sales team across our eight metro stores ready to advise and quote you on the spot.

Don't forget our new Mobile Van as well that can come directly to your house, with samples, and take all the stress of driving around off you.

Have a great Summer ..

Have a Great Christmas ...

And we look forward to seeing you in 2024.



PARRYS
FLOORING SOLUTIONS

parryscarpets.com.au

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?

1. 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.

2. 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.

3. 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 peace of mind.

Happy flooring shopping!



**READ
MORE**

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

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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



Let's Connect



Embrace our personalised experience



Let us tailor a solution for you



On the spot pricing



Expert install



When you're ready to connect, either call us and one of our team members will ask some questions to better understand your requirements and to schedule a suitable time for our flooring specialists to visit you at home (a proud Parrys difference!), or book online now. It's that easy!



We'll bring everything you need (including an extensive range of carpet and flooring samples, underlay options, and accessories) to make the perfect colour and material choice to suit your home's unique lighting and furnishings. We can also offer our expert input.



Using the latest laser technology, we'll measure your space to ensure precision and accuracy and then work together to create a customised flooring solution that meets your functional needs and reflects your personality and style. At Parrys, our goal is a personalised experience and complete satisfaction with the final result.



We believe in transparency, efficiency and convenience. Before we leave your home, you'll have a detailed quote for your chosen flooring solution, including additional options or upgrades. Once you confirm you're happy, we'll initiate the job promptly, so you can start enjoying your new flooring ASAP!



Congratulations on choosing your flooring solution! While at your home, we'll discuss the installation process and, once you give us the green light to go ahead, we'll book an installation date that suits you. Our highly skilled and experienced installation professionals will help us ensure you're 100% happy with the final result, so get in touch now. Parrys. We help transform your home.

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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

Thanks to excellent information from Stewart Adams at the Joondalup store we went ahead and had hybrid flooring installed throughout the house. It was laid by a very efficient team with the edging fitted so well that the joins are not visible, and they cleaned up so well when they finished laying it. We are so pleased with the end result and anyone visiting say how good it looks with some who are looking to have similar done saying they would use Stewart and the same team. As I am 87 Stewart arranged moving the furniture and it was all put back into place afterwards, thanks to everyone concerned a top job by a top company.

Brian Robinson



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
\$9.90M²*



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!**

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* SEE INSTORE FOR DETAILS. WHILE STOCK LASTS.



PRICE PROMISE

**WE WILL
BEAT ANY
WRITTEN
QUOTE #**

*CONDITIONS APPLY. SEE WEBSITE FOR DETAILS.

KEY REASONS TO REPLACE CARPETS

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

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

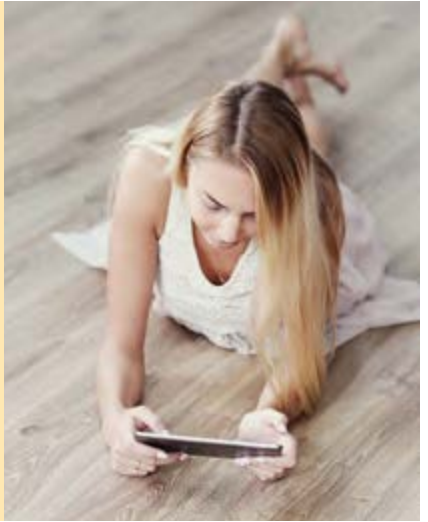
FROM
\$2490*

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.

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.



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.



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.

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.

Google Review

"From calling the advertised number, to Ryan attending our home, measuring our floor space, giving us the quote and an approx timeline of installation. Could not be happier! Ryan is a lovely man..

Then there was Steve who installed our hybrid flooring...he worked non-stop...

Highly recommend.... we absolutely LOVE our new flooring!"

Donna Green

★★★★★



**READ
MORE**

Key Reasons to Replace Carpet!

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* SEE INSTORE FOR DETAILS. WHILE STOCK LASTS.



*CONDITIONS APPLY. SEE WEBSITE FOR DETAILS.

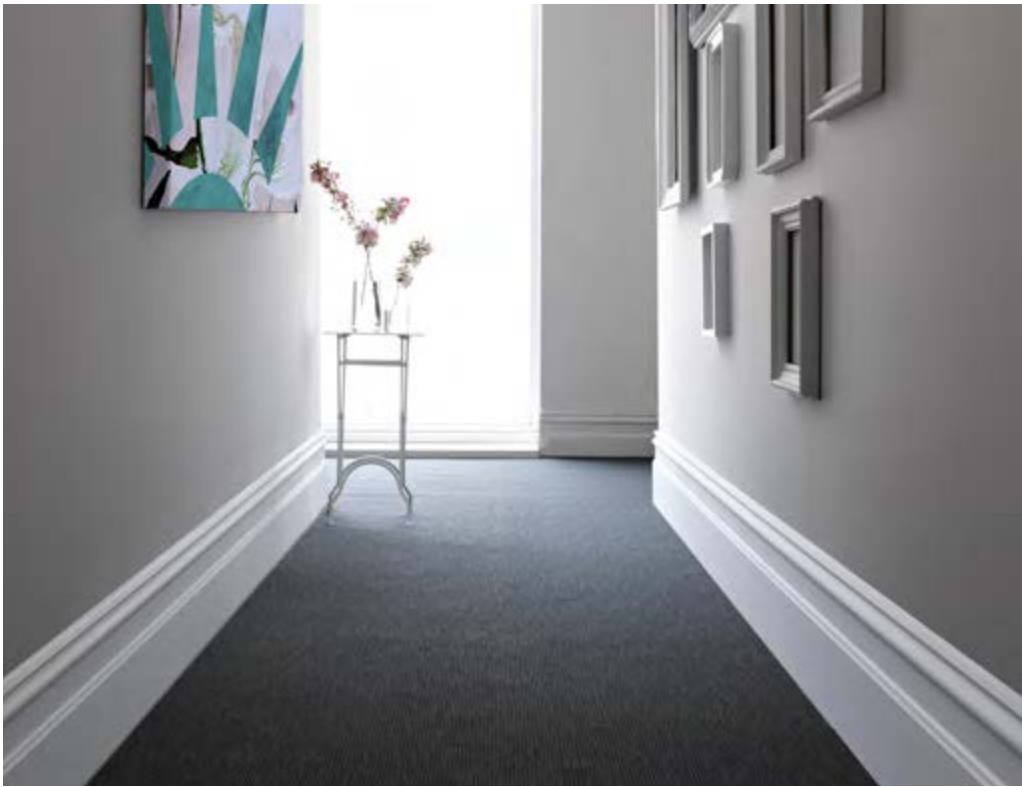
PARRYS IS YOUR ONE-STOP DESTINATION

Selecting the perfect flooring is a decision that profoundly influences the ambiance of your living space for years to come. Your floor or carpet is more than a surface; it's the fundamental foundation of your interior, a design element contributing to your home's character and style.

Parrys is your ultimate destination, offering a diverse selection of flooring options, including carpets, timbers, vinyls, hybrids, laminates, and vinyl planks. With 8 convenient locations, each featuring well-appointed displays, choosing the ideal floor has never been simpler. Explore the quality and variety firsthand, as Parrys is committed to exceeding your expectations and providing seamless integration of quality and choice.

Understanding the significance of this decision, Parrys is dedicated to offering a wide range of quality flooring options to ensure you discover the perfect fit for your space. Choose with confidence; choose Parrys.

Visit us today and discover the perfect flooring for your home.



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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



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.

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.



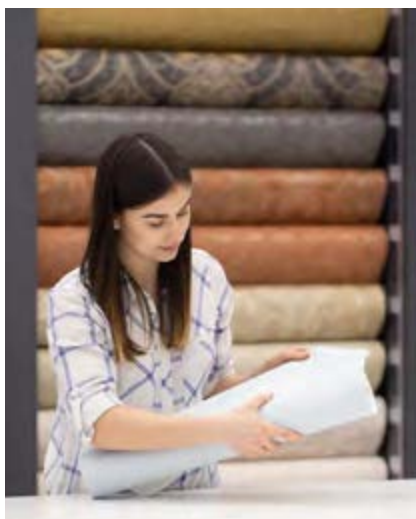
HYBRID FLOORING

NEW HOME SOLUTION

5.5M WIDE AQUACLIC HYBRID
PLANK LATEST FLOORING

FROM
\$39.90m²*

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
\$4690

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

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* SEE INSTORE FOR DETAILS. WHILE STOCK LASTS.

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

ZIP



Install your floor NOW and pay later

Looking to have your floor installed now but short on upfront funds? Zip Money Instalments is the perfect solution, allowing you to enjoy your new flooring without immediate payment.

This option not only facilitates a hassle-free installation process but also helps you steer clear of interest charges on your purchase. ZIP ensures convenient monthly installments, evenly spread within the offered interest-free period.

All purchases come with a guaranteed minimum interest-free period of 3 months, and with select Zip partners, you can extend it up to 36 months*.

Make your dream flooring a reality with Zip Money Installments!

*Terms and conditions apply. Check with Zip for specific details.



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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
\$19.90^{m²*}

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
\$29.90^{m²*}

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WHY BUY FROM PARRYS!

The name Parrys is synonymous with retail innovation in Western Australia.

Originally established by the Parry family in the 50's Parry's Carpets & Timber Flooring has been proud to continue that customer focused merchandising tradition since taking over in 1989.

We offer.



FREE LAYING*



FREE UNDERLAY*



FREE STORAGE



SPECIALTY ADVICE



WA OWNED

Being the biggest stockists of flooring product in WA, our bulk buying power and huge warehouse display and distribution makes sure you are getting outstanding choice of products at unbeatable prices.

Book your FREE mobile home quotation service online at parryscarpets.com.au/mobile-home-service/

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HYBRID FLOORING FAQS

WHICH ROOMS IS HYBRID FLOORING SUITED FOR?

Hybrid flooring adds style appeal to any area of the home or office. It delivers durability and water-resistant properties that make it an excellent choice for high-traffic areas, such as:

- Living rooms
- Kitchens
- Dining rooms
- Entrances
- Hallways
- Offices
- Foyers

IS HYBRID FLOORING BETTER THAN VINYL PLANK FLOORING?

While both great options, there are a few differences between them that may give hybrid flooring the edge in some situations. Hybrid floors are:

- Thicker than vinyl planks, making them more comfortable underfoot.
- Stronger and more rigid, enabling them to cover subfloor imperfections more effectively.
- Coated with a tough top layer that resists UV rays, scratches, and pets.
- Easier for DIY installation thanks to the floating click lock tongue and groove system.

WHAT IS THE COST OF HYBRID FLOORING?

The price of hybrid flooring varies depending on the type of hybrid floor you choose, plus installation. Parrys can provide a [free in-home measure and quote](#) (we'll come to you) for your home or business. We offer highly competitive prices on our high-quality flooring products that include [carpet](#), [timber](#), [laminate](#) and [vinyl](#). You can also visit your nearest [Parrys Store](#) showroom to view and feel our full range of [hybrid floors](#) in person. We have showrooms all over Perth.

Contact Parrys today and get your new home or home renovations started in the best way possible!

Visit us today and discover the perfect flooring for your home.

PARRYS

FLOORING SOLUTIONS

*It's more than a Sale.
It's an event.*

Parrys famous

*Annual
Sale!*

**STARTS
DECEMBER 27th 2023**



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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BUTLER

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Unit 4, 8 Butler Blvd
Butler WA 6036

BUSINESS HOURS
Tue to Sat
9am - 5pm

JANDAKOT

Tel. 6365 4182
U27a / 87 Armadale Rd
WA 6164

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