

bella

Magazine

Autumn
2024



AUTUMN TRENDS, COLOURS & FLOORING FOR THE SEASON

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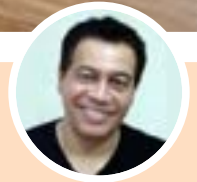
PARRYS
FLOORING SOLUTIONS

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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.



Alain Alipon

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.



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

Store Manager

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

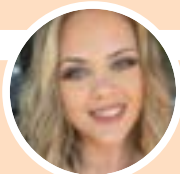


Laura Clark

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.



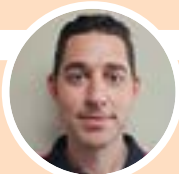
Daniel Cuticone

Flooring Solution Specialist

Osborne Park

Daniel has a vast sales experience already at a young age across a number of different industries.

His flooring experience and his enthusiasm in helping prospective clients with their flooring needs is obvious. For all things flooring please make a visit to the Osborne Park store to meet Daniel.



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.



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.



Scott Gibson

Store Manager

Joondalup

Scott has been around the flooring game for a long time; initially as an installer himself and for a number of years helping customers with their flooring choices. If you like a yarn and a good laugh at the same time, Scott's infectious personality will make you at ease and his knowledge base in the right flooring choice for your needs will always be spot on.



Mason Sipe

Store Manager

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.



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Butler WA 6036

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Closed Sun and Mon



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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

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

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



"

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

"

Ian Minottii
Chief Executive Officer

Welcome

Welcome to PARRY'S Autumn 2024 BELLA edition.

Bring on the cooler weather! Perth has suffered with some extreme heat this past summer and most of us would be welcoming the weather changing with the arrival of autumn.

Instead of hiding in our air-conditioned homes, we can start thinking of getting out for a drive to our closest Parrys store and see what can be done about our old and tired looking floors.

If you hate your tiles, have you considered Hybrid Flooring laid directly over the top, without the pain and suffering of tile removal?

If you hate your old wool carpet, have you considered looking at the new ranges of Solution Dyed Nylons that are extremely hard wearing and comfortable, especially on a thicker Dunlop Underlay.

Our staff members in both our north and south stores, as well as our Mobile 'Shop at Home' van, look forward to your arrival and are more than happy to help you out with flooring style decisions.

We look forward to seeing you soon.



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LATEST PARRYS SALE.

Another Parrys Fabulous SALE!



EXTERNAL LINKS

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





AUTUMN TRENDS, COLOURS & FLOORING FOR THE SEASON

When autumn arrives and temperatures begin to drop, many of us start thinking about how to keep a little more heat in our homes.

Flooring has a large role to play when it comes to creating a cosy atmosphere, as it can help generate a sense of warmth and space.

The best floor choices for cooler weather? Vinyl and hybrid flooring are ideal as they stay cool in summer, but also warm fast, making them more pleasant underfoot than ice cold tiles. These versatile flooring options are also robust and easy to clean, meaning they're great for busy spaces.

Carpet can also be a great choice as the temperature begins heading south because of its snug and inviting feel.

Importantly, your underlay – which sits underneath carpet and acts as a further insulator to regulate temperature – can be upgraded to help further save on your energy costs.

Many people opt for thicker and denser underlay because uninsulated floors can cause up to 20% of home heat loss, but underlay comes in many options to suit all budgets.

2024 flooring trends

If you're planning a flooring upgrade, it pays to be across the latest colour trends to ensure your home has modern appeal.

Both hybrid and vinyl flooring come in myriad tones. This year, the focus is – more than ever – on authentic wood tones as a way to bring the feel of nature into indoor living spaces.

While contemporary, paler colours that provide a sense of space are still an option, the prediction is a shift towards deeper, richer wood colours.

The popularity of sophisticated medium to dark tone hardwood floors is expected to surge in 2024. These colours create a luxurious feel and will guarantee your home doesn't date in the years ahead.

Warming touches

Once you've settled on your new flooring and had it installed by our expert team, adding another layer of warmth and interest – with rugs, throws, cushions and statement armchairs, for example – is easy.

This year's decor trends continue the focus on bringing the warmth of nature inside the home, with comforting earthy tones such as browns, deeper greens and terracotta proving popular. Bold patterns are also in.

Another way to add energy and stay on-trend (as well as clean your air!) with green hues is introducing indoor plants. In keeping with the natural theme, go for pots or stands with a stone, rattan or wood look.

That's it from us. Enjoy your new autumn flooring!



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After more great tips to extend the life of your flooring? Visit parryscarpets.com.au

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KEY FACTORS FOR SENIOR SAFE FLOORING

Losing mobility as we age can have many knock-on effects, including impacting the type of home flooring we need.

When using walkers, mobility aids and wheelchairs inside, floor coverings that allow for ease of movement are essential.

Seniors may also be more likely to fall, highlighting the importance of slip resistant surfaces to stay safe. This type of flooring can not only minimise the risk of falling, but can also reduce the risk of serious injury.

In essence, flooring is a safety issue that needs to be taken seriously as we age. It's so crucial, some National Disability Insurance Scheme (NDIS) participants can use NDIS funding to upgrade their home flooring.

As we get older, cleaning and repairing floors can become more challenging too, so low maintenance options are best.

Factors to consider when selecting senior-safe flooring

Textured / slip resistant

Opting for floors that reduce the chances of slipping means embracing flooring with texture. This is a must so mobility aid wheels can easily grip the floor. Not enough texture and slipping and skidding can occur; too much texture and mobility aids can't glide as needed.

Firm & Stable

When we age, it's imperative our floors are firm enough to handle the weight of whichever mobility device we need to use. If it's not firm, floors can be damaged and mobility aids can be unbalanced, causing falls. Flooring that is bonded to the subfloor enhances stability and safety.

Smooth & Flat

While slip resistant flooring has a textured quality, flooring that's overly textured or bumpy can cause issues, so think smooth. Joins should also be seamless, so wheels don't get stuck. Uneven surfaces and floor slopes can also trigger falls, so keep it flat wherever possible.

Rugs & mats

Floor rugs and mats can be trip and fall hazards, so avoid them unless they're fit for purpose ie. anti-slip floor mats with non-slip rubber backing may be safe.

Flooring style spotlight

Contemporary vinyl flooring is a solid choice for using with mobility aids as it's stable and usually flat. It's also easy to maintain, affordable, and there are many colours and styles to choose from, including thicker commercial vinyl options offering increased durability.

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RENTAL SOLUTION
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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.

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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, which is generally slip resistant, may be suitable if it's carefully selected. It can't be overly thick or plush, though. Commercial-grade options are usually better for using with mobility aids. Avoid carpet tiles as they're likely to be unsafe, and ensure any carpet is well bonded to the subfloor.

Hybrid flooring – a fusion of laminate and vinyl – offers a stable, rigid surface for mobility aids to navigate. It's also waterproof, durable, easy to take care of and scratch and stain resistant. It's also an excellent option for obtaining a stylish hardwood look without the maintenance.

Engineered floorboards are solid enough for walkers, wheelchairs and rollators and tend to be nice and flat, but softer to land on if a fall occurs. Harder woods usually experience less wear and tear and are better able to withstand extra weight. They also offer a degree of texture to help reduce slips and falls.

For further advice, chat to one of Parrys friendly team members today.



Google Review

"If you are looking for a floor solution and need to purchase off of someone who genuinely cares and interested in your project....visit Gerard in Baldivis (even if it's out of your way!!)

We are completing a DIY Hybrid Floor renovation project and Gerard has gone above and beyond with his customer service. I wouldn't go anywhere else. He has answered our multiple questions, provided demonstrations and his recommendations have been second to none."

Nicole Campbell

★★★★★



**READ
MORE**

Key Reasons for Senior Safe Flooring

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WE WILL
BEAT ANY
WRITTEN
QUOTE#

*CONDITIONS APPLY SEE WEBSITE FOR DETAILS

BEST FLOORING SOLUTIONS FOR AN ACTIVE FAMILY HOME

A family home is a home full of life. In energised spaces, flooring needs to be able to withstand varied activity – and the occasional bout of chaos!

So, what do you need to ponder when shopping for floor coverings for a fast-paced home?

1 Budget

Considering how much you can afford to spend is a big factor. This may dictate whether you have the same type of floor covering throughout your whole house or if you swap it up to save a little. Top tip: Budget also influences the quality of the flooring you embrace, so knowing what you can spend – at the outset – helps guide your choices.

2 Lifestyle

Is your home peaceful or does it move at speed?

Do your kids jump out of the pool and traipse water inside? Are they younger or older?

How much time do you spend in each room?

Do you want a homely feel?

Answering these questions – and more – offers your flooring consultant valuable insights.

Top tip: Write notes to share with us in-store; it helps us know what flooring to recommend and speeds up the process.

3 Kids

Even with busy children in the home, stylish flooring is possible! It may just mean opting for great-looking coverings that are also sturdy, such as those with scratch and/or water resistant top layers. Your choice depends on who your kids are and how you run your home!

4 Pets

Furry family members form a crucial part of the decision-making process. As much as we love them, they can shed fur, cause spills, and scratch surfaces. So, observe your pets to see how they interact with the floor coverings of your home before you begin shopping.

An active home: key tips for flooring options

With an extensive range of floor coverings available, you don't have to sacrifice on style to enjoy longevity.

- **Vinyl** is perfect for time-poor families because it's easy and quick to clean, thanks to being water and stain resistant. It's robust, so it takes a lot for it to be severely damaged and is ideal for high-traffic areas, like hallways. Better yet, it looks fabulous and offers value for money.
- **Carpet** adds warmth to a bustling home and helps create a calmer atmosphere in bedrooms and sitting rooms. It's good at absorbing sound, is a natural insulator and provides that bit more padding, making it perfect for staircases. When choosing carpet for your active

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100% NZ WOOL WHOLE
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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

"Extremely happy with Alain's genuinely lovely manner and A1 customer service. We had a rough idea on what we wanted and Alain showed us exactly...none pushy sales man - just a good listener. I have no doubt the installation people will be great! Highly recommend if you want a great experience."

K Cook



home, seek out the specific types that are highly stain resistant and built to last.

- **Hybrid floors** are 100% waterproof, resilient to temperature changes, sophisticated and highly durable. As well, they're odour-proof and scratch resistant!
- **Engineered timber** is cheaper than polished hardwood floors and less likely to warp, swell or succumb to water damage. It looks elegant, is fast to install, easy to repair, not as hard – or cold – as tiles, and is allergy friendly.

We hope these flooring insights make your journey simpler.

See you at a Parrys store soon!



**READ
MORE**

Best flooring solutions for an active family home



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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\$9.90M²



SAVE UP TO
**65%
OFF**

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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!

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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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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 MAKES HYBRID FLOORING 100% WATERPROOF?

One of the hybrid flooring layers features a limestone composite core board that gives the product the waterproof properties. The same technology feature makes hybrid flooring odour-proof and resistant to scratches and stains.

These combined properties make hybrid flooring a perfect option to hold up foot traffic even from pets as well as kids.

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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!



ENGINEERED TIMBER

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Come and have a look at the quality engineered ranges at our Parrys stores.



HYBRID FLOORING

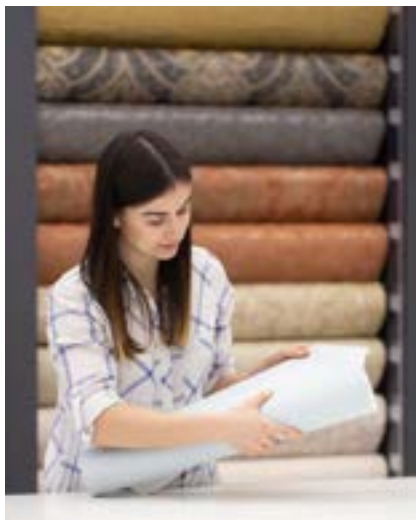
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5.5M WIDE AQUACLIC HYBRID
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5.5mm Aquaclic Hybrid flooring is our most popular hard flooring range in Parrys.



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

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

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RENTAL PROPERTY FLOORING: THE BEST CHOICES

Tax time is on the horizon!

For those with rental properties, it makes sense at this time of year to consider what tax-deductible upgrades are needed to ensure your asset continues to deliver the best returns for you.

When it comes to investing in the best flooring for your rental, we've done the thinking for you!

Keep in mind when choosing fresh floor coverings that you don't know who will be living there in the future – will it be a family with young kids, a single person with pets, or an elderly couple?

Dealing with this unknown means playing it safe with cost effective, durable floor coverings is the best bet.

3 Key Considerations

• Easy care

When caring for your flooring isn't up to you, select what's easiest to care for. While many tenants will treat your home as if it's their own, most of us are time poor, making floor coverings that require specific cleaning regimes or products less than ideal.

• Expense

How much to invest? This is a key question as you balance not spending too much with guaranteeing you get the highest rental

return you can by creating exceptional aesthetic appeal to attract the right tenants. As an investor, it's also pertinent to think about quality, so you can maximise your resale value if you decide to sell.

• Waterproof / scratch / dent resistance

Along with easy care, selecting flooring that won't easily be damaged – and, therefore, need replacing too quickly – is critical. In a perfect world, your rental property floor coverings will be waterproof, and scratch and dent resistant to withstand any type of tenant.

Top 3 Flooring Picks

Vinyl Flooring

Vinyl flooring is a godsend for rental properties because it's resilient, affordable and looks smart.

It's water-resistant (so it's ideal for all areas of the house, but particularly the bathroom and laundry), doesn't require fancy cleaning products, is hard wearing (thanks to its firm core), and is low allergy (great for any tenant).

Hybrid Flooring

This 100% waterproof flooring option blends vinyl with laminate, delivering a lovely hardwood look, all with lower maintenance requirements!

Hybrid flooring is also less likely to warp and wear because its

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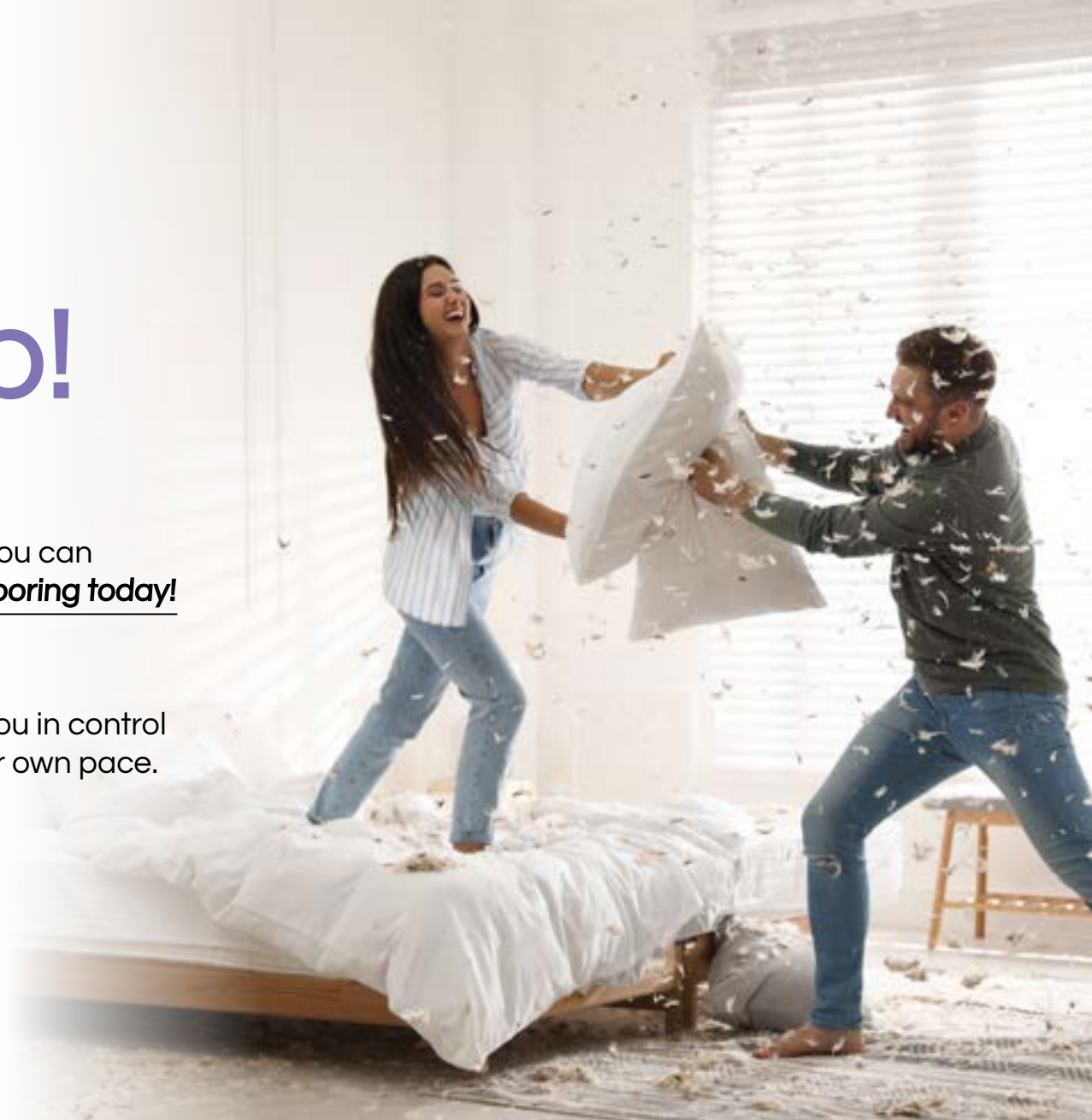
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The flexible repayments put you in control by letting you pay later at your own pace.

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* Conditions apply see parryscarpets.com.au for details

zip



limestone composite core board is nice and rigid. Better still – it's scratch and stain resistant, as well as odour-proof.

It can even help with noise proofing, making it perfect for units and apartments.

Carpet

A hard wearing polypropylene loop pile carpet is an excellent selection for rental properties.

It's very affordable, extremely hard wearing, and easy to clean as it does not absorb liquid. It's highly stain resistant and doesn't fade easily so is even a good choice for bedrooms and play spaces.

Importantly, it's also a quality option that looks great.

At Parrys, we can help your rental property flooring selection journey, so drop in and see us today.

Google Review

"Could not fault this company, I messaged the page about a sale they had, and John at Myaree called me and talked me through it, he didn't have a colour I wanted on sale but suggested another range. We went to visit the store few days later and John was amazing, helped us match our timber features in our house with a beautiful carpet. Price was \$1000 less than carpet court!! The company had amazing communication with us the whole time and when we asked questions they were so prompt in helping us. We wanted more insulation on the floor and John suggested some amazing options, and in our price range. They arrived on time, installed in 4 hours and we moved back in end of day. It was amazing and we can't fault the experience, advice or product. Thank you parry carpets! We are so happy with our upgrade."

Tabatha Hawley



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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.

Read more: [*Your buying guide to carpet fibres and materials*](#)

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 styles and finishes*](#)

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.

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