

# bella

Magazine

Autumn  
2025

## WELLNESSTIPS FOR YOUR HOME

Why flooring is important  
Here we look at the top factors to think about for enhanced health.

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## ENGINEERED TIMBER FLOORING INCREASES PROPERTY VALUE

If you're looking for a way to elevate your home's appeal and upsize the value of your investment, engineered timber flooring is ideal.

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## FLOORING 'NEED TO KNOWS' FOR WHITE WALLED SPACES

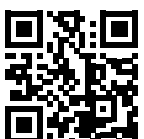
When it comes to selecting new flooring for white walled spaces in your home, it pays to take a deeper dive into this timeless Australian wall colour.

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## OPTIMISE FLOORING DESIGN IN WET ROOMS

When it comes to the crunch, flooring for wet rooms is primarily about functionality.

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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.



## Ryan Croawell

Flooring Solution Specialist

### Mobile Showroom

Ryan brings a wealth of international flooring knowledge from our nearest neighbour; NZ.

His expertise and professional approaches in your home is the ideal way of getting your flooring problem fixed. Book Online his Mobile Showroom which comes to your house.



## Matt Clune

Store Manager

### Joondalup

With more than 10 years as part of the Parrys family, Matt's greatest strength lies in his understanding of how lifestyle and home dynamics can greatly affect the right flooring option. *"I like to take time to understand and know every customer's flooring project when they walk into my store. I want to use my extensive knowledge of flooring to educate, empowering my customers to choose the right option"*



## BALDIVIS

Tel. 9529 0036

Unit 1, 58 Goulburn Rd  
Baldyvis 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 / 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.



### Paul Ryding

Flooring Solution Specialist

#### Belmont

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.



### 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.



### 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.



### Sam Patel

Flooring Solution Specialist

#### Butler • Malaga

Sam has joined the Parrys Sales Team with experience from other Flooring Companies.

Already, he has shown a compassionate and professional approach with all customers.

Sam's knowledge base and quick maths ability sets a high standard and he loves helping out Parrys customers with their flooring needs.



### Rhys McDonnell

Flooring Solution Specialist

#### Jandakot

For a young guy, Rhys brings plenty of flooring experience and knowledge to Parrys Jandakot store.

Being a listener, he works out the best possible solutions for any flooring problems, small and big, and loves to see his customers impressed with the final outcomes.



### 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.



### Samantha Plech

Flooring Solution Specialist

#### Osborne Park

Sam loves nothing better than meeting new faces in the store and impart her broad knowledge of all things flooring.

Spending a few years in the profession already, Sam can offer great advice and turn anyone's blank slate into a work of art.



### 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.



## BUTLER

Tel. 9595 3301

Unit 10, 220 Camborne Parkway  
BUTLER WA 6136

#### BUSINESS HOURS

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

CLOSED Monday  
Tues 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

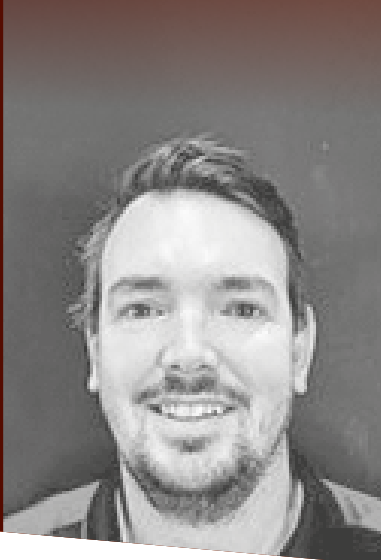
Tel. 6383 9830

44 Hutton Street  
Osborne Park WA 6017

#### BUSINESS HOURS

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





"

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

"

**Chris Poepjes**  
Parrys General Manager

# Welcome

## Welcome to PARRYS AUTUMN 2025 BELLA Edition.

Finally, Perth's scorching Summer has come to an end, the "silly season" is over, and the kids are back to school.

Now that the holiday season is over, there's no better time to reassess your home and consider any areas that might be due for a refresh.

With the cooler weather right around the corner, it's also a good idea to start considering how you might prepare your home to be cozy again.

We hope the great ideas in this latest edition of the Bella magazine give inspiration towards your fresh floors, which might just be the transformation you never knew your home needed.

You're also welcome to come into any of our eight stores across Perth and chat to our Flooring Solution Specialists.

Thinking flooring, think Parrys.

Enjoy the new magazine.



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FLOORING SOLUTIONS

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## **THINK FLOORING, THINK PARRYS**

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



## **EXTERNAL LINKS**

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







# WELLNESS TIPS FOR YOUR HOME, WHY FLOORING IS IMPORTANT

**When you're shopping for fresh flooring for your home, it's imperative to consider how your choice of material contributes to your family's wellness.**

**Here we look at the top factors to think about for enhanced health.**

## **AIR QUALITY & CLEANING**

**If you have family members who struggle with allergies and/or asthma, air quality is critical. You'll want to choose flooring that helps reduce allergens and dust in the air – and this means material selection matters.**

Despite many believing carpet is a poor choice for the allergy-prone, a key study by the German Allergy and Asthma Society showed wall-to-wall carpet reduced dust in the air by 50% of that found above hard flooring surfaces (as carpet can trap dust). When it comes to dust mites, a review by Marks and Abramson concluded removing carpet hadn't been demonstrated to reduce overall home dust mite allergen exposure.

No matter what flooring you choose, **regular, effective cleaning and maintenance to prevent allergy-triggering dust and grime build up is essential** for great indoor air quality. Hardwood or hybrid flooring, which can make dust more visible and easier to remove, is, therefore, a solid option. Choosing a vacuum with a HEPA filtration system is also wise.

Another thing to consider is VOC – or volatile organic compounds

– emissions. These chemicals can be released as gases into the air from some flooring materials. Our Flooring Specialists are well equipped to help advise on low-VOC or VOC-free flooring options.

Adequate room ventilation and greening your abode with indoor plants can also improve air quality.

## **WARMTH & COMFORT**

**When it comes to wellness, our homes need to be our havens, helping us feel warm, cosy and safe all year.**

Carpet is excellent at creating this type of atmosphere, thanks to its insulating properties. Pure wool carpets – which have thicker fibres – are particularly good insulators and lovely to sit and lie on.

You'll also want to select a low VOC underlay with antimicrobial protection and superior thermal insulation properties.

## **COLOUR & EMOTION**

**Choosing flooring that makes us feel good is essential.**

Think about what you like best – is it lying on luxurious carpet, the cool feeling of walking on hardwood floors or brightly coloured flooring that energise? Or do you want your home to feel serene with calming blue, green or earthy tones?

Choosing colours and flooring materials that help you feel your best is a wonderful way to enhance your wellbeing.

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**PRICE PROMISE**

**WE WILL  
BEAT ANY  
WRITTEN  
QUOTE\***

\*CONDITIONS APPLY. SEE WEBSITE FOR DETAILS.

# HOW ENGINEERED TIMBER FLOORING INCREASES PROPERTY VALUE

**If you're looking for a way to elevate your home's appeal and upsize the value of your investment, engineered timber flooring is ideal.**

As well as looking impressive, hardwood flooring is highly functional, versatile and durable, meaning installing it can enhance your home's value.

Engineered timber flooring – or engineered hardwood flooring – features two layers of plywood topped with a genuine hardwood veneer finish. This is more budget-friendly than solid timber planks.

## **VISUAL ELEVATION**

**There's nothing quite like hardwood flooring to elevate the visual appeal of a home.**

It looks amazing in virtually any style of home, can really open up a room and also feels lovely underfoot.

Thanks to its natural allure and warmth, and the calm feel it exudes, it helps bring ease to any home.

No matter what type you choose, engineered timber flooring is elegant and timeless, meaning it's in high demand amongst home seekers.

## **PRACTICAL, VERSATILE & LONG-WEARING**

**When you want your busy home to look spectacular – but also ensure your flooring is practical enough to handle daily living – engineered timber is perfect.**

Better able to handle spills and moisture, and less likely to stain than carpet, it's a lower maintenance option, which is appealing to property buyers.

Its properties also make it highly versatile, so it works well in bedrooms, playrooms, offices, living spaces and even kitchens.

Created to withstand heavy foot traffic and more resistant to scratching, engineered planks can still be expertly sanded down and refinished if scuffs and scratches become visible, so they're longer lasting.

When professionally installed, engineered timber flooring is less likely to buckle or warp than solid timber and can last decades if well maintained.

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**CARPET PACKAGES**  
RENTAL SOLUTION  
**WHOLE OF HOME CARPET PACKAGES**  
[73.2m<sup>2</sup>]

FROM  
**\$2790\***

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  
**\$35.90m<sup>2</sup>\***

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.



**ENERGY EFFICIENT**

**Engineered timber floors boast superior insulation. As the planks keep heat in during the colder months and stay cooler in the warmer ones, they can reduce a home's energy consumption.**

With the potential to save money on energy bills, houses with engineered timber flooring are often more attractive to home buyers.

For all these reasons – and more – hardwood flooring is considered the gold standard in flooring, which is why it can help boost the resale value of your home.

At Parrys, we offer a large range of engineered Australian timber and European oak floorboards, so come in and see our flooring specialists today.

*Google Review*

**"Had our entire house carpeted by Parry's Malaga recently & we are thrilled with the result. The carpets are beautiful & the service was excellent! Alaine the salesman fulfilled all expectations & was extremely helpful & professional. The two installers Ashley & Ricky were exceptional, the job was done to perfection. Everyone was very friendly & lovely to deal with. Would highly recommend Parry's Malaga. Thank you to everyone in the team!"**

**Lynn Kaplan**



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\* SEE INSTORE FOR DETAILS. WHILE STOCK LASTS.



# 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



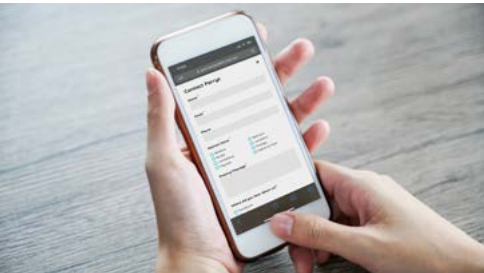
Let us tailor a solution for you



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!



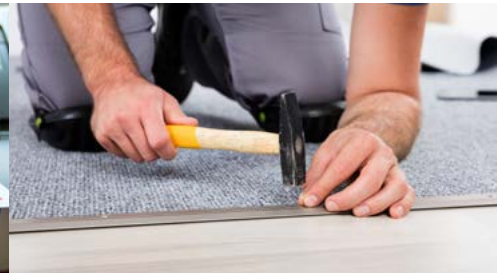
We'll bring everything you need (including an extensive range of carpet and flooring samples, underlay options, and accessories) to make the perfect colour and material choice to suit your home's unique lighting and furnishings. We can also offer our expert input.



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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## Google Review

"I booked three quotes to get Hybrid flooring installed. From the moment Ryan walked through the door, I knew that I would be able to work with him. My instincts were spot on. Ryan has an infectious personality, seeing everything in a positive way. He is honest, knowledgeable and obviously loves what he does. His 'no worries' attitude was a huge relief when I continued to change my mind to find the perfect flooring. Not only did he bring samples to my home, he also took photos from the showroom for me to compare. Always available to phone or email, I'd get almost instant replies and updates. Ryan is an amazing individual who definitely goes above and beyond to make certain his customers are completely satisfied. Don't waste your time with other companies, call Parrys Belmont and ask for the Mobile Service. You'll get Ryan's contact details. End of story, if you want the most impressive service in the business. Thanks so much Ryan. I wouldn't hesitate to recommend you to anyone."

*Jenni Harrold*



## FAQs

### WHAT IS VINYL FLOORING MADE OF?

Unlike old linoleum flooring, sheet vinyl flooring is made of PVC and synthetic compounds, which is what makes it so durable and easy to care for. Vinyl planks, and luxury vinyl planks, are made of fiberglass mesh, UV coating, a protective wear layer, a decorative layer, and a firm core which makes it stable and durable. All vinyl flooring is water-resistant and safe to use in moisture-prone rooms. It's also extremely hard wearing and low-allergy – perfect for growing families and boisterous pets.



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# FLOORING 'NEED TO KNOWS' FOR WHITE WALLED SPACES

**When it comes to selecting new flooring for white walled spaces in your home, it pays to take a deeper dive into this timeless Australian wall colour.**

Not all whites are created equal and understanding which white you're working with – or want to work with – is crucial, as is making choices with an end vision in mind.

## KNOW YOUR TONE

When you dig a little deeper, you discover white paint comes with different undertones which can dramatically impact a room and its flooring choices.

- 'Warm' whites are less bright. They tend to have yellow, pink, brown or peach undertones and evoke a cosy feeling, making them perfect for relaxed spaces.
- 'Cool' whites feature grey, black or blue tones. They're ideal for creating a sense of space and dimension, and work well where the aim is a minimalist or modern feel.
- 'Neutral' whites can be used in most spaces. These 'clean' whites are great light reflectors, add a hint of warmth and work with many colours, making them highly versatile.

***Inside tip:** To more easily see different white shades, hold paint samples against a sheet of white paper.*

## LOOK AT LIGHT

How a particular white will look in any given room can change based on sunlight and artificial lighting. Which direction a room faces also plays a role as it impacts what light comes in.

***Inside tip:** Before deciding on the right white, lay a paint sample next to your wall and watch how its look changes over a day or two.*

## OTHER FACTORS

You'll also need to think about your paint finish (matte, gloss or textured) and what material the wall is made of, as this can change how a white appears.

Individual preferences, availability, and budget also come into play.

## CONTEMPLATE THE WHOLE

Whether you're working with an already-white space, contemplating repainting or selecting paint for a new home, start with the end in mind.

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# FAQs

## HOW TO CLEAN TIMBER FLOORS?

You can use soft brooms (or the right vacuum attachment) to pick up any dirt or dust on your timber floors without scratching them. Mopping up spills as soon as they happen is important, as any excess moisture that soaks into the seams between your hardwood planks can cause warping or damage. For the same reason, avoid mopping your floor with too much water use a mop that retains less water and make sure you wring it out thoroughly. Timber floors cannot be steam cleaned and should only be sanded and refinished by professionals.

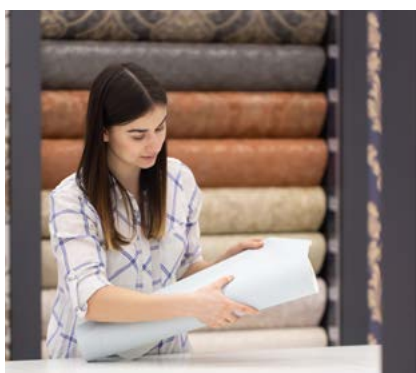


Decide upfront how you want the completed room to feel and factor in what the space is used for.

Choosing the 'right' white based on feature furniture or artwork – or your favourite flooring – is also wise.

**Insider tip:** Online colour visualisation tools are great for supporting your decisions.

**At Parrys, our Flooring Specialists understand white isn't just white and so can expertly help you find the perfect flooring to fit your specific white walled space.**



### 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.



## Google Review

"Ryan from Belmont came out and was helpful and his recommendations were spot on. The installers John and Tash were amazing and great work. Thank you all for your honesty and professional approach to your customers.

Cheers Sharon"

**Sharon Cave**



## HYBRID FLOORING

NEW HOME SOLUTION

5.5M WIDE AQUACLIC HYBRID  
PLANK LATEST FLOORING

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



## TWIST PILE

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WHOLE OF HOME PACKAGE  
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# OPTIMISE FLOORING DESIGN IN WET ROOMS

**When it comes to the crunch, flooring for wet rooms is primarily about functionality.**

The floor type you choose must stack up in terms of safety, health and durability.

However, that doesn't mean floor coverings in bathrooms and laundries – and even kitchens, which are more of a wet space – can't also be stylish.

**Top things to consider when designing your wet room.**

- A safe surface

The most important factor to think about is how safe the flooring will be when wet.

Selecting a material that isn't too slippery when soaked with water – even without floor mats – is essential to avoid falls and slips.

**Flooring that boasts a slip-resistant surface – like vinyl, which offers good grip – is key in moisture-laden spaces.**

- A waterproof material

Opting for highly waterproof material is an obvious must.

While tiles are a popular wet room choice, they can be slippery and, in damp spaces, the grout in between tiles can become a hub for mould and bacteria to breed.

Modern vinyl flooring is typically highly waterproof, featuring a core layer often made of 100% synthetic polymer materials that are moisture-resistant and a backing layer featuring mould and mildew resistant padding.

Vinyl sheet flooring which is not glued down is not the best option as water can get trapped underneath, causing mould build up.

**Your best choice for wet rooms is glued down vinyl plank flooring. This is because no water can penetrate the seamless surface, if professionally installed, leaving fewer hiding spots for mould and bacteria to thrive.**

- A long-lasting option

Thanks to being highly waterproof, glued down vinyl plank flooring is incredibly durable if well cared for.

Its long lifespan makes it ideal not just for homes but also for use in commercial spaces, like shops, offices, laundromats and hospitals.

**If you don't have to replace your floor as frequently, you can minimise disruptions to your home or business and channel your savings elsewhere.**

- An appealing choice

Another upside of vinyl plank flooring is that it looks great and feels comfortable underfoot, no matter the weather.

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**50%  
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!**

When it comes to choosing the perfect style of vinyl plank flooring for your home, there's no shortage of gorgeous wood and stone-look options and it comes in an array of attractive colours and textures (great for providing extra traction).

***It also suits most budgets and is low maintenance.***



## 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.**

**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 Elizabeth***



## FAQs

### WHAT IS A GOOD THICKNESS FOR LAMINATE FLOORING??

You'll find laminate flooring in different thicknesses, including 8mm and 12mm. It's important to note that thickness does not translate into quality and durability, however, thicker options are less prone to warping. Read more on laminate thickness.

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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/](http://parryscarpets.com.au/mobile-home-service/)

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