

bella

Magazine

Spring 2025

SURFACE TEXTURE ON HYBRID FLOORING: DOES IT ATTRACT DIRT?

Hybrid flooring has taken the world by storm – and demand for this exquisite and revolutionary product is showing no signs of abating.

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Readying yourself to select new flooring for your home but worried about how to make the right choice?

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FLOORING SOLUTIONS

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The team

The Parrys Flooring 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. With his expertise and professional advice, finding the perfect flooring for your home couldn't be easier. Book the Mobile Showroom online and enjoy a personalised consultation in the comfort of your own home.



John Feasey
Store Manager
Myaree
John is well regarded by Parrys customers for his enthusiasm and genuine rapport. Backed by years of retail experience, he brings both product knowledge and practical design ideas to help customers choose with confidence.



BALDIVIS

Tel. 9529 0036
Unit 1, 58 Goulburn Rd
Baldivis WA 6171

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9am – 5pm



BELMONT

Tel. 9478 5588
203 Alexander Rd
Belmont WA 6104

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

Terry Netto

Store Manager

Baldivis

Terry is a flooring veteran with many years of experience helping customers choose the right products.

With in-depth knowledge of carpet, vinyl and hybrid, he provides trusted advice to customers in Baldivis and surrounding areas.



Derek Martin

Store Manager

Belmont

Derek brings his extensive flooring experience in Victoria to our Parrys team.

With strong industry knowledge and a proven sales background, he takes pride in helping customers choose the floor that best suits their home.



Paul Ryding

Flooring Solution Specialist

Belmont

Paul has spent many years building his expertise in flooring, from renovations to new homes.

He's the go-to for clear advice on the right flooring for every application, making the buying process simple and stress free.



Daniel Oost

Flooring Solution Specialist

Belmont

Daniel is passionate about helping customers find the perfect flooring, providing tailored recommendations for every project. With nearly five years of experience and strong product knowledge, he confidently matches style, function, and budget. His approachable manner ensures customers feel supported and informed when making their flooring choices.



Stewart Adams

Store Manager

Belmont

With extensive experience across the flooring industry, Stewart is known at Parrys for his detailed product knowledge and genuine customer care.

He takes the time to understand each customer's needs and provides tailored advice to ensure the right outcome every time.



Justin Jordan

Store Manager

Butler

Justin is a highly experienced flooring specialist and one of the original team members from Parrys' early days at City West.

After honing his sales and management skills in other retail markets, he's now based in Butler - always ready to share his expertise (and a good chat).



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.



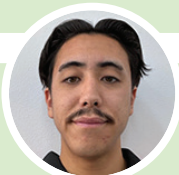
Rhys McDonnell

Flooring Solution Specialist

Jandakot

Rhys brings strong flooring knowledge and experience to Parrys Jandakot.

Known for his attentive approach, he listens carefully and helps customers find the best solutions for their homes, taking pride in seeing them happy with the end result.



Matt Clune

Store Manager

Joondalup

With over 10 years at Parrys, Matt's strength is understanding how lifestyle and home dynamics shape flooring choices. He takes time to know every customer and their project, using his extensive knowledge to guide and educate. Matt's goal is to empower customers with the right information so they feel confident choosing the perfect flooring option.



Alain Aliphon

Store Manager

Malaga

Alain is Parrys' longest-serving team member, with almost 30 years at the Malaga store.

Known for his broad flooring expertise, he has helped generations of customers north of the river find the right solutions for their homes.



Samantha Plech

Flooring Solution Specialist

Osborne Park

Sam enjoys meeting new customers and sharing her broad flooring knowledge.

With several years in the industry, she offers clear advice and helps customers transform their ideas into the perfect flooring choice.



Mason Sipe

Store Manager

Osborne Park

Mason's background in property development and renovation gives him a unique perspective on flooring.

His enthusiasm and genuine care make customers feel confident and supported in their decisions.



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Butler WA 6136

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Closed Sun and Mon

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Sun 11am - 5pm



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

Chris Poepjes
Parrys General Manager

Welcome

Welcome to PARRYS SPRING 2025 BELLA Edition.

As we leave winter behind, the Parrys team has an extra spring in our step – and not just because warmer days are coming.

We're excited to be rolling out a fresh venture this October. **Parrys Rugs** offers a contemporary collection of exclusive designer rugs curated to complement all types of hardwood flooring and inject consummate comfort and character into every space.

So, if your cherished abode is due for a total makeover this spring or you're simply after a surface level spruce up, our new end-to-end flooring solutions deliver a superior experience.

Searching for inspired ideas? This Bella magazine edition provides all you need. From debunking common flooring myths to exploring hybrid floor texture, unpacking cosy carpet choices and unveiling the ultimate flooring guide, we'll maximise your makeover!

Parrys Flooring Specialists are also on hand at all of our 8 stores or book an in-home appointment online.

If you're thinking flooring, think Parrys.

Enjoy the new magazine.



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

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SURFACE TEXTURE ON HYBRID FLOORING: DOES IT ATTRACT DIRT?

Hybrid flooring has taken the world by storm – and demand for this exquisite and revolutionary product is showing no signs of abating.

Fusing the best attributes of laminate and vinyl, hybrid flooring delivers stunning hardwood-look floating floors that are rigid and robust, as well as vogueish and versatile.

Parrys offers both textured and non-textured finishes, prompting many buyers to wonder if textured hybrid floors attract more dirt or are harder to clean.

Let's take a look!

Q Why textured hybrid flooring?

A A textured surface enhances the visual appeal, character and depth of hybrid floors, helping them to look and feel more like a natural substance ie. timber.

Added bonus #1: Texture also creates more grip, making this an excellent slip-resistant flooring choice and ideal for high-traffic spaces and homes with younger or older family members.

Q Does textured hybrid flooring attract or trap more dirt?

A The slight texture may offer more spaces for dirt to accumulate than a smooth finish, however, the grooves, slight height and shadows of textured hybrid floors do a better job of hiding dust and debris in between regular cleaning!

Added bonus #2: Hybrid floors are 100% waterproof, making

them great for homes with young kids and pets.

Q Are textured hybrid floors harder to clean?

A These floors are quite simple to clean, particularly as they're incredibly hardy and won't crack, buckle or lift with changing temperatures.

Use soft-bristle vacuums or microfibre mops to clean regularly and remove loose dirt. Warm water is enough to keep them in pristine condition.

Added bonus #3: Hybrid floors are stain resistant and odour proof AND textured selections are great for disguising rare scuffs and scratches.

Q What else do I need to know in terms of maintenance?

A Most importantly, do not use any chemicals on hybrid flooring.

- Avoid scrubbing, as it may wear down the texture.
- Lift, rather than drag or push, furniture along it – or move items with a mat or towel underneath to prevent damage.
- Avoid using steam mops on any hybrid floors (even though they are fully waterproof).

Added bonus #4: These floors are impressively hardwearing and bring timeless appeal to any style of home.

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QUOTE[#]** • +

*CONDITIONS APPLY. SEE WEBSITE FOR DETAILS.

FLOORING MYTHS DEBUNKED, WHAT YOU NEED TO KNOW FOR YOUR RENOVATIONS.

Whether you're flipping a house or overhauling your own home, installing new floors can be transformational.

But wading through the many flooring myths that abound can be confusing – so we've put together some facts to help debunk the top 3!

Flooring Myth #1: All engineered hardwood is the same

No, not all engineered hardwood is the same.

This is not only due to the many varying styles of engineered timber floorboards, but also because differences exist in their quality and construction. These differences can affect longevity, durability and stability.

On top of deciding what material and finish best suits you, the key thing with engineered hardwood flooring is how thick the top layer is. This natural layer that you see and walk on is made of genuine hardwood, so it boasts the beauty of solid timber floors but is more economical because it uses less timber. If this layer is thicker, it can impact cost and affect how stable the floor is, as well as how quickly it wears.

While price is also driven by the materials and finishes chosen, engineered hardwood is always more economical than solid timber.

Flooring Myth #2: Vinyl flooring is dead

Mention vinyl and visions of your grandparent's garish green, red and orange floors may come to mind!

However, with outdated vintage offerings having been given the flick in favour of sleek wood-like styles in a variety of tones and textures, vinyl floors are experiencing an impressive revival.

Not only does vinyl look better these days, but it's also made better. Improved technology means vinyl floors now feel more natural, enhancing their attractiveness as a flooring of choice.

Whether it be sheet vinyl, vinyl plank or luxury vinyl plank, it's also an affordable, long lasting, versatile (it can even safely be installed in 'wet' rooms like bathrooms and laundries) and easy-to-clean choice.

Flooring Myth #3: Carpet is bad for allergies

When it comes to asthma and allergies, carpet has been given a bad name, but this longstanding myth has now been busted.

We know now that what matters most is what's present in the air and a German study found wall-to-wall carpet dramatically reduces airborne dust compared to hard flooring.

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

FROM
\$2890*

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
\$35.90m²*

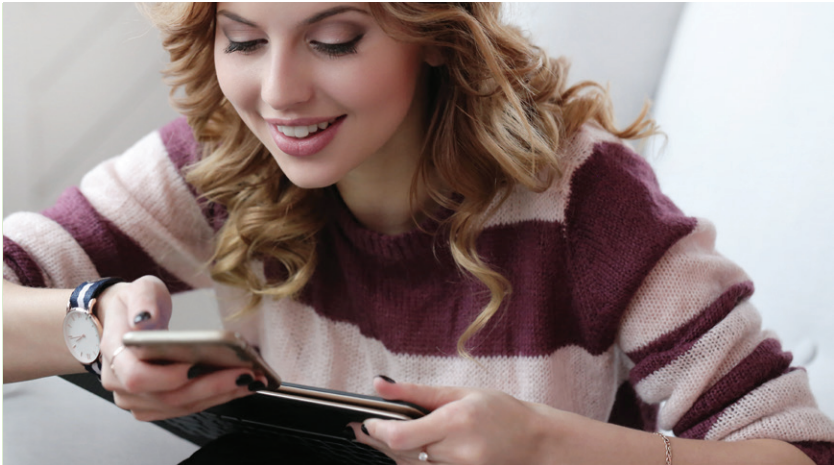
Need flooring for the back room, the garden shed, the office? Cash & Carry Carpet Tiles in all designs and colours. Be quick, while stocks last.



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.



Google Review

"We couldn't fault our experience with Parrys! We met with Mason at the Osborne Park store. His knowledge and advice was amazing and he made the process of choosing new carpet for our main bedroom fun. The correspondence and information supplied was spot on and the friendly layer was early on the booking day and did a fantastic job. Hopefully we'll be back soon for flooring. Thank you."

Natalie Bowker



If your family has sensitivities, wool and nylon carpets are your best bet, as is ensuring they're properly maintained because this helps carpet trap dust particles, taking them out of the air you breathe.

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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



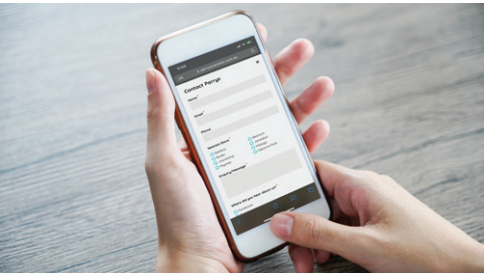
Let us tailor a solution for you



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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CHOOSING THE RIGHT FLOORING FOR YOUR STAIRCASE

In today's Perth housing market, land is limited, blocks are getting smaller, and more two-storey homes and apartments are being built. With this change, one of the most common questions we're asked is: What's the best flooring option for staircases?

Let's start with budget.

- **Most affordable option:** Paint the concrete.
- **Next step up:** Carpet – simple, practical, and effective.
- **Mid-range options:** Hard flooring such as hybrids or vinyl planks.
- **Premium choice:** Real timber – beautiful, durable, but the most expensive due to the craftsmanship involved.

Each option has pros and cons.

- **Carpet** is soft, safe for children and older people, and cost-effective. The best choices are wool or solution-dyed nylon, preferably loop pile, which handles the heavy foot traffic of stairs.
- **Hard flooring** such as hybrid and vinyl planks are non-slip, waterproof, and easy to maintain – but more costly to install on stairs.
- **Timber** (engineered or solid) offers timeless beauty and long-lasting quality, but it comes with a higher price tag and requires more care.

At the end of the day, it all comes down to your budget and lifestyle needs.

Visit us at parryscarpets.com.au across our eight metro stores, and we'll help you choose the best staircase flooring to suit your home and budget.

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SPRING INTO COMFORT, THE BEST CARPETS FOR A COSY HOME.

Dreaming of a freshly carpeted home that's welcoming and warm?

Education is essential to creating your cosy vision, so here's what you need to know to kickstart your journey.

Fibre material, pile style & density are key

Home is really all about feeling safe and there's not much more comforting than walking on plush carpet.

How soft carpet feels underfoot is based on 3 main things:

1 Fibre material

The type of material carpet is made from dramatically impacts how it feels when you walk or rest on it. Wool carpet is notoriously – and naturally – sumptuous and satisfying.

Synthetic options, such as nylon and polypropylene, offer strong fibres and deliver carpet that's highly durable, versatile and affordable, as well as comfy.

2 Pile style

Pile refers to how long a carpet's material tufts are, as well as how they're finished. The main 3 types are cut, loop and combination pile.

Cut pile means the tops of the fibre loops have been cut so the strands stand up, making the carpet feel lush and look more

refined compared to loop pile, where the loops aren't cut. Carpets can also combine cut and level loop tufts for a nice, smooth result.

3 Density

How many fibres a carpet is made of and how closely they sit together – or its density / thickness – plays a big part in how cushiony it is. More fibres = increased softness.

Note: Underlay quality also has an effect on how lush carpet feels.

Consider Foot Traffic

It's imperative to consider how often carpet will be walked on.

As bedrooms don't see as much foot traffic, many choose a super-plush, warmth-creating carpet for these spaces so they're extra welcoming.

Note: If you don't like vacuuming streaks on your carpet, choose a loop pile!

In family living rooms, playrooms or lounges, there may be more foot traffic and so, though you no doubt want softness, it's often good to opt for something that bit more resilient.

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Google Review

"Parrys carpets did a brilliant job on my new carpets. I inquired on a Saturday via the website, and Sunday morning Derek had already contacted me with his next available site visit. He brought samples and was swift to provide a sharp price for me. Installation was seamless with the installer arriving at precisely the exact time. Can recommend Derek and the team at Parry's carpet Belmont.."

Christian Ford

Parrys Belmont



FAQs

WHAT MAKES HYBRID FLOORING SO DIFFERENT?

This innovative rigid product is not only waterproof but also experiences minimal expansion and contraction even at extreme temperatures. This is a great feature, which helps prevent cracking and buckling when the temperatures keep fluctuating.



Choose your vibe, consider your tribe

Thinking about your family members, their ages and what they'll be doing in each space is necessary, as is deciding what overall vibe you want your carpet to deliver.

For example, you can achieve a cosy yet still colourful look to brighten up your home, or selected muted tones for a calming, chill out space.

Care is crucial

When looking at how cosy you want your carpet to feel, it's vital to think about the level of maintenance required over time to keep it feeling soft and looking good.

Proper care is critical to enjoying that snug feeling for longer!

HYBRID FLOORING

NEW HOME SOLUTION

5.5M WIDE AQUACLIC HYBRID
PLANK LATEST FLOORING

FROM
\$41.90m²*

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
\$5690*

(Based on 73.20m²)

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

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THE ULTIMATE GUIDE TO CHOOSING THE BEST FLOORING FOR YOUR HOME.

Readying yourself to select new flooring for your home but worried about how to make the right choice?

Let Parrys' checklist take the stress out of shopping!

1 First, it's vital to understand the key differences in the main types of flooring:

Carpet, hardwood, hybrid and vinyl.

You'll want to look at how each option stacks up in terms of:

- Cost
- Durability
- Maintenance
- Comfort; &
- Aesthetics

It's wise to also decide your priority ie. are looks more important than budget, is comfort king or is durability the most pressing need?

2 Flooring isn't a one-size-fits-all affair, so contemplate the needs of the room you're fitting out.

For example, kitchens and bedrooms may need something completely different to your living room or play space. Think about:

- How you want the room to ultimately feel & look
- What the room is used for & how messy / wet it may get
- How much time will be spent in the space
- What sort of time you have for cleaning & maintenance

3 Consider your family.

It's essential to ponder how each floor type holds up to common household challenges – like pet traffic, spills, and foot traffic – based on your unique family make up.

Animals can scratch and scuff flooring and babies need safe, clean places to explore, so whilst you may not have kids or pets just yet, if that's part of the picture, it makes sense to plan for it now.

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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!**

CARPET PACKAGES

NEW HOME SOLUTION

WHOLE OF HOME CARPET PACKAGES 30 OUNCE SOLUTION DYED NYLON

FROM
\$4490*

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.



4 Do a long-term cost comparison.

When making your flooring choice, looking at long term costs can dramatically impact selection. Include:

- Upfront flooring / material price
- Installation fees
- Maintenance / cleaning expenses
- Projected lifespan / replacement costs

Think about changes over time ie. you may want carpet for your crawling babies but prefer hybrid floors for the teen years.

5 Careful curation.

There aren't too many homes that feature only one flooring type throughout but while mixing and matching floors is common, it's not always done well.

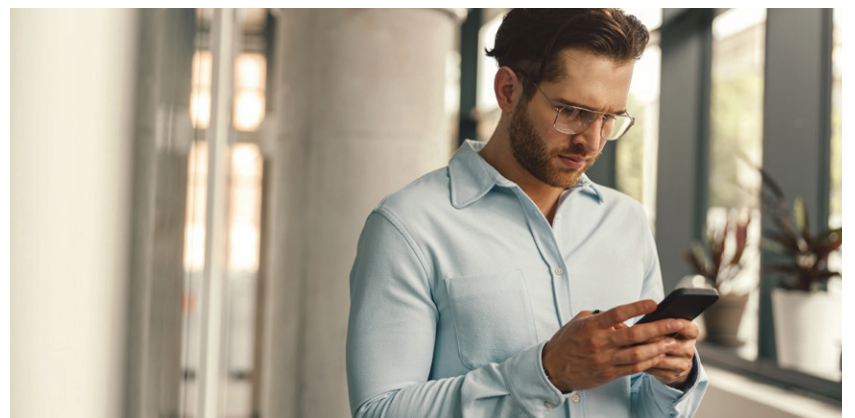
Ensuring your home still looks cohesive and stylish when using several flooring materials is an art. Fortunately, we have you covered here!

6 Don't be afraid to lean on us.

Sometimes, no matter how much research you do, there's nothing quite like getting expert advice!

Parrys Flooring Specialists help people make flooring decisions based on their specific lifestyle, aesthetics, and budget every day, so let us serve you.

Drop in to one of our eight stores and we'll make your floor shopping experience simpler.



Google Review

"Scott made the selection process very easy with his product knowledge and non pushy, easy demeanor. He came out to measure up and delivered the quotation the next day. Mitch the carpet fitter called me prior to arriving, got here on time, done a first class job and cleaned up when finished.

I would have no hesitation in recommending these guys."

Alan Homer



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PARRYS RUGS

STYLE YOUR SPACE WITH CONFIDENCE

Parrys is excited to announce that we're rolling out a new arm of our flooring business and stepping into the wondrous world of rugs!

Parrys Rugs offers a curated selection of contemporary designer rugs that bring style and comfort to any room.

Created to complement all types of hardwood flooring – from hybrid to vinyl and engineered timber – while infusing comfort and unmatched personality into every room, Parrys Rugs represents a smart evolution for our customers.

A sub-branch of WA-owned Parrys Flooring Solutions, which boasts roots dating back to the 1950s and long-established buying power, the addition of Parrys Rugs cements our position as Western Australia's largest stockist of quality floor coverings.

This exciting expansion allows our trusted flooring specialists to deliver expert end-to-end flooring solutions, paving the way for a superior, streamlined shopping experience.

Explore our selection of versatile rug styles and sizes online or pop into one of our existing eight specialist stores, conveniently dotted across Perth from Butler in the north to Baldivis in the south, for face-to-face personalised guidance from our team of experts.

Parrys Rugs' delivery service adds to the ease of completing those all-important finishing touches to your favourite spaces, ensuring your rugs arrive safely at your doorstep without you having to leave home.

Parrys Rugs. Style your space with confidence.



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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 50s 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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4 FOR 3 Spring

DEAL

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