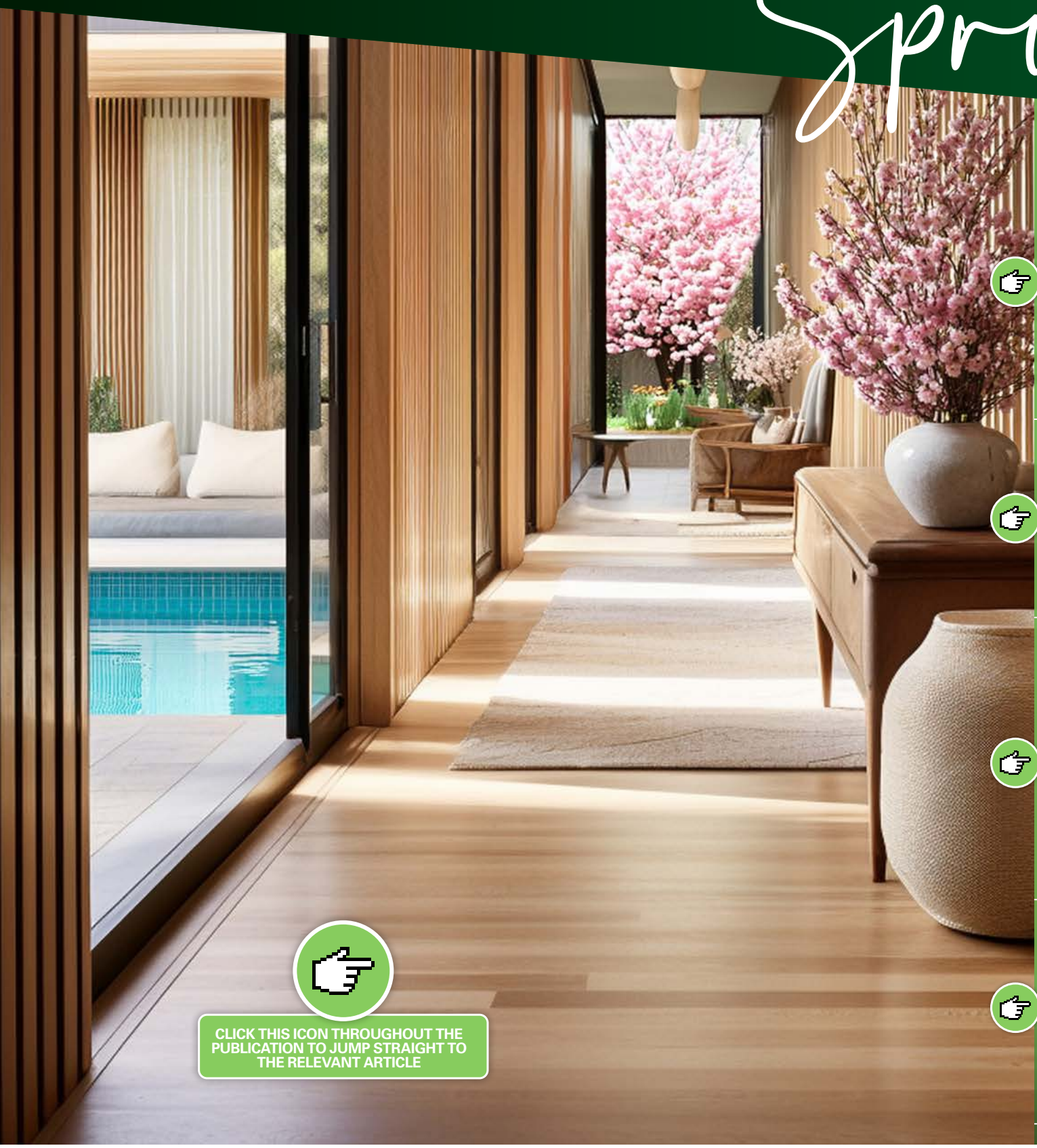
bela

Magazine

Spring 2026



APARTMENT LIVING, UNINTERRUPTED.

Driven by affordability and convenience, apartments and units are surging in popularity in Perth, and that means more people are living closer together than ever.

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Punctuated by clearer days and extra doses of sunshine, spring is all about new energy and enthusiasm.

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SPRING AIR, BETTER FLOORS.

Spring is here, and while that means more sunshine and warmer days, it also means that pesky pollen counts are creeping up.

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WESBUILDERS PREFERRED SUPPLIER

PARRYS FLOORING SOLUTIONS

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

Chris Poepjes
Parrys General Manager

Welcome

Welcome to PARRYS SPRING 2026 BELLA Edition.

As the days lengthen and the sunshine returns, spring is the perfect time to breathe new life into your home. It's a season for fresh starts, for opening up your living spaces and for choosing flooring that reflects the lighter, brighter mood of the months ahead.

This edition is full of practical inspiration to help you make the most of the season. From the simplest of switches with a seasonal rug refresh, to protecting your indoor air quality as pollen counts rise, we're covering the flooring decisions that matter most right now.

We also unpack the difference between vinyl sheet and vinyl plank so you can choose with confidence, and share our tips for quieter, more comfortable apartment living as more Perth households choose apartment and unit living.

Our Parrys Flooring Specialists are ready to help you find your perfect match across all 8 of our stores or book a convenient mobile home service appointment online.

Thinking flooring, think Parrys.

Enjoy the new magazine.

PARRYS
FLOORING SOLUTIONS

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APARTMENT LIVING, UNINTERRUPTED

Driven by affordability and convenience, apartments and units are surging in popularity in Perth, meaning more people are living closer together than ever.

Calling a high-density development home has plenty of upsides, but it can also bring challenges.

One of the biggest is noise. Hearing your upstairs neighbour's every step, or worrying your own family's movements are travelling downstairs, can turn home into a source of stress rather than comfort.

For apartment dwellers, choosing the right flooring is one of the simplest ways to work towards a quieter, more comfortable home.

What to consider when choosing apartment flooring

If you live in a strata community, check with your strata committee before starting any flooring upgrade. Most committees have specific requirements around noise ratings and safety standards, and getting approval upfront can save you the cost and hassle of redoing the work later.

Understanding the growing trend towards higher-density living, many contemporary flooring options are now designed with acoustic performance in mind. Hybrid flooring is one option worth considering. Built in multiple layers, hybrid flooring can include underlay designed to help cushion the impact of footsteps and everyday household movement, such as dropped items or scraping chairs.

Beyond the construction of the floor itself, a few extra habits can make a real difference to noise levels in your home.

Other tips for quieter apartment living

- Wearing soft-soled shoes indoors helps reduce the impact of footsteps.
- Felt or rubber pads under furniture legs stop chairs and tables from scraping and thudding.
- A well-placed rug over hard flooring adds another layer of cushioning and can help absorb unwanted noise.

Ready to explore your options?

If you're thinking about upgrading your apartment flooring, chat to the team at Parrys about hybrid flooring options suited to higher-density living and be sure to check your strata's specific acoustic requirements before you begin.

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.

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.

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 stock last.

FAQs

HOW HARDWEARING IS HYBRID FLOORING?

It is outstandingly hardwearing. The superior wear qualities of hybrid flooring make it ideal for both commercial and residential use.

Whether it's in your kitchen, or entryways, you can't go wrong with the hybrid flooring option. It simply eliminates the common complaints of the regular laminate and vinyl floors.

Google Review

"Very happy with the service and outcome of my dealings at the Belmont showroom. Derek knew his stuff and provided solid professional advice for the circumstance of my job. Derek also accommodated a prompt install and personally attended a site measure on a Sunday morning in an effort to minimise the overall square meterage of carpet used/ purchased. The value-add is refreshing and appreciated."

Michael B

★★★★★

THE RUG EDIT

Punctuated by clearer days and extra doses of sunshine, spring is all about new energy and enthusiasm.

It's the perfect season for spring cleaning and an in-home spruce up, and rolling out a fresh rug is one of the simplest ways to revitalise your space.

An easy seasonal switch

If replacing your whole floor isn't an option, picking up a new rug is the perfect alternative, helping you achieve a refreshed, new season look while also minding the budget.

If you have the storage space, it's easy to embrace a heavier, warmth-trapping rug for autumn/winter and switch it out for a breezier selection in spring/summer.

During the warmer months, lighter tones and natural textures and fibres are popular across Perth, as they play a part in keeping your home cooler and, importantly, effortlessly handle sand and extra foot traffic.

The power of a rug

A rug should never be an afterthought. While it's an inherently practical household item that helps protect flooring and catches dirt and dust, rugs do have the power to both anchor and instantly lift the feel of a room.

A soft, light-coloured choice can create a sense of calm in a bedroom or promote relaxation in a communal living area, while bright colours can add energy and interest. In open areas, natural weave rugs with extra texture can add depth and warmth and reduce feelings of sterility.

Rugs can help define a home's layout, which is especially helpful in open-plan homes that are increasingly the norm in Perth.

Additionally, a rug plays an integral role in tying a space's furniture and decor together, so take a holistic view when making your fresh selection. Focusing on one element more than the other can cause a room to feel disjointed.

Don't forget that these floor coverings can even be a statement piece, so highlight your personal style with a bold choice that you can easily replace when your taste shifts.

Parrys' rugs paving the way

Refreshing your space your way this spring is easier than ever now that Parrys is offering a curated collection of rugs.

Our contemporary range starts from $69 at select stores across the Perth metropolitan area, and our team is at the ready to ensure your spring makeover is seamless.

Google Review

"We recently had engineered timber flooring installed in our new apartment by Parrys Flooring and couldn't be happier with the result.

Ryan was amazing throughout the whole process — handling all our enquiries, going back and forth with us patiently, and putting in extra effort to help us find exactly what we wanted. Nothing was ever too much trouble.

Ryan and Jordan completed the installation and did a fantastic job. The workmanship and finishes are very high-end, communication was excellent, and they were both quick, friendly and professional throughout.

Highly recommend Parrys Flooring to anyone wanting quality flooring and great service!"

Just Pizza

★★★★★

FAQs

WHAT'S THE RIGHT RUG SIZE FOR AN OPEN-PLAN LIVING AREA?

In open-plan homes, a rug needs to do more than fill space, it needs to anchor it.

Choose a size generous enough to sit under the front legs of your sofa and any nearby seating, so your furniture feels grounded rather than floating on top.

As a general guide, look for a rug that extends at least 30cm to 40cm beyond each side of your main seating arrangement. In larger open-plan spaces, don't be afraid to go bigger. A well-sized rug can help define your living zone, separating it visually from your dining or kitchen area without the need for walls.

Not sure what size suits your space?

Pop into a Parrys store and our team will help you find the perfect fit.

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

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

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 Solutions today and let the transformation happen in your home!

BOOK NOW

1 Let's Connect

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!

2 Embrace our personalised experience

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.

3 Let us tailor a solution for you

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.

4 On the spot pricing

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!

5 Expert install

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.

PARRYS
FLOORING SOLUTIONS

CARPETS • TIMBERS • VINYLS • HYBRID • RUGS • VINYL PLANKS • REMNANTS

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VINYL SHEET VS VINYL PLANK

When it comes to overhauling your home flooring, there's one dilemma that tends to cause more headaches than most: which vinyl option to choose?

Knowing which way to go requires understanding the difference between the two, but rest assured there's no wrong choice, it simply depends on your home and what you're after.

Sheet vs plank: need to know

Vinyl sheet offers a seamless flooring option, which makes it ideal for wet areas of the home, like laundries, bathrooms and even kitchens.

Sheet vinyl also tends to be more budget-friendly because it comes in rolls and is usually cut into just one or two large sheets before being installed. Due to this, there are very few, if any, joins where moisture can slip through, which is why it's perfect for spaces where spills and steam are common.

Vinyl plank is the best go-to for a home's comfy living spaces. This type of flooring material more closely mimics the look of real timber, creating a sense of warmth, ease and style.

Modern vinyl plank, including luxury vinyl plank, is available in an array of gorgeous finishes and sizes at Parrys. Not only do these affordable products allow you to bring the feel of nature inside your home, but they're also built to last, making them a solid long-term choice for areas with heavy foot traffic.

A special note:

Parrys Flooring has brilliant options for those on a budget. With fast, no-fuss, DIY "peel and stick" products which can be placed directly onto concrete. At Parrys, we find our waterproof flooring choice popular for rental properties and homes with very young children and pets..

The big vinyl picture

Whichever selection you make, contemporary vinyl flooring can deliver the lot: beauty, affordability, durability, versatility and cleanability.

Vinyl floors have come a long way in recent times so, no matter what tone or texture best suits your style, there's a seemingly limitless range of colours and styles to pick from.

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 fibreglass 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 hardwearing and low-allergy – perfect for growing families and boisterous pets.

Google Review

"We were looking for flooring and we were a little unsure of what we wanted. Mason was extremely helpful and patient and encouraged us to take some samples home to see what they looked like at home. He took his time to explain and show us different flooring and hybrids. The display centre is also really good as many samples are on display and you can compare colours. All in all, we are so happy with the product (which my husband laid) and the colour is perfect (Parkerhill Hybrid). What a pleasant and positive experience. Thanks Mason."

Jonesy

★★★★★

New manufacturing innovations mean vinyl looks more sophisticated and feels more natural than ever, and yet, unlike real timber flooring, there's no need to polish or sand it. From a cleaning perspective, it's super simple to care for, which is an added bonus.

Drop into one of our Parrys stores across Perth and chat to our team for help picking your preference, or try our mobile home service to check out some vinyl flooring samples.

READ MORE On vinyl floors

SPRING AIR, BETTER FLOORS

Spring is here, and while that means more sunshine and warmer days, it also means that pesky pollen counts are creeping up.

For many, springtime allergies simply see us reaching for a few extra tissues here and there, but for hay fever and asthma sufferers, it's a season that can be seriously unpleasant.

With grass and tree pollen in the air to contend with outside the home, it's wise to safeguard your indoor air quality.

Safeguarding your inside space

Most people never really stop to think about what their flooring might be breathing out, however, it can be a source of allergen accumulation and chemical offgassing.

As the flooring material you select can affect the air quality inside your home, opting for a product that helps air stay cleaner and healthier, so you can breathe easier, is recommended.

Choosing the safest product is especially important if you have young children or allergy-prone family members, as they may be at increased risk of respiratory issues that can be sparked by volatile organic compounds (or VOCs), such as formaldehyde, or pollutants released by some flooring.

Low-emission flooring explained

The good news is that low-emission flooring is more readily available than ever.

Low-emission floors are those that emit only extremely small amounts of VOCs, thereby protecting the air quality of your home.

To be classified as low-emission, flooring products need to undergo standardised testing and become certified.

Everplank: protecting your in-home air quality

Protecting the quality of the air inside the family home is easy with Parrys' exclusive Everplank collection, a 100% waterproof luxury hybrid flooring available in eight stunning natural timber colours.

Boasting expansive wide planks and oozing warmth, Everplank is both FloorScore and CARB Phase 2 certified.

FloorScore certification means that a hard-surface flooring product meets strict limits for VOC emissions following independent laboratory testing under controlled conditions.

FAQs

WHAT MAKES HYBRID FLOORING SO DIFFERENT?

It is extremely hardwearing.

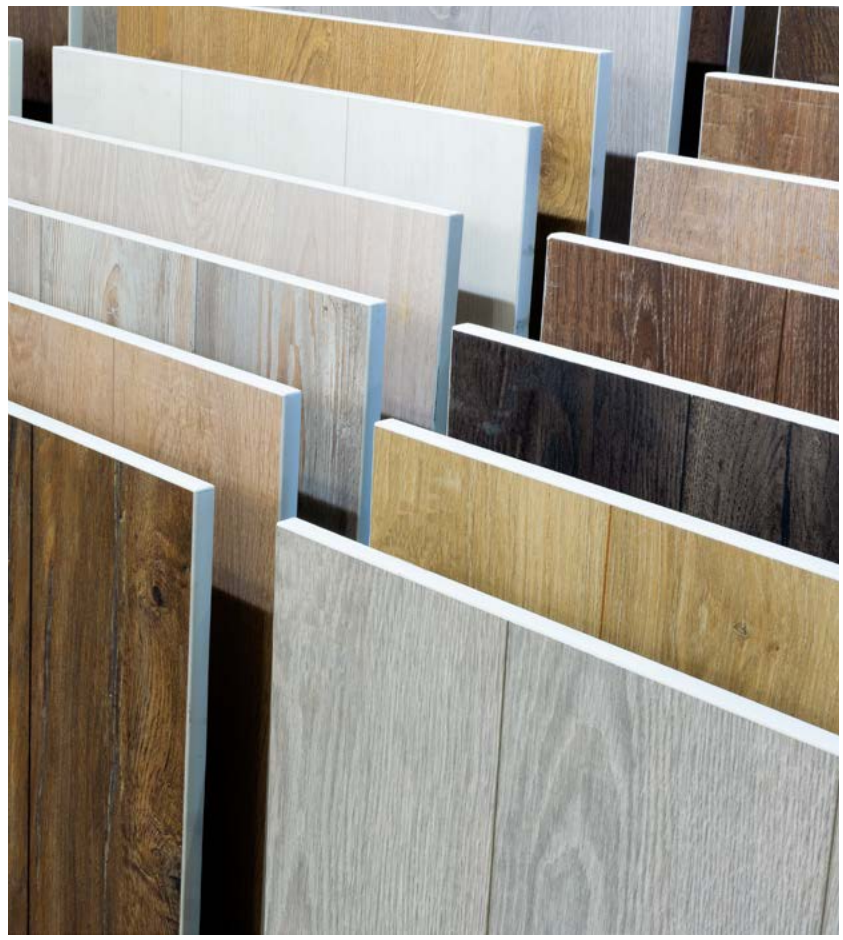
This innovative rigid product is not only waterproof but also experiences minimal expansion and contraction even at extreme temperatures.

This is a great feature, which helps prevent cracking and buckling when the temperatures keep fluctuating.

Put simply, it means Everplank meets established indoor air quality standards, making it an ideal choice for those seeking a material focused on health and sustainability.

Everplank is also CARB Phase 2 certified. CARB Phase 2 is a strict air-quality standard that limits formaldehyde emissions from composite wood products.

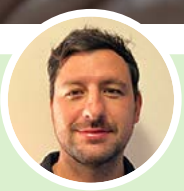
Ready for a healthier home? Ask the helpful Parrys team which low-emission flooring product suits your space.



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.

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.

PARRYS

BALDIVIS

Tel. 9529 0036

Unit 1, 58 Goulburn Rd
Baldivis WA 6171

BUSINESS HOURS
Mon to Sat
9am – 5pm

RUGS AVAILABLE

PARRYS

BELMONT

Tel. 9478 5588

203 Alexander Rd
Belmont WA 6104

HEAD OFFICE

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

RUGS AVAILABLE

PARRYS

BUTLER

Tel. 9595 3301

Unit 10, 220 Camborne Parkway
Butler WA 6136

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

RUGS AVAILABLE

PARRYS

JANDAKOT

Tel. 6365 4182

Unit 27A / 87 Armadale Rd
Jandakot WA 6164

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

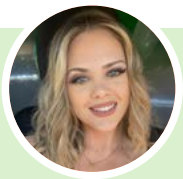
Scott Cornall

Store Manager

Baldivis

Scott brings nearly four years of experience in the flooring industry, backed by more than 30 years in customer service.

He takes pride in tailoring flooring solutions to each customer's specific needs and is passionate about going above and beyond to ensure every client feels valued and looked after.



Laura Clark

Flooring Solution Specialist

Baldivis

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

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.

Ringo DeMartini

Flooring Solution Specialist

Belmont

Ringo has been in the 'game of selling' for many years. His love of helping and assisting people with their flooring projects is the key to his success.

His gentle temperament and background in drafting are a perfect combination when quantifying and suggesting the perfect floor for you.

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 set a high standard and he loves helping out Parrys customers with their flooring needs.

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).

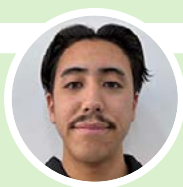
Stewart Adams

Flooring Solution Specialist

Jandakot

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.



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.

Sydney

Flooring Solution Specialist

Joondalup

With 15+ years of international experience in sales and business strategy driving revenue growth across high-stakes industries including solar energy, insurance, telecommunications and manufacturing, Sydney recently transitioned to the Australian flooring sector.

He looks forward to delivering great service and products to the local people of Joondalup and surrounding areas.

Daniel Oost

Flooring Solution Specialist

Myaree

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.

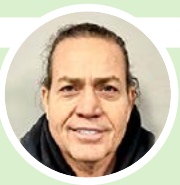
Paul Ryding

Flooring Solution Specialist

Myaree

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.



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.

PARRYS

JOONDALUP

Tel. 6365 5640

Unit 4 / 8 Dwyer Turn
Joondalup WA 6027

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

PARRYS

MALAGA

Tel. 9249 5455

Unit 1, 1924 Beach Rd
Malaga WA 6090

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

PARRYS

MYAREE

Tel. 6153 0439

Unit 3, 98 Norma Rd
Myaree WA 6154

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

RUGS AVAILABLE

PARRYS

OSBORNE PARK

Tel. 6383 9830

44 Hutton Street
Osborne Park WA 6017

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

WHY BUY FROM PARRYS!

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

Originally established by the Parry family in the '50s Parrys Flooring Solutions have been proud to continue that customer focused merchandising tradition since taking over in 1989.

We offer the following:

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 make 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/**

PARRYS
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