



FROM ANCIENT FIBRES TO MODERN FLOORING



T A B L E O F C O N T E N T S

02

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FIBRES TO MODERN
FLOORING



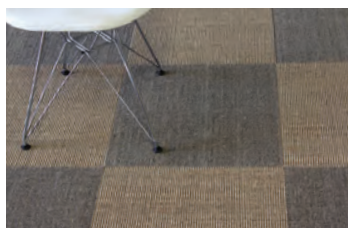
06

MAKE YOUR FLOOR
INTO AN ARTISTIC
STATEMENT



12

OUTDOOR
STYLE



18

SUVI WOVEN
VINYL MEETS
NORDIC DESIGN



20

THE ESSENCE OF
ECLECTICISM &
AUSTRALIAN STYLE



04

THE TRUTH
ABOUT REAL
SISAL FIBRE



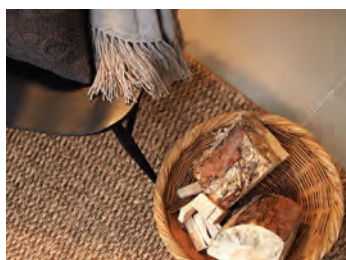
10

VILLA NATRALIS
FLOORED BY LUXURY



14

STRENGTH & DURABILITY
INTERWOVEN WITH
STYLE



16

CON TRAK SISAL
CARPET TILES



19

A WELCOME ADDITION
TO YOUR PROPERTY



THE PASSION BEHIND INTERNATIONAL FLOORCOVERINGS

To those in the know, the name David Crook is synonymous with sisal flooring. No surprise, since David has been in the floor covering industry for over 40 years and established International Floorcoverings over 25 years ago.

David has promoted the benefits of sisal flooring with a passion that's unparalleled. Considered a leader in his field, he is known for his "can-do" approach and an expertise that means no job is too difficult to undertake. He also has an infectious enthusiasm for the unique properties of sisal.

"Sisal is so appropriate for the Australian lifestyle," he says. "It can create a relaxed look that oozes sophistication or compliment a more formal, traditional

environment. It is easier to care for and much softer under foot than some might think. I encourage clients to walk on our carpets without shoes and they are often amazed by the comfort factor."

With a long and proven track record in the industry, International Floorcoverings has leveraged its expertise to extend its offering beyond the company's original 'keystone' of sisal. The collection now includes wools, wool blends and a variety of other fibres suitable for a wide range of applications.

David takes great care to understand clients' individual needs and assess each project before suggesting the appropriate floor covering, whether it's sisal, wool, polypropylene, vinyl or the jute collection.

International Floorcoverings' unique product range and service has helped grow the business from a passionate pioneer in sisal to a leading expert in sustainable, quality floor coverings. The company's relationship with Australia's leading interior designers, developers and consumers has led to numerous projects and coverage by leading design publications and TV projects, as well as sponsorship deals with respected home shows such as Grand Designs Live, HIA Home Shows and the Renovate and Build Expo.

David's credibility and popularity are key to this success, providing the right product for the right application and second to none after care service.



From ancient fibres to modern flooring

Weaving time-honoured ancient materials together with the benefits of modern technology and construction has resulted in a beautiful range of carpets and rugs that will suit a wide array of interior styles.

Natural fibres such as Sisal, Abaca, Coir, Jute, Paper and Seagrass have been used since ancient times for a numerous household items; and these timeless materials have now been revolutionised using contemporary techniques to produce striking flooring products full of texture, character and style.

Our Sisal woven floor coverings bring a note of authenticity and texture to any interior, while also offering functional benefits such as durability and strength. In addition, the fibres used are exceptionally good for allergy and asthma sufferers due to Sisal's inherent antimicrobial, antifungal and antistatic properties. The tight weaving of our carpets ensures that, with regular vacuuming, accumulation of dust particles is also minimised.

Available in a wide variety of weaves, patterns and colours, they are extremely hard wearing, provide warmth and sound absorption and are also surprisingly soft under foot.



Furthermore, the entire range is environmentally friendly, being made from renewable resources that are completely bio-degradable and use acid-free dyes.

All our woven floor coverings can be made into floor rugs or installed wall to wall using a good quality underlay, resulting in a luxurious feeling under foot.

With over 100 years' experience with woven floor coverings, we take pride in providing a fully guaranteed installation service and free measure and quote.







THE TRUTH ABOUT REAL SISAL FIBRE



Sisal fibre, from the leaves of *Agave sisalana*, is native to Mexico but is grown in Brazil, China, Cuba and throughout Africa. This hardy plant requires little water, no fertiliser and the leaves grow quickly, enabling twice yearly harvest. Luxurious and creamy white, Sisal fibre measures up to 1.2 metres long, is stretchable, strong and durable. It regulates its own moisture, resists saltwater deterioration and accepts a wide range of dyes. By-products from Sisal extraction can be used for bio-gas, pharmaceuticals and building materials. Key benefits of Sisal fibre include:

- Antimicrobial – *controls growth of bacteria, fungi & dust mites*
- Anti-Static – *ideal for offices*
- Natural Tannin present – *prevents dust mite infestations*
- Biodegradable
- Hard wearing
- Insulating
- Moisture regulating



MAKE YOUR FLOOR INTO AN ARTISTIC STATEMENT



Flooring is the most heavily utilised and highly visible element of your home, so it not only needs to withstand high levels of wear and tear; it also needs to be easy on the eye. Aside from bringing comfort and convenience to your interior, a custom made rug also has the capacity to make a powerful style statement that showcases your individuality.

Featuring premium design and craftsmanship, our floor coverings are made from woven fibres offered in an enticing choice of colours and textures, which combined with our choice of edgings, provide you the perfect palette to express yourself with creativity and flair.

We can custom make rugs to virtually any shape or size, from round to square, to hall and stair runners, or even to adorn the perimeter of a room. They can even be enhanced or 'framed' with a range of border styles in jute, cotton, linen or your own fabric, resulting in a unique piece that's tailor made to co-ordinate with any décor.

Standard Method Fabric Binding

Our Standard method pertains to your choice of our quality jute, cotton, linen or synthetic fabric bindings sewn at 50mm wide, top-stitched and with folded mitred corners.

Deluxe Method Fabric Binding

Deluxe method using any of our jute,





cotton, linen or synthetic fabric bindings is 70mm wide, blind stitched (a technique used to conceal the stitching) with padding and tailored mitred corners.

Tapestry or Your Own Fabric Binding

A wide range of European tapestry bindings are available from us or you have the option of applying your own fabrics to our carpets. All tapestry bindings and your own supplied fabric bindings are applied using our Deluxe binding method, up to 120mm wide, although this may vary due to the style of the fabric required.

Leather Binding

All leather bindings are applied using our Deluxe binding method only. Our leather binding width is generally 70mm wide although you can choose anywhere between 30mm wide up to 120mm wide.

Turned Edges with Underlay

The simplest method of making a rug without an edging, entails turning and gluing back the edges with an underlay then adhered to the underside of the rug giving a flat finish and a softer feel under foot. This method of binding results in the rug having slightly rounded corners.

Self Edging

This is our premium style of binding, where we use the same carpet as the floor rug for the border, generally featuring a 120mm wide finish. However it is possible to choose a narrower binding to a minimum of 70mm wide. Self-edging creates an understated, elegant finish.

Underlay

Our quality underlay is an option available on all of our floor rugs, resulting in better sound absorption and a softer feel under foot.



Villa Natralis

floored by luxury

Carpeting your interior is a major investment, so it's worth selecting a product that will lift your décor scheme aesthetically, while also offering great durability and stability.

Designed to withstand the punishment of modern living while also offering standout design, the Villa Natralis range is a line of wool carpet made from 100% pure un-dyed natural wool. The fibres are graded and blended together to produce luxurious, completely natural colour tones and then spun and woven on Wilton looms, a method of weaving carpet that dates back hundreds of years.

The result is a durable woven wool carpet that is extremely hard wearing and stable as the weaving process means the carpet won't lose its finish or become misshapen like tufted carpets.

"At International Floorcoverings we're passionate about natural fibres, colours and textures; the resulting range of innovative carpets, designed to bring style and practical benefits to any home, is a product of that passion. We're also firmly committed to producing and selling carpets, rugs and runners that have been produced using environmentally sound and ethical production practices, without compromising on quality or design."





FEATURES AND BENEFITS

- A 100% sustainable fibre.
- The pure colours retain the natural beauty of the fibre.
- Excellent fire retardancy, thermal and acoustic properties.
- No harsh dyeing process used in manufacture.
- Extremely strong and durable.
- Naturally non-allergenic.
- Noise insulation.
- Natural wool is able to regulate the humidity of an interior naturally.
- Energy efficient: Thermal insulation reduces energy costs as wool carpets help keep you warm in winter and cool in summer due to their superb insulation properties and ability to regulate humidity. The thicker the carpet, the better the level of insulation provided.





OUTDOOR STYLE

Australians love living and entertaining outdoors, that's a given, so there is no reason that your interior should be the only area you decorate with beautiful carpets and rugs.

The In 2 Outdoors range of woven polypropylene 'natural look' carpets provide a practical and stylish solution for all of your indoor and outdoor needs.

With a variety of colourways, various binding choices for use as custom made rugs or the option to have these installed wall to wall equates to them being a truly versatile addition to any alfresco living space or commercial application.

Designed, developed and woven by European artisans the In 2 Outdoor products look like natural woven carpets

such as sisal or seagrass but being manufactured in 100% UV stabilised polypropylene they are water resistant and do not absorb moisture. Being able to withstand sunlight and resist stains, bacteria and mildew the In 2 Outdoor range is ideal for boats and wet areas.

The sky's the limit as to their commercial or domestic use.





STRENGTH + DURABILITY

Interwoven With Style

If you're after a beautiful looking flooring that is also made to last, the Abaca range is a great solution that offers hard wearing yet striking, natural looking floor coverings.

The name of this stunning collection takes its cue from the Abaca fibre, an extract from the Musa Textilis plant, which is a close relative of the banana native to the Philippines and humid tropics. Its unique qualities have traditionally made it ideal for rope, twine, fishing line and nets; it was also commonly used for ship rigging in the 19th Century!

Far more appropriate for your home however is International Floorcoverings' range of woven flooring products made from this unique fibre. Featuring outstanding tensile strength, buoyancy and resistance to salt water, Abaca is not

only ideal for floor coverings because it softens with use without losing tensile strength - it's also environmentally friendly and very easy on the eye.

This beautiful collection of individually hand woven rugs is available in a range

of seven harmonious weaves: Coron, Corvo, Irish, Kapuas, Koro, Manzanilla and Rabi. There is also palette of stunning colours to choose from: Black, Cream, Malay, Two-Tone (Malay/Pearl) and Wheat.

Abaca flooring is offered in seven weaves and five colourways:

Corvo Abaca

Available in five colourways and custom woven to size and order, this selection has a production time of 12 to 14 weeks.



Manzanilla Abaca

Available in five colourways and custom woven to size and order, this selection has a production time of 12 to 14 weeks.





CON TRAK SISAL CARPET TILES



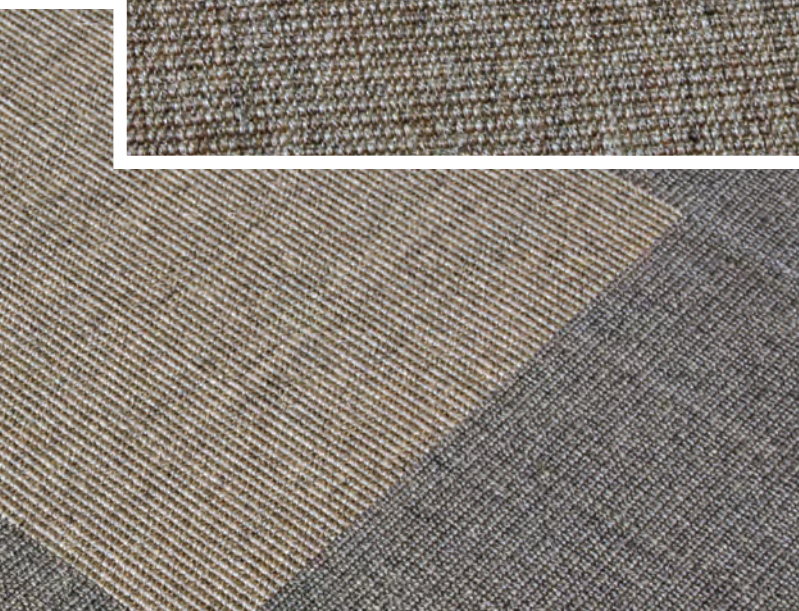
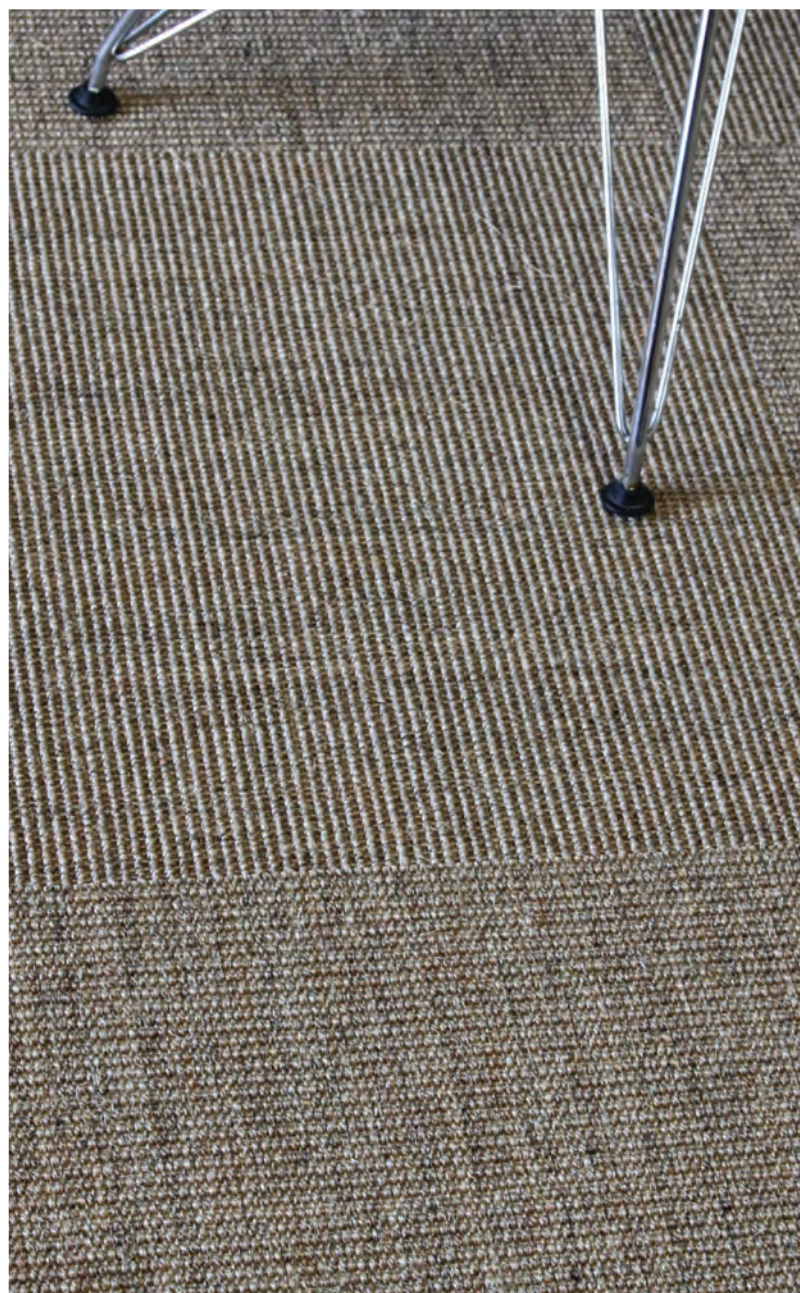
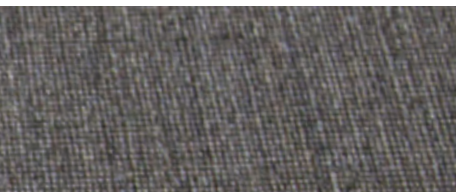
PERFECT FOR COMMERCIAL
OR RESIDENTIAL APPLICATIONS

Con Trak Sisal carpet tiles offer many advantages over traditional Sisal broadloom carpet and make designing your floor scheme easy.

Con Trak Sisal carpet tiles are designed for heavy commercial traffic areas, but they are also perfectly at home in any residential dwelling.

Con Trak Sisal carpet tiles include a strong backing so they require no underlay and produce less waste than other flooring types, particularly in awkward shaped rooms. This saves time and money and because carpet tiles are easy to install, you can lay them yourself and save the cost of professional fitting. Any damage or spills can be resolved by replacing one tile rather than the entire floor, which is reassuring and overall, means carpet tiles are definitely a cost effective flooring option.





Advantages of Con Trak Sisal carpet tiles in commercial & residential areas

- Naturally Antimicrobial - controls growth of bacteria, fungi and dust mites.
- Antistatic – ideal for commercial offices
- Natural Tannin – preventing dust mite infestations.
- Sisal is biodegradable.
- Extremely hardwearing.
- Made from renewable resources.
- Insulating.
- Regulates moisture naturally.
- Mix and match for endless design possibilities.
- Natural sound absorbing properties
- Less wastage using Con Trak Sisal carpet tiles vs. broadloom.
- Installation costs can be as much as 25% less than installing broadloom.
- Easy to clean and if a tile is damaged, you can simply replace the tile rather than the whole floor.

Easy to Install for the DIY enthusiast

- Easy to lay on top of laminate/vinyl/concrete with no need for underlay.
- Easy to fit in awkward shaped rooms
- Installations can be done in small areas or temporarily – you can even work around the furniture rather than empty the whole room.

Cleaning and Maintenance of Carpet tiles

Regular vacuuming is the best way to deal with everyday dust and dirt. For inevitable spills and accidents it's best to treat the area as promptly as possible. Scrape up any solids as soon as possible, working from the edges of the spill towards the centre so it doesn't spread.

Excess liquid can be soaked up by placing a thick wad of absorbent paper over the area and pressing firmly. Sponge clean if required and allow to dry. If you lift a tile to clean it, you should make sure it is dry before you put it back, but let it dry naturally – don't put it on a heater or other artificially hot surface as this may damage the tile.

SUVI

Woven Vinyl Meets Nordic Design

If you're looking to bring visual 'wow factor' and practical benefits to your floors, the Suvi range is the solution, offering a versatile design alternative to run-of-the-mill vinyl floor coverings.

Produced in Finland, the Suvi range is broken down into a number of sub-ranges for different applications:

SUVI DOMESTIC

Suitable for: hallways, kitchens, balconies, bathrooms, patios, boats and more.

Suvi Domestic can be used both indoors and outdoors and is designed to create

a soft and pleasant underfoot feel. Particularly suitable for humid conditions, it dries quickly and is resistant to mould. Suvi's water and dust repelling surface also makes it easy to keep clean.

SUVI COMMERCIAL

Suitable for: banks, hotels, shops, offices, schools, kindergartens, fitness centres, healthcare areas and more.

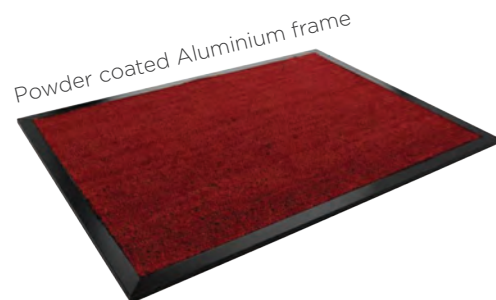
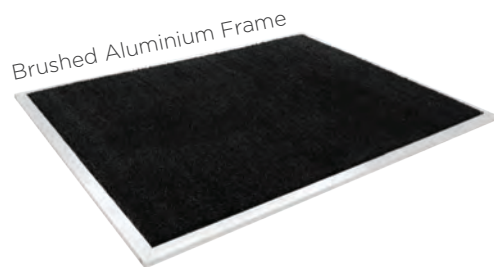
Suvi Commercial is a comfortable, practical solution for a range of commercial applications. It provides an excellent sound and thermal insulation, and comes with a CRF of 6.8kw/m2 so

is fire rated for all building areas. It also comes with an anti-slip rating of R10. In addition it can also be cut in any direction because it is run proof, resulting in endless options for the designer in terms of floor designs and patterns.

SUVI FLOOR RUGS

Suvi floor rugs can be custom made to any size or shape using a range of eye-catching binding fabrics including jute, cotton, leather or tapestry for internal use. Alternatively our range of synthetic bindings makes Suvi a perfect solution for outdoor area floor rugs.





A Welcome Addition to Your Property

The traditional welcome mat has been given a facelift, opening the door to a new potential style statement; so, if you're looking for a fresh take on a household staple, the Fusion Custom Door Mat range could be the answer.

The Fusion line goes beyond standard embellished mats in that, instead of using stencil dyed lettering, different coloured coirs are used to create a wide range of designs, from a simple name through to a personal design or corporate logo. There is a wide choice of font sizes and a range of eight contemporary colours to choose from in this collection of European dyed, hand crafted coir door mats with complementary mat surround frames available.

In short, the Fusion Custom Doormats collection encompasses personalised mats and great framing options:-

The Fusion Custom Plus range of coir mats features contrast colours of coir

matting to create a logo or design from clients' supplied bespoke artwork. Offering even more freedom of design, multiple colour lettering is also available at an extra charge.

Meanwhile **Fusion Frames** are an eye-catching way to finish any Fusion Door Mat. Fusion Frames come with mitred corners, slip resistant pads and are handmade from solid 25mm x 12mm aluminium or solid brass flat bar. Alternatively we can powder coat the frame to clients' specifications. There are three standard Fusion Frame sizes available or frames can be custom made to any required size.





SISAL FLOOR COVERINGS: The Essence of Eclecticism & Australian Style



Australia has undoubtedly evolved its own unique home décor look over the years, but one question that's often asked is, "How do we define Australia's distinctive style?" Article by interiors expert John Eussen.

The Australian aesthetic has historically been driven by diverse influences, from the relaxed modernity of the USA to the classic formalism of the UK. And as travel has become more affordable, the influences of indigenous communities such as Africa, Asia and South America have also become central to current thinking about home décor.



Given these diverse influences, it's no surprise that eclecticism is now considered the norm in Australian interiors. When we are describing Australian home styling, the eclectic aesthetic seems the best fit.

Eclecticism essentially allows a mix of colours, objects and collectables from travels and family memories to be celebrated and displayed. The unifying elements of eclectic décor include colour, product placement and complementary furniture and floor coverings.

However, interior decorators have some advice for the uninitiated. Being eclectic with your interior space shouldn't be confused with carelessly assembling an over-abundance of objects, which may lead to a "garage sale" appearance. Instead, it's about the thoughtful co-ordination of contrasting but harmonising elements. Limiting the number of colours used and sticking to odd numbers of items or elements are both good guides to displaying items, coordinating cushions, throws, artwork and accent pieces to showcase individual expression.

International Floorcoverings' understated, elegant Sisal flooring product is an ideal floor covering for any eclectic interior scheme, and one that epitomises the Australian lifestyle.

Offering simplicity of texture, durability and a range of colour options that have placed it at the forefront of all floor coverings and custom rugs, Sisal is the 'go-to' flooring material to enhance and unify the eclectic look.

Think style, think sustainability, think sophistication. Think Sisal.



Sisal the perfect fit for Avalon Beach home



Rebecca Williment from Avalon Beach in Sydney says that she looked at many carpet choices when looking to transform her home, but quickly learnt that sisal from International Floorcoverings would be the obvious choice to meet her needs.

"My sisal carpet from International Floorcoverings has exceeded my expectations," Rebecca said.

"The sisal is contemporary, stylish and timeless. I looked at many carpet choices and knew that I would come back to the sisal from International Floorcoverings because it was natural and was full of interesting yet subtle texture."

"I thought I would have to get used to the natural fibres under foot however I immediately loved the feel as it always feels clean and fresh."

Rebecca says that the light in her home reflects beautifully off the natural fibres and complements other natural materials such as wooden furniture and stone.

"Small threads and pieces of dirt are not easily noticed and do not distract from the sisal beauty. It is easily cleaned with a vacuum cleaner."

Rebecca said that the International Floorcoverings is an absolute pleasure to deal with.

"The Showroom is a pleasure to visit and is inspiring in its stylish displays."

"David Crook is passionate about his quality products and is generous in his time and advice."

"The whole process ran on time with IFC confirming all arrangements. The carpet was laid very professionally with any joins blended into the carpet."

Rebecca added that even after having sisal carpet in her home for a number of years she still smiles every time she walks in the door.



New South Wales

2 Hordern Place,
Camperdown, Sydney
NSW 2050

P: +61 (02) 9519 0888

E: ifcnsw@interfloors.com.au

Victoria

312a Reserve Road,
Cheltenham, Melbourne
Victoria 3192

P: +61 (03) 9584 0004

E: ifcvic@interfloors.com.au

Queensland

1137 Stanley Street East,
Coorparoo, Brisbane
Queensland 4151

P: +61 (07) 3397 8551

E: ifcqlid@interfloors.com.au



☎ 1800 339 379

f International Floorcoverings Australia

@international_floorcoverings

interfloors.com.au

