



What's new with Dunlop

It's been one of our biggest years ever, but at Dunlop Flooring we're only just getting started. We've already shared many exciting developments for 2021 and there is more big news to come with some exclusive partnership announcements and new product launches.

In this issue of The Quarterly Comfort, we're proud to reveal that we've just teamed up with the National Asthma Council Australia on their Sensitive Choice program. It's a fantastic result because we're now the only hard flooring company to achieve this accreditation. Look out for the blue Sensitive Choice butterfly on all our 2.5mm Vinyl Planks, 5mm Luxury Planks, and Dunlop Hybrid Flooring.

We're also thrilled to be showcasing our brand-new Heartride 1.8m Hybrid Flooring with two contemporary colour additions to this stylish range. It's just another

example of Dunlop Flooring's dedication to innovation and an absolute credit to everyone involved.

It doesn't stop there as we shine the spotlight on our amazing Point-of-sale team and walk the red carpet with Joe Fernandes, who recently stole the show in a short film about our underlay recycling program. Plus, we introduce the newest members to our ever-growing family and bring you the latest on what's been happening in the world of Dunlop Flooring over the last few months.

We look forward to sharing even more achievements with you during 2021 and beyond, but we also want to hear from you. So, if you've got anything you want to share, please get in touch and tell us about your own big news!

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Customer Service
 1800 622 293

Dunlop Flooring has a COVID-19 safety plan and we are committed to keeping everyone safe.

At Dunlop Flooring, we are committed to you and our customers. Whilst the VIC despatch and NSW factory teams are still operating during lockdowns, we will continue adhering to our Covid-19 safety measures and are committed to keeping you all safe.

We encourage everyone to follow current health and safety guidelines and wish you and your families the very best of health.



SOCIAL DISTANCE



WEAR A MASK



CLEANING
STANDARDS



CHECK-IN



GOOD HYGIENE

**WE'RE
COVID
SAFE**



Dunlop Flooring is excited to announce a brand new...

Sensitive Choice Accreditation



A panel of experts from the National Asthma Council Australia rigorously reviewed and identified our Frontier and Heartridge:



2.5mm Vinyl Planks



5mm Luxury Vinyl Planks



Hybrid Planks

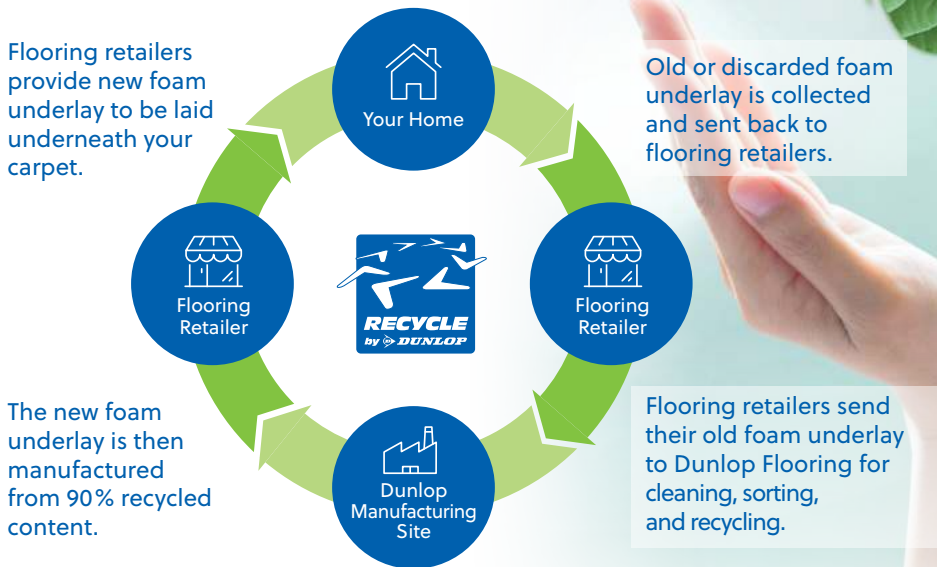
As a better choice for people with asthma and allergies.

Not only are our products eco-friendly, but it's also a healthier choice for asthma and allergy sufferers.

Backed by the Sensitive Choice program, we are Australia's only National Asthma Council Approved Vinyl & Hybrid Floors. Our products are phthalate-free & low in VOC's, contributing to cleaner air quality.

Working together to keep Australia beautiful

The Recycle by Dunlop program was conceived with a simple vision in mind; that a closed-loop recycling system could divert the increasing amount of waste that is currently placed in land fill every year. A Recycle by Dunlop partnership means that all used underlay is sent back to the manufacturing site to be cleaned, sorted and re-used in the production of new underlay that will eventually be placed in homes all around Australia.



500 tonnes 

of post-consumer waste have been collected from current participants under the Recycle by Dunlop program, per annum, per retailer.

498,971 

kilos of underlay have been recycled through the Recycle by Dunlop program.

Our Dunlop Carpet Underlays are...



Coming soon: Our Dunlop Remade video!

Sustainability is at the core of Dunlop Flooring's philosophy and our diverse team is passionate and proud about doing their part. We are committed to the reduction of landfill wastage and our overall impact on the environment.

We partnered with content creators Fizz Farm to produce an inspiring new video about our Recycle by Dunlop program. Starring Joe Fernandes, Dunlop Remade explores how we recycle carpet underlay and use recycled content in our products. We're extremely proud of the video, and look forward to sharing it with you soon.



Increase your sales with Dunlop Flooring!

Sign up to  **DUNLOP FLOORING ACADEMY**

Become an expert in:

- Hybrid Flooring
- Engineered Timber Flooring
- Vinyl Plank Flooring
- Carpet, Hard Flooring and Commercial Underlay



Step 1

Visit: dunlopflooring.com.au
and click on Trade Resources > Academy Portal.



Step 2

Log in and go through the step by step course.



Step 3

Receive your certificate and authorisation to use the Dunlop Academy logo.

Visit www.dunlopflooring.com.au
to get started today!

Become an expert and get certified:

clients.safetrac.com/dunlopflooring

Here are some of our recent graduates!



Sean from Focus on Flooring Xtra Proserpine



Sylvia Atkinson from Elwood Timber

It's what you can't see,
that makes the difference!



Advantage 3 is a rubber/cork acoustic underlay suitable for conventional and double bond applications for timber, laminate and vinyl floors. Designed to reduce impact sound insulation, Advantage 3 exceeds the NCC minimum requirements for acoustic performance, whilst offering thermal insulation.

85% Recycled Rubber
15% Natural Cork

Product Innovation Feature

Heartridge gets a new look!

Re-introducing our innovative and stylish Heartridge range. With just a little more warmth and humanity, we're going to remind everyone that home is truly where the heart is. Over the next few months, you'll see our new Heartridge branding across brochures, strap sets and the website.

View the ranges on our website:

heartridge.com.au/hybrid-australian-and-natural-oak-flooring



1.8m Compact
Stands only
\$250



STILL CAN'T FIND THAT PERFECT COLOUR FOR YOUR HOME?

YOU CAN REQUEST A FREE SAMPLE

Visit heartridge.com.au to order today.

3 FREE SAMPLES DELIVERED TO YOUR DOOR

1



Visit heartridge.com.au

2



Choose and order your samples

3



We'll deliver it to your door

Introducing our new 1.8 Hybrid range

We're especially thrilled to introduce our newest and first-class Hybrid range. Combined with our most popular Australian and Natural Oak colours and the latest flooring technology, we've got the ideal flooring solution for any home. Each plank has been engineered to provide the latest in multi-layered technology using Dunlop WearShield, Dunlop Acoustic Underlay, and Dunlop EnviroFirst.

View the ranges on our website: heartrIDGE.com.au/hybrid-plank-flooring



Backed with Dunlop Acoustic Underlay

Our Hybrid Planks are backed with a Dunlop Acoustic Underlay, a high performance underlay designed to reduce noise in the home and add warmth underfoot.



A durable surface to stand the test of time

Dunlop Wearshield provides the extra protection your planks need for your home. The innovative ceramic bead coating is spill, dent and scratch resistant – so you can easily care for your floors and enjoy them for many years to come.



Sustainable practises for a better future

We are committed to helping the environment and making our homes a healthier place. Awarded the Best Practises PVC Certification by Bureau Veritas, each HeartrIDGE Hybrid Plank is low in VOC's and phthalate free, helping improve air quality in the home.

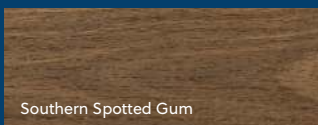
Australian Range



Northern Spotted Gum



Tasmanian Oak



Southern Spotted Gum



Jarrah



Blackbutt



Brushbox

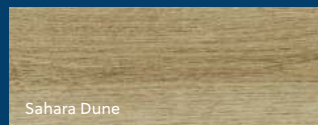
Natural Oak Range



Nevada Plain



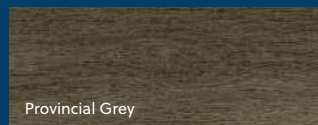
Oslo White



Sahara Dune



Moonstone



Provincial Grey



Tempest



Matching Accessories Available

The perfect finish for your Hybrid Floor with colour matched accessories.

View the accessories here: heartrIDGE.com.au/flooring-accessories



Scotia

The HeartrIDGE scotia range is the perfect way to conceal your expansion gap.



Stair-Nosing

Bring that extra elegance to your staircase with matching stair-nosing.



C Channel (End profile)

Suitable in areas where the floor meets sliding doors, window frames and even kitchen cupboards!



T-Mould

Designed to ensure a smooth transition between different floor coverings or subfloors.

Product Innovation Feature

Introducing our 2 most popular Australian Colours Blackbutt & Spotted Gum!

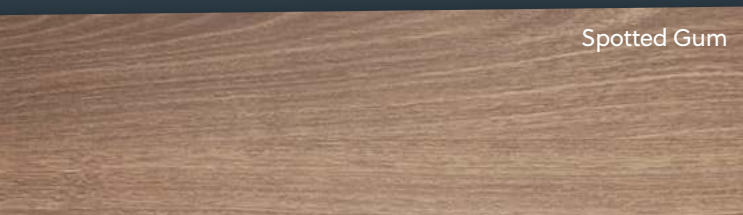


Frontier Design Flooring's fashionable Urban collections offers the latest style and design trends from the most contemporary homes and interiors with the addition of two popular Australian Species: Blackbutt & Spotted Gum. Our Urban Floors are intricately embossed with realistic wood grain patterns and provide an easy and reliable installation.

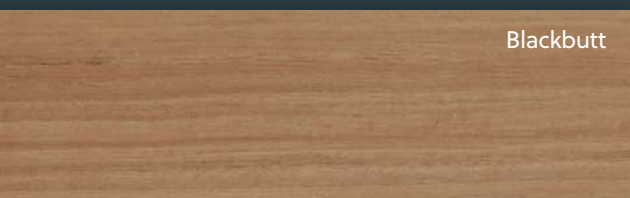
See it for yourself!

Urban Hybrid: frontierdesignflooring.com.au/urban-hybrid

**New Look
Brochure**

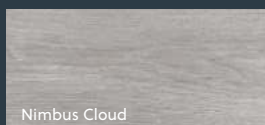


Spotted Gum

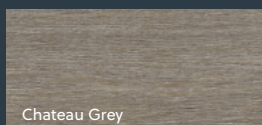


Blackbutt

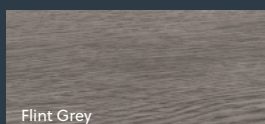
More Colours Available!



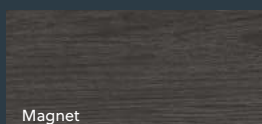
Nimbus Cloud



Chateau Grey



Flint Grey



Magnet



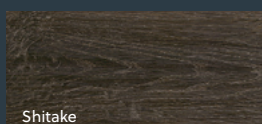
Oyster



Smoke



Sesame



Shitake



**Urban Hybrid
Collection**

frontierdesignflooring.com.au

frontier
DESIGN FLOORING



Shitake

Spotlight on the Dunlop team

Point-of-sale is a very important part of our marketing strategy. You see it all the time, but have you ever wondered who's behind it all? At Dunlop Flooring, we have dedicated point-of-sale specialists all over Australia. In Victoria, our team work tirelessly and efficiently in finding new ways to bring innovation to the workplace.

Let's get to know them a bit better.

Afnan Abdul

If you ever need anything in point-of-sale, talk to Afnan. He's your go-to-guy with a diverse range of careers from business analyst, counsellor, and cleaner to point-of-sale specialist.

Dedicated to the cause, Afnan prides himself on going above and beyond to get the job done. He's been with Dunlop for over 2 years now, and cites our culture and people as his favourite things about the business. In his spare time, Afnan loves to binge movies, make artistic videos on his go-pro, and travel whenever and anywhere he can.



AFNAN ABDUL

Andrew Rich

A member of the Dunlop family for almost 3 years, Andrew leads the point-of-sale team. A jack-of-all-trades, he's a qualified nurse with a background in tool making, research and development, remedial massage and horticulture.

As if that's not enough, he also enjoys martial arts, biking and hiking, and spending time with his beautiful family. While keeping up with the demands of the business can be challenging, Andrew says he loves coming into work every day and hanging out with quality people.



ANDREW RICH

Dunlop in the community



CHARLOTTE SHAVING MIKE'S HEAD

Precision Carpets in WA hosted their annual Charity event "Australia's Biggest Morning Tea" to help Cancer Council raise funds for people impacted by Cancer.

They raised a total of \$1,021 with various raffles and games, including the "Biggest Shave", where Mike Kane, MD of Precision Carpets (Pictured), kindly agreed to be this year's participant.

Welcome to the family!



Danu Thathsarani

We're very excited to welcome Danu, a new Technical Officer for the Wetherill Park Team. Danu is currently studying a Bachelor of Civil Engineering at Western Sydney University and assists Toya & Joe with in-house testing and all hard flooring quality control.

Danu describes herself as kind, fair and ultra-nerdy. On her bucket list is visiting Uluru and the CERN Large Hadron Collider, and she would love to learn to play piano. A Harry Potter tragic, Danu is also quite the wizard in the kitchen, conjuring up new recipes on the weekend.

Welcome to the Dunlop team, Danu!



Hillary Allan

Hillary is our newest Sales Representative in Queensland, which is a long way from the USA where she grew up on a small farm in Seattle. No stranger to the industry, Hillary has extensive retail and design experience in all aspects of floor coverings and ceramic tiles.

An avid animal and nature lover, Hillary describes herself as fun loving, trustworthy, and determined. On weekends you'll find her soaking up some rays in the front yard, playing with Huggy her cat, or hanging with friends at the best craft brewery on the Gold Coast, Black Hops. She can't wait to travel more once the world re-opens (Greece and Germany are next).

We're very excited to have you on the team, Hillary.

WA Flooring Association's Annual Ladies Lunch

Even though some of us might still be in lockdown, it's nice to see that our WA friends can still celebrate for us! This year, the WA Flooring Association's Annual Ladies Lunch took place at the Crown Metropol Atrium Restaurant in Perth. With an excellent turnout of women from the industry and great support from our WA suppliers. A very special shout out to our Commercial Sales Manager, Charlotte Baker for organising this exclusive event! Cheers ladies!



LEFT TO RIGHT: KELLY, JOY, JANINE & MAXINE
(DONS CARPETS IN KELMSCOTT)



LEFT TO RIGHT: VICKI (FELTEX) MICHELLE & MEREDITH (FX ROCKINGHAM)
LESLEY (MEGA FLOORING CENTRE) ASHLEIGH (FX O'CONNOR)



FRONT: SUE & BRYANNA (CHOICES FLOORING JOONDALUP)
BACK: VERONICA & VICTORIA (CHOICES FLOORING ROCKINGHAM)

Staff milestones



Thomas Fernandes

A few months ago the Dunlop team got together to celebrate the brilliant career of Thomas Fernandes, one of the most loyal members of our Finance team. From the moment he joined our family, Thomas has always been such a kind-hearted fella and we will never forget his many pearls of wisdom.

We wish him all the best in his retirement.

23
years



Gary Doyle

Gary is our Victorian Key Accounts Sales Manager at Dunlop Flooring. He started with us back in 2016 and is known throughout the industry for his loyalty, the incredible support he provides to his customers, and the solid relationships he has built with them over the journey.

We congratulate Gary on an amazing 5 years!

5
years



Donna Finn

Donna joined Dunlop in 2001 as a sales representative and has been the WA State Manager for 7 years. Dunlop Flooring would like to acknowledge Donna's outstanding contribution with her diligent eye, technical product knowledge and the strong relationships she has forged with her customers.

Congratulations on this incredible milestone, Donna!

20
years



Sorcha Mepstead

Sorcha is a valued member of the Customer Service team, always providing our customers and colleagues with excellent service. Working from home during these lockdowns has not dampened her enthusiasm. We applaud her for always giving 110% every day at Dunlop.

Thank you, Sorcha!

5
years



Alastair Read

Alastair joined Dunlop Flooring 15 years ago, during this time, Alastair has developed into becoming our technical guru, he has a great passion for understanding all of the technical aspects of our products and assisting his customers through education and support.

Congratulations Alastair on this great achievement.

15
years



Jacqueline Makies

Over the last 5 years Jackie has brought her own flair into the purchasing function at Dunlop Flooring. She is passionate about customer service and ensuring that our suppliers keep to their commitments which has enabled to maintain high levels of stock availability. Jacqui enjoys working with the Dunlop Flooring team and has developed strong relationships across the business.

We're lucky to have you Jacqui!

5
years

Want to work at Dunlop Flooring?

If you're interested in a great career with Dunlop Flooring, we'd love to hear from you. We are always looking for people who share our values and passion for the flooring industry.

Forward your CV and Cover letter to: customerservice@dunlopflooring.com.au



2021 AFL & NRL FOOTY TIPPING

Congratulations to our lucky winners!

The Dunlop Footy tipping has finished, thank you all for participating!
Here are our lucky winners, we hope you enjoy your prizes.



1st Prize
Apple iPhone 12

AFL Winner:

Ben (VIC)

NRL Winner:

Brett (QLD)



2nd Prize
Weber Q LP BBQ

AFL Winner:

Justin (WA)

NRL Winner:

Peter (NSW)



3rd Prize
Apple Airpods Pro

AFL Winner:

Lucas (VIC)

NRL Winner:

Jodie (NSW)

We would love to hear your feedback and suggestions for what we can do next year.
Please click the link below and complete the short survey to let us know your feedback.

www.dunlopflooring.com.au/footytipping-survey

50 YEARS



DFO Dunlop Flooring Online

This self-service portal is your gateway to a number of useful online services for your business. It provides easy and convenient access to the latest information and allows you to conduct transactions with us in a secure online environment.



Fire rating & test certificates



Recycling pick up



View past order history



Thermal property specifications



Credit claim requests



Acoustic rating & specifications



Technical product information



Point of sale requests



Price lists



Footy tipping



Create underlay & hard flooring orders



Product gallery

To access the portal log onto dunlopflooringonline.com.au or, to register, call Customer Service on 1800 622 293.

We want to hear from you!

We're always on the lookout for content to be featured on our social media channels and in the next issue of The Quarterly Comfort.

If you have a project you would like to share, send us your story and images to our Customer Service team at customerservice@dunlopflooring.com.au

We're on Social Media!

Don't forget to follow our **Dunlop Flooring**, **Dunlop Underlay** and **HeartrIDGE** social channels to keep up to date on the latest trends, news and product imagery.

