



## What an EPIC first half!

As we hit the midway mark for 2023, we would like to thank everyone for their hard work and celebrate what we've accomplished as a team. We are excited about what we can achieve together in the second half of the year.

In this issue, we cover our recent National Sales Conference, which was not only fun but more importantly a great success. We highlight the unveiling of the Dunlop Underlay brand refresh, featuring a new and improved website. Our revamped Dunlop Flooring Online platform is also up and running with some fantastic innovations for an even better user experience.

We recently attended the Carpet Court 50th Anniversary Conference, which was a fantastic opportunity to showcase some exclusive products and demonstrate our commitment to sustainability.

As proud partners of the Sacred Heart Mission, we also attended their Dine with Heart Gala to help raise money and awareness for the homeless and disadvantaged. We also attended the Home Show Expo in Melbourne where we were once again endorsed by the National Asthma Council Australia.

As part of our commitment to safety and quality, we continue to raise awareness around the dangers of products with high-silica content. These can cause serious health problems, but we were pleased to get the all-clear for our Hybrid flooring ranges from Airsafe Australia.

As always, if you have any news, updates, or exciting stories to share, feel free to drop us a line. We value your input and would love to hear from you.

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1800 622 293



# Dunlop Flooring National Sales Conference 2023: Level Up

In May, the Dunlop Flooring team held our annual National Sales Conference in Melbourne, Victoria. It was a fantastic week filled with inspiring presentations and training sessions from partners and guest speakers to help us 'Level Up' into the new financial year ahead.

Our sales team flew in from across Australia as we kick started the conference at Park Royal Monash. We were welcomed by our Senior Leadership Team and experienced our first 'Level Up' Sales Training session that provided practical advice facilitated by distinguished experts of the industry.

We then completed a one-day masterclass conducted by the Chillingworth Training Institute. Not only did the training we receive provide us with valuable knowledge, but also firsthand experience of industry standard installation processes. On our final day we focused on in-depth presentations from key departments, including Marketing, Technical, and Hard Flooring.

After an intensive week, we are now energised with positive momentum gained as we 'Level Up' the business to better serve our retailers. We would like to express our gratitude to everyone who helped make this week possible.

Stay tuned for more in the year ahead!




**DUNLOP®**
**UNDERLAY**

# CHOOSE COMFORT

 Choose  **DUNLOP®**


## A New Look and Feel!

In case you didn't hear, we've been hard at work refreshing our Dunlop Underlay brand. We thought it was time for a change, but also time to inspire others to start thinking about their underlay!

We're excited to unveil our new website, which includes some stand-out features! And if you're a Dunlop underlay stockist, your customers will now be able to find you through our new store locator.

We are now also offering underlay samples to anyone who needs a little assistance during their buying journey. This service is free and delivered straight to your door!

And to keep up to date with all our latest projects, you can now read in more detail some exciting project we've undertaken with customers around Australia.

Keep an eye on your inbox because over the next few months you'll have the option of updating your Point-of-Sale to our new underlay stands, Walktesters and more!



## COME HOME TO COMFORT

Find out what we're made of at [dunlopunderlay.com.au](http://dunlopunderlay.com.au) or scan the QR code to find out more.



## Breathe easier with Dunlop Flooring!

There has been an alarming increase in silicosis and lung cancer stemming from high silica products. The Lung foundation of Australia has released a statement urging ministers to ban high-silica content products and increase enforcement of existing workplace safety regulations.

At Dunlop, we are serious when it comes to product testing, not only to ensure the best quality products, but also the safest. In association with Airsafe Australia, we are proud to say that Silica is not detected in our entire Hybrid collection across Heartridge and Frontier!

This means that any builders or installers who use our products can rest assured knowing that they will not be exposed to dangerous dust particles, which can cause illness such as silicosis or lung cancer. Without action, an estimated 100,000 workers are at risk in the next 50 years.

Dunlop Flooring will continue to support and commit to keeping our families, workers and customers protected.





100% Recyclable Underlay



I'M MADE WITH  
**SUGAR CANE**

FULLY SUSTAINABLE  
BIO-BASED FILM

# CHOOSE THE MOST SUSTAINABLE **BIO-BASED** CARPET UNDERLAY

**Made from 98% recycled materials**  
**Whilst also being 100% recyclable**

- ✓ An ethically sourced underlay
- ✓ Thermal insulation reduces emissions
- ✓ Guaranteed for the life of the carpet



## Recyclable Point of Sale Available Make sure to speak to your sales rep today!

We have a brand-new stand and samples available for you to order! All of our point of sale are made from eco-friendly material



POS Stand



Finger Sample



Walkboards



Counter Stand  
**Now available!**



Say 'No' to waste!

Visit [www.dunlopunderlay.com.au](http://www.dunlopunderlay.com.au) to find out how





# State Highlights

VIC



## Sacred Heart Mission Volunteering

We have been partnering with Sacred Heart Mission to provide important services to hundreds of people in Victoria experiencing homelessness or disadvantage to find shelter, food, care, and support. Each month, we have sent a group of staff and associates to help out in Sacred Heart's Dining Hall to prepare and serve food.

Over the last few months, we had some kind people from Dunlop Flooring, WOOF Creative Agency, and Carpet Court join the Dining Hall and here's what they had to say:

**Maddie (WOOF)** "A great opportunity to give back to the local community. Thank you for letting us take part in this worthy cause. It's an experience we won't forget!"

**Ellen (WOOF)** "It was an enriching experience! I was welcomed by friendly and hard working staff who are all eager to lend a helping hand for our community."

**Marion (WOOF)** "It was a really worthwhile experience to have had with my team and it was great to meet and get to know the other volunteers and get. We definitely recommend others to give it a go!"

**Jess (Dunlop)** "It was a truly rewarding experience, and really puts life back into perspective and makes you grateful for the simple things. The staff and volunteers were very well organised, and run a very tight ship, like clockwork the prep, followed by the service and clean up. A wonderful initiative which makes a difference to the lives of those in need daily.

It was a truly rewarding experience (never thought I would say that about washing and putting away dishes), and really puts life back into perspective and makes you grateful for the simple things we often take for granted. So grateful for the opportunity."

**Ashwini (Dunlop)** "I'm grateful to be a part of this humbling experience. I loved it and felt so fortunate that God has been so kind to us. I would like to encourage everyone to count your blessings and be happy."

If you would like to support this amazing organisation, you can help us raise funds for their program via [www.sacredheartmission.org/donate](http://www.sacredheartmission.org/donate)







## Dine with Heart Gala

We are so proud to be part of this wonderful night. The Dine with Heart gala raised over \$150,000! We are so proud to be part of such an incredible organization.



## The Home Show Expo

Did you see us at this year's expo? We were excited to be invited again alongside Sensitive Choice Australia at the Melbourne Exhibition Centre.

Since last year, we have seen a growth in people looking to get more health benefits out of simple household products. From air purifiers to paint and manchester, Dunlop Underlay and Hybrid Flooring were amongst the bunch to get a stamp of Approval from the National Asthma Council Australia. What this means is that our carpet Underlay and Heartride Hybrid Floors are the perfect choice for healthier homes.



For more information on how you can benefit from our products visit [www.dunlopflooring.com.au/envirofirst/sensitive-choice](http://www.dunlopflooring.com.au/envirofirst/sensitive-choice)





## Carpet Court Conference

Dunlop Flooring were grateful to have been invited to the Carpet Court 50th Anniversary Conference. This year we had Sean Forde, Andrew Spence, Daniel Small, and Anne Galura representing Dunlop at the Darwin Convention Centre. It was a great day where we had the opportunity to meet retailers and other suppliers. We featured our exclusive products, including Altura Hybrid Flooring and UltraPet Underlay. We were also excited to showcase Renu, Australia's most sustainable underlay yet. Our Dunlop Doggies were a hit! If you missed out on one, please let us know!

Thank you to Carpet Court for hosting another successful conference. We look forward to being invited again next year.

## Flooring Magazine Feature – Made in Australia

For the April/May issue, you can find our article on page 44. The article highlights Dunlop Flooring as a proud Australian manufacturer that have provided comfort to Aussie homes over the last 50 years.

It also discusses Renu, Dunlop's most innovative and sustainable underlay, and the strides we are taking to evolve the Dunlop Underlay brand as Australia's most trusted in Flooring.

To read more, visit:

<http://elitepublishing.com.au/magazines/flooring-magazine/>





WA

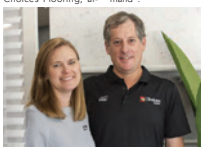
Esperance Weekender, 14 April 2023 11



David Gairen with the Choices Team.

PRIOR to owning Choices Flooring in Esperance, David Gairen said he was in sales at a local Agribusiness. Elisia Gairen said she worked in childcare, and then did the paperwork for her husband's business as an independent contractor. The opportunity arose to purchase the business from Trevor Burleigh at Burleigh's Carpet Choice, where David was working as an installer for the past 10 years. Mrs Gairen said they had a young family when they bought

Mr Gairen said one of the main differences was that with his prior jobs, "you got given jobs to do, where with this one, you had to try and create jobs and make your business successful". "It was quite a time," he said. Mr Gairen said times had changed now that they were in a "building boom". "So now, we're dealing with shortages of supplies and staff, and an abundance of projects," he said. Mr Gairen said though Choices Flooring, all ways aimed to "try and meet everyone's demand".



Elisia and David Gairen.



To David and Alisha,  
Congratulations Choices  
Flooring & Luxaflex Esperance.

## Choices Esperance – 10-year celebration

We would like to congratulate Elisia and David Gairen and all the team at Choices Flooring Esperance for their 10-year Anniversary! Dunlop Flooring are proud to be partnered with Choices Flooring to provide high quality carpet underlay and hard flooring products for both residential and commercial markets. We wish you all the best and we look forward to continuing our support for you into the future.



**Choices**  
Flooring  
The floor you've been searching for

## LADIES LUNCH

Join us  
**FRIDAY**  
**08**  
**SEPTEMBER**

from 11:45 am to 3:00 pm

ATRIUM BUFFET AT CROWN PERTH,  
GREAT EASTERN HIGHWAY, BURSWOOD

\$60pp payable to Primary Flooring Pty Ltd  
BSB 343001 ACC 460880002  
Please use company name as reference.

RSVP & Payment required by  
Monday 14th August 2023  
Charlotte Baker (Dunlop Flooring)  
cbaker@dunlopflooring.com.au / 0457 102 666 or  
Sarah Lloyd (Victoria Carpets)  
LloydS@victoriacarpets.com.au / 0467 333 038

## Ladies Lunch

Calling all ladies of the WA Flooring Industry, come join us for our annual celebration.

For more information, please contact Charlotte Baker on **0457 102 666** or email **cbaker@dunlopflooring.com.au**







## Pallet Recycling Program

The Pallet Recycling Program is an initiative created in 2022 when timber pallets were expensive and difficult to source due to increasing demand in consumer products and delays in the supply chain.

This program collects used and discarded pallets from our retail partners, which is not only a new source of pallets for the business, but it also helps reduce waste and pallets going in landfill.

If you are interested in being a part of this program, please contact us at **1800 622 293** or email [customerservice@dunlopflooring.com.au](mailto:customerservice@dunlopflooring.com.au) to find out more.

## Credit Claims

Dunlop Flooring have listened to our customers feedback and the need to service you better in the processing of credit and warranty claims.

To improve efficiency and processing times of claims, please send all credit claims for pricing, warranty, stock returns to [claims@dunlopflooring.com.au](mailto:claims@dunlopflooring.com.au).



## Dunlop Value Award Winners

When it comes to our jobs, Dunlop Flooring is Passionate & Proud, Innovative & Curious, Open & Transparent, Disciplined & Motivated, and Committed.

We would particularly like to recognise the following individuals who have gone above and beyond, and demonstrated these values in the months of April and June!

### April Winners

**Alastair Read**

"Passionate and Proud"

**Chris Smith**

"Passionate and Proud"

**Glenn Napper**

"Passionate and Proud"

**Charlotte Baker**

"Disciplined and Motivated"

**Michell Batac**

"Disciplined and Motivated"

**Rebecca King**

"Disciplined and Motivated"

**Jessica Gruevski**

"Open and Transparent"

**Alastair Read**

"Open and Transparent"

### June Winners

**Alastair Read**

"Passionate and Proud"

**Afnan Abdul**

"Committed"

**Chris Smith**

"Innovative and Curious"

**Mohammad Shamim**

"Open and Transparent"

**Dhaval Patel**

"Disciplined and Motivated"



# Dunlop Welcomes a New Team Member



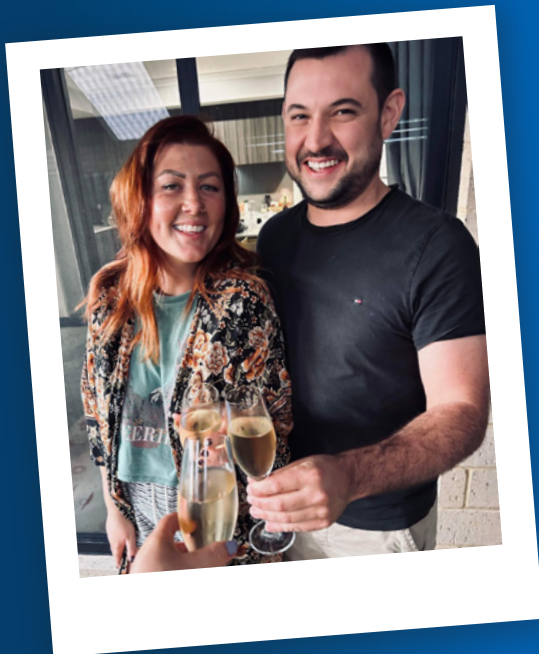
## Cameron Boehm (VIC)

It is with great pleasure that we welcome Cameron as a new Sales Representative in Victoria. He comes with a wealth of customer focus experience, having owned and managed his own gymnasium for over 10 years. His most recent role with A1 Blinds provided a smooth transition for Cameron into retail/wholesale sales.

In his spare time, he loves to play golf and spend time with his family and friends. A fun fact about Cameron is that he recently retired from playing roller hockey where he captained the Australian team for the last 10 years and in 2019 won the Asian Roller Games.

We are glad to have you on board Cameron!

**Congratulations to Josh our Sales Representative in WA and his beautiful fiancée Sophie for their engagement!**



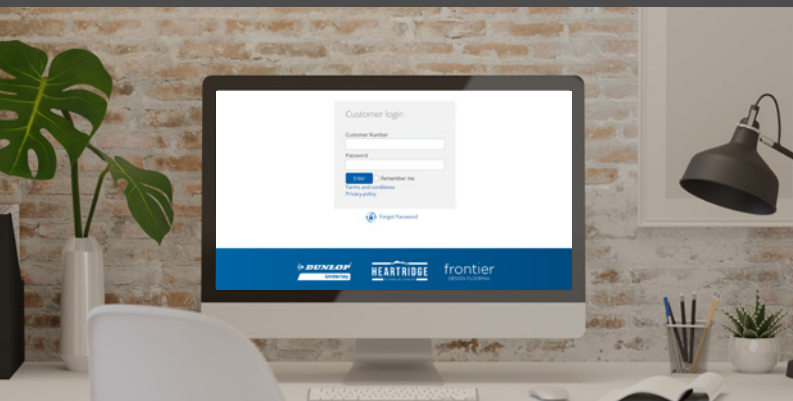
"We met in Canberra in 2019. Josh lived there and I was working on a project. Josh and I fell in love, so he moved to Perth in Jan 2020 and we moved in together through lock down.

In Jan 22 we became parents to our little Hattie Rae. We live a happy and chilled life by the ocean in the Northern Suburbs of WA.

Each day we would go on a walk with Hattie and on one of those walks in April, just off my favourite path next to the ocean, Josh proposed and asked me to take his and Hattie's last name." - Sophie



# Boost Efficiency & Amplify Growth: Discover our new All-in-One B2B Platform



## DFO Dunlop Flooring Online

We are excited to announce the launch of our newly upgraded Dunlop Flooring Online platform. We think you're going to love the innovations we've made, which will provide you with an even better user experience!

With Dunlop Flooring Online, it's never been faster or easier to order your underlay or hard flooring products. You can now view your purchase history, invoices, access product images and so much more. For anyone on the go you can now do all this through our Dunlop app!

Make sure you check out the new way to shop with Dunlop Flooring and discover the possibilities for you and your business.

App available to download on Apple Store or Google Play



Fire rating & test certificates



View past order history



Credit claim requests



Technical product information



Price lists



Create underlay & hard flooring orders



View Hard Flooring stock availability



Credit card checkout



Recycling pick up



Thermal property specifications



Acoustic rating & specifications



Point of sale requests



Product gallery



Automated Underlay order processing



Web-based App Available

NEW



View Invoices

NEW

## Sheridan Egyptian Towel Gift Pack Winner!



We are also happy to announce that:

### Giffards Floorworld

is the lucky winner for the Sheridan Egyptian Towel Gift Pack!

We want to thank everyone who has used Dunlop Flooring Online to place your orders since we have launched the platform, and we appreciate your constant support.

If you are not a registered customer on DFO yet, please contact us at [customerservice@dunlopflooring.com.au](mailto:customerservice@dunlopflooring.com.au) or call **1800 622 293** to register today.

## 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.

## 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](mailto:customerservice@dunlopflooring.com.au)