



Big Things Are Happening

It's been a strong start to the year, but we don't plan on stopping there. As always, our goal remains to get bigger and better. We've not only launched some exciting new products but also attended some incredible events right around the country.

In the latest issue of The Quarterly Comfort, we spotlight our recent National Sales Conference held at Philip Island. This fantastic week-long event focused on training and improvement within the business, including the quality of our products, technical capabilities, and customer experience. Even better, we united as a team and enjoyed some good times in preparation for a massive second half of the year.

However, there have been plenty of other highlights. We were thrilled to showcase our products at The Melbourne Homeshow, Carpet Court Conference, and the Sustainability Roadshow. In addition we showed our support for the homeless at the 53rd Carpetbaggers Charity Golf Day and helped raise funds for the Good Friday Appeal, a very worthy cause.

We also launched our stunning new Boulevard Oak engineered timber and fire resistant Flamecheck underlay, the newest members to our Dunlop Flooring range. They're just another example of our commitment to providing customers with the latest in flooring design and technology. Congratulations to everyone involved in bringing these products to market.

Plus, we welcome the newest team members to our family. We're sure you'll bring a lot to the business and we look forward to seeing you shine in your new roles.

Finally, we always enjoy sharing our news with the team, but we'd also like to hear from you. So, if there's anything you want to share or pass on, please drop us a line and let us know what's up. We can't wait to hear from you.

In This Issue

- The Dunlop Flooring 2022 National Sales Conference
- Frontier Gets A New Addition: Engineered Timber
- Introducing Flamecheck
- State Highlights
- The Science In Flooring
- Dunlop Flooring's Talent Development Program in 2022
- Close The Loop
- Meet Our Growing Team
- A Letter To Our New WA State Manager
- Our Commitment To You

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The Dunlop Flooring 2022 National Sales Conference

Last March the Dunlop Flooring team celebrated our annual National Sales Conference week at Philip Island in Victoria. It was a great way to finally come together and enjoy each other's company, meet all the new faces, and prepare for the year ahead. During the week we held presentations and training sessions to help us become bigger, better, and stronger for our partners and retailers.

As everyone arrived in Melbourne, it was mayhem in the best possible way with hugs and cheers all around. It was just wonderful to see each other in person again as we readied ourselves for the week ahead with a fantastic team dinner at Slices in Caroline Springs.

It was smiles all round for the official kick-off to our conference as our Managing Director, Sean Forde, welcomed everyone at Westwaters. Our National Sales teams also impressed us with their achievements and ideas in the most creative and innovative ways.

Bigger, Better, Stronger



Sean Forde welcome the Dunlop Flooring cohort





Feeling energised, we hurtled straight into day three with tailored seminars to increase understanding of the key drivers within our business. We ran workshops across several departments covering, Marketing and Sampling, Finance, Logistics, Product and Technical Training, and Customer Service. Coming together ensured we were aligned with the same focus and goals for the year. Well done to all our workshop facilitators who did an amazing job!

Filled with a great sense of accomplishment, our team now enjoyed some richly deserved fun. We then attended our Dunlop Dinner Awards, which recognised the achievements of our sales representatives within hard flooring and underlay.

We also celebrated Donna Finn's awe-inspiring 20-year long career as our State Manager in WA.

We finally reached the finish line with renewed focus on improving the business and ourselves as a team, which will undoubtedly benefit our retailer's long term. We want to thank Silverwater Resort for accommodating our team and for everyone who helped make this happen. We are grateful, in so many ways, for an amazing experience and we look forward to next year! It will be hard to top.



What a good looking bunch we are!

NEW

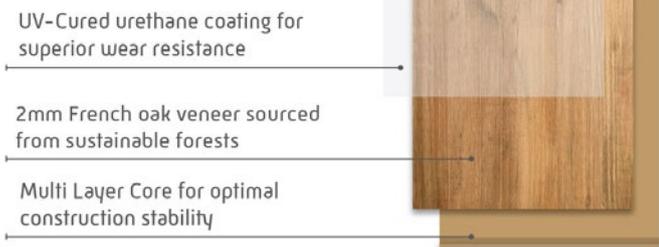


Frontier Gets A New Addition: Engineered Timber

Our Boulevard Oak Collection is coming soon! This is our new Engineered Timber range from our Frontier Design Flooring Collection. You can choose from a diverse range of stunning oak designs that offer the same warmth and charm as real timber. Made from the highest quality materials, Boulevard Oak can handle the wear and tear of daily life, ensuring your floor always looks and performs at its best.

**Coming Soon:
For more info
speak to your Sales
rep today!**

This product is made with 



Colour range



NEW

Introducing

Flamecheck

Your Newest Addition To The Underlay Family

Protect your floors with Flamecheck fire retardant carpet underlay, perfect for maritime vessels and offshore installations.

- ✓ 100% recyclable at the end of useful life
- ✓ CRI Green Label approved air quality
- ✓ Accomplished IMO Surface Flammability test



Request your free samples today

Go to www.dunlopunderlay.com.au/commercial-underlay/ to learn more

State Highlights

VIC



The marketing team at the Melbourne Homeshow!
(Pic: Anne and Natalie)



Dunlop Underlay contributes to the Henley Homes & Villawood Properties Good Friday Appeal charity home



Andrew Spence, Sean Forde & Daniel Small representing Dunlop at the Carpet Court Conference

Henley Homes Good Friday Appeal

Dunlop Underlay contributed 5 free rolls of Premium Underlay to the Henley Homes & Villawood Properties Good Friday Appeal charity home to raise funds for the Royal Children's Hospital. This year's charity home smashed the record for its highest selling price in 30 years, selling for an impressive \$1,082,000.

<https://gfacharityhouse.com.au/our-partners>

The Melbourne Home Show

Dunlop Flooring were lucky enough to work alongside the National Asthma Council for last month's Melbourne Homeshow. Hosted at the Melbourne Exhibition centre, the event was visited by hundreds of people searching for the latest in innovative home products, expert advice, and flooring! We showcased our Heartridge and Frontier brands, which are the only Hybrid and Vinyl floors approved by the National Asthma Council in Australia. Perfect for people who suffer from asthma or allergies.

For more information about the Sensitive Choice program, visit our website dunlopflooring.com.au/envirofirst

Carpet Court Conference

We love to showcase our products any chance we get! This year, our trusty trio of Sean Forde, Andrew Spence, and Daniel Small represented Dunlop at The Royal Pines for the annual Carpet Court Conference in Queensland. We had the chance to meet with independent retailers, builders, and developers, and educate them about the latest technology in hard flooring and underlay. It also gave us the opportunity to look at the latest trends within the market and see where and how Dunlop can continue to contribute. Thanks to Loreta and the Carpet Court team for hosting another successful event. We look forward to being invited again next year.



Not a bad day at work when you get to meet an iconic duo!



Dunlop Flooring visits 'The Block'

Once again, Dunlop Flooring are back at 'The Block'. We are excited to showcase our products again across our Hard Flooring and Underlay. Look out for our UltraPet carpet underlay and Altura Hybrid range! Our blockheads are hard at work, and we were lucky enough to get a sneak peak at the upcoming season due to air soon. Our very own Andrew Spence met with Australian icons Scotty Cam and Shelley Craft. Good luck to all the teams at 'The Block 2022'!

Its Time To Show Off Our New Showroom!

Visit our beautiful Showroom at Truganina. The team have made a beautiful space showcasing our Underlay and Hard Flooring products across Heartridge and Frontier. Come by and have a coffee on us! Speak to your local sales rep to plan your visit.

THE BLOCK

State Highlights

NSW

ACT



Dunlop at the 53rd Carpetbaggers Charity Golf Day

Celebrating the 53rd Carpetbaggers Charity Golf Day

On any given night across Australia, there are more than 115,000 people who are homeless. Together we can change that! To help make a difference, Dunlop Flooring spent a day out on the green supporting the Rev Bill Crews foundation, which encompasses the Exodus foundation. This amazing organisation helps aid the cause and effect of homelessness and poverty as well as unemployment.

A BIG thank you to Glen Bryon from Carpet Cutters who organized this outstanding event.



The Sustainability Roadshow

Now that we're up and about again, we were thrilled to be able to host our first Sustainability Product Roadshow of 2022 at the Canberra Casino. In June, we hosted a wonderful evening that showcased our selection of products from Engineered Timber, Hybrid, and Vinyl for all of our Architects, Designers, Developers, and various people within the industry keen on finding out more about how we can work together to reduce environmental waste. We want to thank guest speaker Jeff Oatman from Green Building Council Australia who presented on the evolution of sustainable products in buildings. We hope our guests had a lovely time and found the event inspiring.

Well done to our team of Hazel, Stu, and Alastair for hosting such a great event. We hope to host another one again soon!



The shot of Hillary and I in our Hawaiian shirts was for the Hawaiian themed night we had, group shot with Hillary in the banana costume was David Hill and Brett Williams from Belgotex (Suppliers)

Ladies Lunch

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

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

Aloha from our Queensland Team!

The Dunlop Flooring Sales team love to connect with people. Our Queensland reps, Chris Smith and Hillary Allan, recently dressed to impress at the annual Andersens Conference, which as you can see was Hawaiian themed. Congratulations on a successful event!



C Jay, Keegan Bateman & Blair Griffiths – Dunlop Warehouse Manager – WA



Appreciation Post!

After several months of stock outages, transport, and logistic problems, these guys have worked very hard to get our stock level up to meet the needs of our customers in WA.

The Science In Flooring

Did you know that we have a technical lab dedicated to testing all our Hard Flooring products? Our team in Wetherill Park (NSW) are constantly testing the lock strength of our Hybrid products, the peel strength of adhesives, and just working hard overall to provide our customers with the best products possible. You can find all test results on DFO, or you can speak to your local sales rep today!



Dunlop Flooring's Talent Development Program in 2022

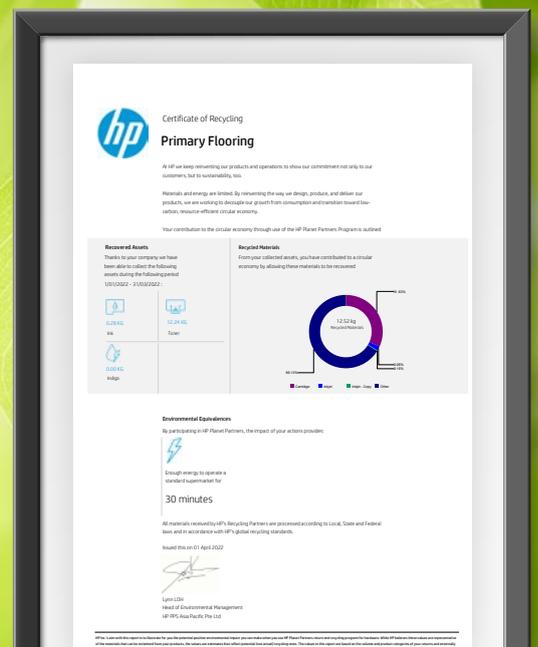
For over 10 years, we have partnered with Lighthouse in developing a program specially tailored for Dunlop Flooring to help develop teams, shape mindsets, foster behaviours, and improve capability. We value growth within the organisation and more importantly, we support Dunlop employees to grow to their fullest potential. As a result, we selected a group of high-potential employees who we believe can assist in creating a high-performance workforce.



Left to Right - Rodrigo, Simon, Charlotte, Anne, Jacqui, Bec, Chris, Dan, Sean, Sanjay, Mark.

Close The Loop!

It takes up to 1,000 years for a printer cartridge to decompose in a landfill site. In an effort to reduce this waste, Dunlop Flooring Head Office participates in a program called "Close the Loop" run by HP to responsibly and innovatively recycle printing consumables.



Meet Our Growing Team



Kapil Mishra (NSW)

Kapil joins our Operations team at Wetherill Park, supporting our Safety, Production, Maintenance and Project Functions. Kapil is an armed forces veteran, having served in the Indian Air Force as a fighter pilot for 21 years. After being discharged from the armed forces, he worked for a commercial airline in flight operations for 3 years.

Kapil enjoys playing sport in his spare time such as football, hockey, and squash. With his military experience, he can also live off the land in most terrains. In fact, he is planning a mountaineering expedition to Mt. Nun, which has an elevation of 7135m!



Josh Thorne (WA)

We welcome Josh to the team as a WA Sales Representative. Josh has approximately 7 years of experience in the flooring industry, starting off as a salesman at Carpet Call in West Gosford/Tuggerah NSW. He then worked for Choices Flooring in Fyshwick, Canberra, and managed a few independent retail stores before moving to Perth where he managed Kelmescott Flooring Xtra and Osborne Park Flooring Xtra.

Being a new dad, he spends most of his spare time with his family and also tries to explore more of WA by going camping or spending weekends away. Josh also has a Bachelor's degree in music, a major in Audio Engineering/Production, and can play 4 different instruments!



Ernesto Galura (VIC)

With nearly 25 years of experience working as a Die Maintenance Leading Hand Tool Maker at Toyota, Ernesto brings an array of valuable skills to our Point of Sale (POS) Team. He is our newest 'Jack of all Trades' so you can come to him for almost anything! You will find him grinding away in his workshop, making our national custom sampling. In his spare time, Ernesto enjoys gardening and surf fishing.

His go-to fishing spot is Fairhaven Beach along The Great Ocean Road. He also has a deep appreciation for good music, and is a fan of The Eagles and Fleetwood Mac. We are very happy to have him on board.



Dhaval Patel (VIC)

We are thrilled to introduce Dhaval, who joins the Point of Sale (POS) Team at Dunlop. Dhaval previously worked as a Team Leader and a forklift driver at Velisha Farms in Werribee for 2 years before joining the despatch team here at Dunlop for another 2 years.

Dhaval enjoys spending quality time with his friends and family, and is passionate about playing sports such as cricket, badminton, and volleyball. In fact, he dedicates every Sunday to playing cricket with his friends. Welcome to the team, Dhaval!

A letter to our new WA State Manager

It has been nearly 7 years since Charlotte joined the Dunlop Flooring team in WA. Having come from outside of the industry she learnt the role of a underlay and hard flooring sales rep extremely quickly & efficiently.

She has an natural talent for sales as well as hunger to excel which is reflected in the number of Sales Person awards she has won over the years. Her dedication to building the commercial division in WA has been very professional while growing great relationships.

I am very proud that she has now become the WA State Manager and know that I leave the company in the best of care. Charlotte, while a very capable businessperson, is also a loyal friend whom I wish many years of further success.

Sincerely, Donna



Charlotte Baker

Our Commitment To You

Did you know our National Customer Service team receives up to 500 customer enquiries a day? It goes without saying that they work hard day in and day out, but we also wanted to take this time to show our appreciation to the ones who often are the first ones in and last out. Well Done to Sorcha and Emily for demonstrating outstanding commitment to the job.



Increase Your Sales With Dunlop Flooring!

To find out more, get in touch
with your Dunlop Flooring
Sales rep today!

Sign up to



Become an expert
and get certified

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.



We're working on something new for you! Stay Tuned!

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
-  View Hard Flooring stock availability
-  Automated Underlay order processing

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.

