



A Year of New Adventures and Opportunities

Welcome back, everyone! 2024 has already started off wonderfully, and there are still so much more to look forward to.

We are excited to introduce the brand-new Heartridge Riviera Oak, our Engineered Timber Click range that has been completely revamped, featuring 10 new colours that highlight its status as Heartridge's most premium range.

Plus, there's something exciting for your store too! Spice up your space with our free Dunlop Underlay point-of-sale displays, designed to bring the Dunlop Underlay experience to life.

Join us in celebrating our one-year partnership with Sacred Heart Mission, where we've contributed to supporting the homeless and disadvantaged through volunteer work and meal services. Furthermore, participate in our commitment to sustainability, as

evidenced by our involvement in Clean Up Australia Day, alongside our mission to integrate eco-friendly practices throughout our business operations.

Finally, insights from the heart of our team in our Staff Series, starting with Andrew Spence, our National Sales Manager. Discover Andrew's reflections on his journey with us, sharing the wisdom and experiences that shape our shared success.

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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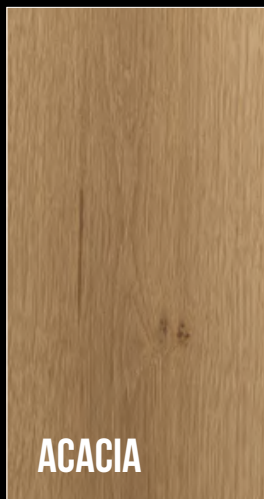
HEARTRIDGE

Riviera Oak BY DUNLOP

INTRODUCING
ALL **NEW** COLOURS
FOR *Riviera Oak*



LAUREL



ACACIA



AMBERWOOD



BIRCH



ALMOND



LAUREL



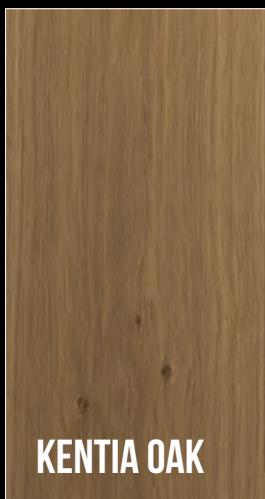
KENTIA OAK

**SPEAK TO YOUR DUNLOP SALES
REPRESENTATIVE OR PLACE
ORDER ON DFO NOW!**

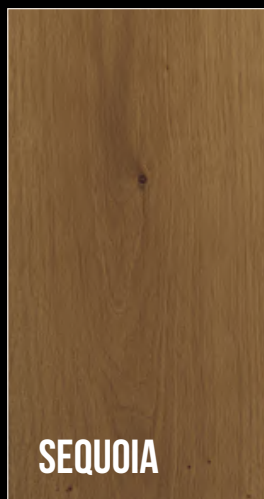


LAUREL

Heartridge's Engineered Timber Click Range 'Riviera Oak' has undergone a complete revamp with 10 new colours. This range consists of 9 stunning natural colours and 1 dark oak. Riviera Oak stars as Heartridge's most premium range with its advanced click locking system, and its boards constructed around a spruce pine core for lasting strength and stability.



KENTIA OAK



SEQUOIA



SYCAMORE



ECRU



EBONY

SUMMER'S OVER, BUT OUR BRAND NEW SUMMERHILL COLLECTION IS STILL SHINING, AND AVAILABLE TO ORDER NOW

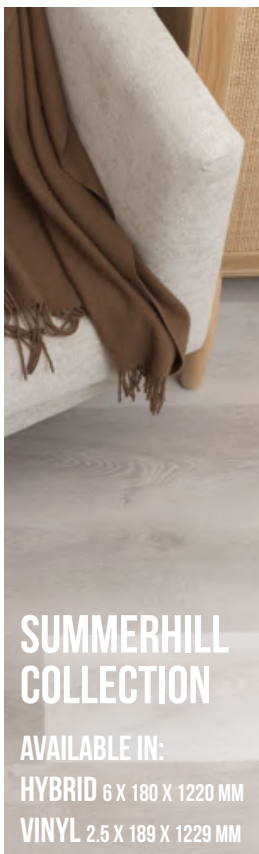
Available in Hybrid and Vinyl, this range features 12 stunning colours inspired by the beauty of nature.

Did you know?

- ✓ The Summerhill collection is the only Hybrid and Vinyl collection in Australia that is approved by the National Asthma Council.
- ✓ This new range is inspired by nature which includes a variety of patterns and variations across 12 different colours.
- ✓ The only Hybrid plank in Australia backed with a Dunlop Acoustic Underlay making your home 30% quieter.
- ✓ There are matching accessories available for all the Summerhill Hybrid colours including scotias, t-moulds, end-caps and stair-nosing.



SMOKEY QUARTZ

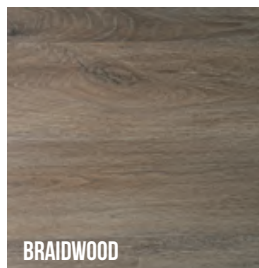


SUMMERHILL COLLECTION

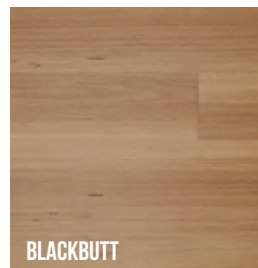
AVAILABLE IN:
HYBRID 6 X 180 X 1220 MM
VINYL 2.5 X 189 X 1229 MM



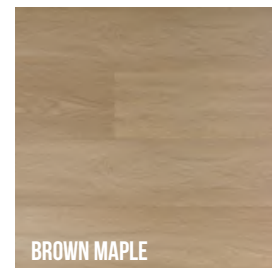
SPOTTED GUM



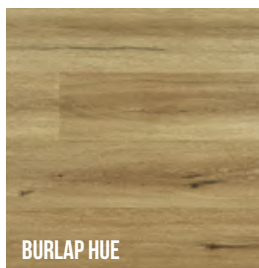
BRAIDWOOD



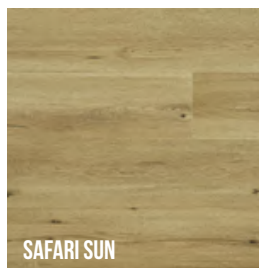
BLACKBUTT



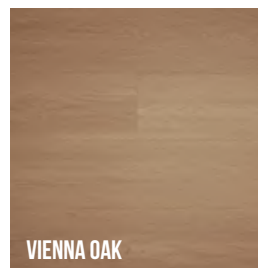
BROWN MAPLE



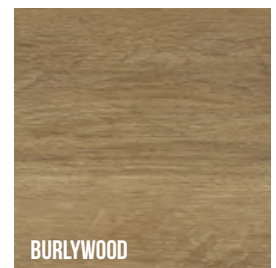
BURLAP HUE



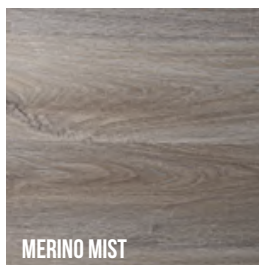
SAFARI SUN



VIENNA OAK



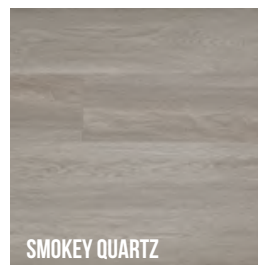
BURLYWOOD



MERINO MIST



WILLOW GREY



SMOKEY QUARTZ



PHANTOM

SACRED HEART MISSION



Celebrating One Year with Sacred Heart Mission

We are proud to celebrate a remarkable one-year partnership with Sacred Heart Mission, a non-profit organisation dedicated to supporting the homeless and disadvantaged in our community. Over the past 12 months, we have actively collaborated with Sacred Heart Mission by participating in monthly volunteer sessions at their Dining Hall.

335 Hours Volunteered by Dunlop and Retailers

67 Dunlop Volunteers

1,650 Meals Served



Thank you to everyone who has joined us throughout our first year!
If you would like to come along please speak to your Dunlop sales rep!

CARPET COURT

VICTORIA CARPETS

Floorworld
MORE THAN JUST FLOORING

Choices
Flooring

woof creative
think first

If you would like to support this noble organisation in other ways, you can help us raise funds for their program via:
www.sacredheartmission.org/donate

Stand out with our brand-new Store Displays.

If you're looking to bring some Dunlop Underlay presence into your stores, we are offering all new free point-of-sale displays.

Choose from:

- New Wall posters
- Ceiling hangers
- Carpet stickers
- Floor stickers
- Wobblers



Get in contact with your sales rep and we will send a FREE pack right to your store.

Hybrid Plank: Brand New Installation Video

With realistic timber embossing and traditional board sizing, our Hybrid plank will create a stunning floor that looks and feels just like real timber.

It is also enhanced by a dense SPC core and Dunlop Wearshield coating for impact resistance and high-traffic durability. Check out our instructional video, which demonstrates the straightforward process of installing our Hybrid flooring.



DUNLOP®

renu

100% Recyclable Underlay

Why are we using sugar cane instead of plastic?

Utilising sugar cane as plastic substitute provides numerous benefits, such as its renewable nature, reducing reliance on fossil fuels. Many sugar cane-based products are biodegradable and compostable, aiding in the reduction of plastic waste in landfills, oceans and other ecosystems. They also tend to have a lower carbon footprint, cultivation and processing of sugar cane can potentially result in lower greenhouse gas emissions as sugar cane absorbs CO₂ and its processing is less energy-intensive than plastic production.

Sugar cane can be processed into various forms, making them suitable for packaging, disposable tableware, and other household items. This shift can bolster economic growth in sugar cane regions, offering job opportunities and supporting sustainable practices. Moreover, sugar cane products are safe and free from harmful chemicals, contributing to consumer health and environmental safety.

Elevate your home with Renu Underlay, the pinnacle of eco-conscious living and the ultimate sustainable choice for your flooring. This exceptional bio-based carpet underlay stands

out as 100% recyclable, crafted from an impressive 98% recycled materials, setting a new standard in environmental responsibility.

When you choose Renu Underlay, you're not just choosing a product; you're embracing a commitment to ethical sourcing and enduring quality, guaranteed to last the life of your carpet. Its superior thermal insulation not only contributes to a cozy, energy-efficient home but also actively reduces emissions.

But our commitment doesn't end there. With every roll of Renu you purchase, you become a part of our reforestation efforts, as we plant a tree in honour of your choice.

Choosing Renu Underlay is more than an investment in your home; it's a pledge to our environment, capturing 3.09 tonnes of carbon dioxide for every tonne of our new bio-based film produced. Embrace Renu Underlay, where sustainability meets luxury, and every step in your home contributes to a healthier, happier earth.

State Highlights

VIC



Sacred Heart Mission

As we enter our second year of partnership with Sacred Heart Mission, we are looking forward to continue supporting them in making a difference within our community. It is an incredibly humbling opportunity to be involved in an organisation that provides important services to hundreds of people in Victoria experiencing homelessness or disadvantage to find shelter, food, care and support.

Once a month, we send out a group of staff and associates to help out in Sacred Heart's Dining Hall to prepare and serve food. We also want to welcome our retailers to join us in supporting Sacred Heart Mission to raise funds for their program throughout the year.

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



Behind the scenes of Riviera Oak

With the exciting launch of our new range, our team recently had a photoshoot for the Engineered Timber product at our very own Marketing Studio.

We would like to thank our entire team of photographers, installer, and creative agency for making this happen. Get in contact with your Dunlop sales rep to access all our new photos.



Associate director Luna was also present in-studio for the shoot

VIC



ATFA Golf Day

We would like to thank the Australasian Timber Flooring Association (ATFA) for hosting a successful Golf Day with contractors, suppliers and manufacturers within the Timber Flooring Industry.

It was a wonderful day where our team were able to enjoy a day of networking and golf at Sanctuary Lakes Golf Club.

atfa | Australasian
Timber Flooring
Association®
Local professionals, world-class standards.

Clean Up Australia Day

One of Dunlop Flooring's missions is to drive sustainability through recycling and integrating eco-friendly practices into everything we do as a business. In addition to this, we were glad to participate in Clean Up Australia this year to show some care towards our planet.

As we joined arms with our neighbours at Isuzu, we spent the day removing litter and making our environment cleaner around our shared vicinity in Truganina.



WA



Left to right: Charlotte, Leslie & Kyle (The Block), Candice Daniel, Susan Daniel



Carpet Court Osborne Park Store Opening

Late last year we were delighted to attend the Carpet Court grand store opening in Osborne Park. Amongst customers and suppliers in attendance, they had special guests Kyle and Leslie from "The Block" that made a surprise appearance.

What's special about this store is that this is the fourth Carpet Court store in Australia run by this family, consisting of 3 generations of women.

Josh & Sophie tie the knot!

Massive congratulations to WA Sales Representative Josh Thorne who decided to end 2023 with some joy and marry his fiancé Sophie over the festive break.

They wanted to start 2024 as a family of Thorne's as they get ready for baby number 2 arriving in May. It was a very relaxed, low-key event followed by a fun few days spent with 6 of their closest family including Hattie their daughter.

THE BLOCK **CARPET COURT**



Staff Series: Us at Dunlop

To celebrate our collective journey and highlight the wealth of knowledge and experiences, we reached out to one of our esteemed long-term team members.

Here's what Andrew Spence, our National Sales Manager has to say:

Q. What are the main challenges you face in your role? How do you combat this? And what are is something you appreciate/enjoy about your job?

A. The key challenge is keeping the sales team motivated, well-trained, and productive, as it involves managing diverse personalities and varying levels of expertise. My approach includes mentoring and fostering team success, which I find incredibly fulfilling. Effective communication across all levels is crucial for alignment and collaboration. Despite the pressure of being judged by sales figures, the autonomy to drive my success and the joy of building lasting relationships and trust within my team and with our customers are what I truly value in my role.

Q. Being one of the longest standing staff members in the company, why have you chosen to stay at Dunlop for 35 years? Did you expect to stay here for this long when you first joined the company?

A. Dunlop Flooring have provided me with the opportunity to grow within the business and have invested in my development since employment, I find the culture to be amazing, we all have a good time while getting the job done, I have had the opportunity to do multiple roles within the business which has kept me motivated and extended my tenure.

Q. What was your initial role when you were first hired? How did you get to where you are today?

A. My journey with Dunlop began back in 1988 in the manufacturing department, where I was involved in making Carpet Underlay. Within a year, I was promoted to a Team Leader, marking my first managerial role overseeing staff. My career path then led me to manage distribution, specifically overseeing warehouse operations and deliveries for Victoria and Tasmania.

Following the retirement of our longstanding manufacturing manager, I seized the opportunity to manage the manufacturing plant in Melbourne. Although I was fulfilled in manufacturing, my true passion lay in sales.

To pursue this interest, I completed a Certificate 4 in Sales and Marketing while managing the plant. My dedication opened the door to a sales representative role in Victoria, which I embraced wholeheartedly.

Subsequently, I advanced to the position of Vic/Tas State Manager, where I significantly expanded our market presence. For the past decade, I've been the National Sales Manager, overseeing our national team, enhancing our market share in the underlay sector, and spearheading our expansion into hard flooring.

Q. What are your thoughts on the flooring industry? And why do you think it's an aging industry? What do you think needs to be done to change the trajectory of this industry?

A. I believe the flooring industry is amazing and have had the pleasure of meeting and dealing with great people on my journey, the industry is aging particularly from an installer perspective, there is huge shortage and a small pipeline of Apprentices. This is the main concern for both supplier & retailer. Thankfully, things are being done to increase awareness and promote the benefits that are associated with becoming a flooring installer.

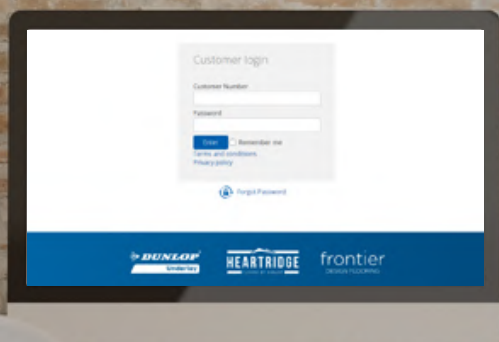
Q. What is one piece of advice you would give to your younger self when you first started at Dunlop? Or a piece of advice you'd give to someone starting out in their career?

A. Embrace continuous learning and personal development, always look for opportunities to expand your skill set and knowledge, stay positive and embrace challenges.



Andrew Spence
National Sales Manager

Skip the queue today and order from Dunlop Flooring Online



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

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.

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