



## THE QUARTERLY COMFORT



It's hard to believe that summer is already behind us! I hope that you've had a successful start to 2018 and managed to enjoy some time off with family and friends over the summer season.

2018 will be another exciting year for Dunlop Flooring with several new product launches, a fresh brand identity, many new faces joining the team and lots of other exciting developments that we can't wait to share with you. The Dunlop Newsletter is back by popular demand and we hope that you enjoy reading all about our latest initiatives on a more regular basis.

The Dunlop Team are pumped up and ready for another action-packed year. As always, we remain motivated by one thing; driving our customer's success. We understand that we're only as successful as you are and that's why we're working incredibly hard to deliver great value products, market leading brands and first-class customer service.

Together, we know that we will achieve some amazing results this year. On behalf of the entire team, I'd like to wish you a safe, healthy and prosperous 2018!

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**Sean Forde**  
Managing Director

**Dunlop Flooring**  
86 Berkshire Road,  
Sunshine Vic 3020  
[www.dunlopflooring.com.au](http://www.dunlopflooring.com.au)

**Customer Service**  
1800 622 293

## Introducing the Brand New Look for Dunlop Underlay

After months of work, we're excited to present our new logo, branding and website. As the flooring experts, we understand that underlay is an important factor when it comes to the performance and comfort of a floor. We've reflected this belief by updating the design of all our marketing collateral, making it more modern and engaging, to truly set us apart from our competitors.

Our new branding employs clear imagery, a darker blue tone and more modern font to suit our company's commitment to ongoing improvement and quality.

Accompanying the updated logo is a completely new website, featuring an improved way to showcase our products, making it easier to navigate, better understand and compare our various underlay ranges.

Our mission is to make life more comfortable. We believe in **Comfort For Life.**



You may have noticed our updated Dunlop Flooring logo. As one of the widely recognised brands in the flooring industry, this modernised logo illustrates the direction and growth of Dunlop Flooring. To update the logo on your own marketing material, please contact your sales representative who will be able to provide you with the relevant files.

## A Fresh Online Look for Heartridge Floors

Behind the scenes, we're constantly working to improve all our products and services. We are excited to finally reveal our most recent project – the improved Heartridge website! We believe home is where the heart is and we practice this belief by ensuring that our digital home is easy to navigate and as welcoming as

possible. That is why we've created a site that not only reflects the beauty and quality of our products, but that is also simple to understand with all the relevant information you and your customers need to help with your very own home transformation.

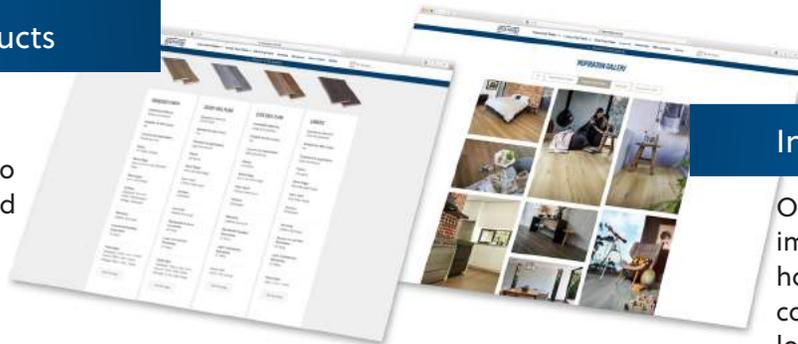
### Product Education

The features and benefits of each product range are clearly explained so an informed decision can be made.



### Easily Compare Products

Each of our product specifications are compared side-by-side to highlight key features and construction details.

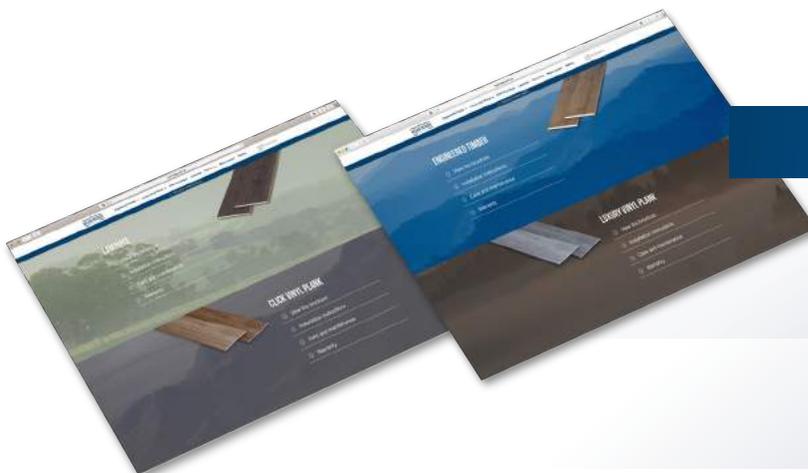


### Inspiration Gallery

Our beautiful room scene imagery showcases just how impressive the various colours in each range can look in a space.

### Useful Resources

Browse our latest brochures, learn about the various installation methods for each range, read about the recommended care and maintenance instructions and access our warranty documents.



# Announcing the Updated Commercial Underlay Range

Dunlop Flooring are proud to introduce the Technics 5 and Durafit 7 products to our already impressive portfolio of commercial application underlays.



Distributed exclusively by Dunlop Flooring, these products are two of the world's most successful dual bond underlays, boasting extraordinary impact sound reduction. They're easy to install, low in VOCs and can be used in a conventional or dual bond application. Technics 5 (a sponge-rubber) and Durafit 7 (a crumb-rubber) are renowned for their exceptional performance and durability.

Specially formulated to provide superior underfoot comfort and outstanding endurance in high traffic areas, they have been used successfully in thousands of contract installations, large and small, around the world in countless prestigious and high traffic locations such as Changi Airport and Marina Bay Sands in Singapore, Hotel Le Meridien in Paris and the Four Seasons Hotels around the world.



# Heartridge Vinyl Planks Join the Sensitive Choice Program



**SENSITIVE  
CHOICE**

NATIONAL ASTHMA  
COUNCIL AUSTRALIA

Developed by the National Asthma Council Australia, the Sensitive Choice program has long since aimed to inform customers of products that are asthma and allergy friendly. Joining our *ComfortChoice* range of underlays, we are proud to state that Heartridge is the only vinyl product in Australia to have the approval of the Sensitive Choice program.

Our aim is for customers to live in comfort and style, by enjoying a beautiful floor that is produced with indoor air quality in mind. With this overall philosophy, Heartridge vinyl flooring may minimise the risk of asthma and allergy related symptoms in the home.

This partnership means that your customers can buy our Heartridge vinyl products with confidence and know that they are making the right decision for the comfort and wellbeing of their family.

*"Heartridge is the only vinyl product in Australia to have the approval of the Sensitive Choice program."*



## We Send Free Samples to Your Customers!

We understand that your customers want samples of their favourite products so that they can make the right decision for their home, which is why we've set up our Request a Sample service to help you meet their needs, assist them to find the perfect colour, and support you in closing the sale!

All you need is internet access in store and you can fill the form out with them, then and there. Alternatively, you can direct them to request the samples from home, whenever they want. Your customers can choose from our range

If you would like to acquire brochures about the service to display in your store, please contact your Dunlop Flooring Sales Representative.

of beautiful engineered timber, laminate and luxury vinyl plank floors and receive 3 sample pieces for free, anywhere in Australia.

This service also directs them to our online Store Locator so that they can find the nearest retailer that stocks the Heartride range of interest to them. Please speak to your Dunlop Flooring Sales Representative to ensure that your store is listed on our database and we can direct customers to your store!

## Jorge - The Award Man

Congratulations Jorge on being awarded the Dunlop Underlay Sales Person of the Year by Carpet One Dubbo! Your outstanding customer service and extensive product knowledge are a testament to your continuous hard work and dedication.



## Happy 40<sup>th</sup> Sean

Late last year, Sean celebrated the significant milestone of turning 40. Getting old and loss of memory jokes aside, the entire Dunlop team enjoyed an entertaining night out to mark the occasion.

## Kirsty is a Mum!

Kirsty and Trent joyfully welcomed Ruby Mae Gibson into their lives on 4th December 2017. At three weeks early, with all her fingers and toes, Ruby joined them weighing a tiny 2.67kg and measuring 44cm! Kirsty and Trent are embracing the new and exciting challenges of being first time parents (along with the sleep deprivation!) and are enjoying this very special time as a family of three.



## BCNA Carman Women's Fun Run

On Sunday 3<sup>rd</sup> at 9:30am, a group of Dunlop ladies braved the weather and put on their runners in support of the Breast Cancer Network of Australia and the important role they play in ensuring that women diagnosed



with breast cancer, and their families, receive the very best information, treatment, care and support. Set amongst the Catani Gardens, an iconic feature of the St Kilda landscape, the Dunlop team were battered by wind and rain however this didn't stop them from crossing that finish line. Thank you to Amanda, the Petkovski crew (Anna, Olivia & Amber), Anita, Rebecca, Maddie and Andrea who donated their Sunday morning. It may have been an arduous 5km however there were many smiling faces at the end. Each of you should be incredibly proud of your achievement and the \$1,385.53 that was raised in support for the Breast Cancer Network of Australia.

## Spotlight on... The Accounts Team

### Rhonda Hutton

#### Accounts Payable Officer

With a wealth of experience in accounts payable across both small businesses and corporate settings, Rhonda has proven her worth by streamlining the accounts payable process and ensuring that all vendors are happy and content! Outside of work, you can find the keen Essendon supporter spending time in the great outdoors.



### Diana Pearce

#### Accounts Receivable Officer

Diana has over 25 years' experience in accounts receivable and credit control, having worked in the distribution, manufacturing and car industries. Diana has a passion for her work and enjoys developing relationships with customers and colleagues. A dedicated Essendon supporter, Diana was also a keen Show-jumping competitor!



# 2018 AFL & NRL FOOTY TIPPING COMPETITION

Get your tips in for the first round!  
NRL - 8<sup>th</sup> March | AFL - 22<sup>nd</sup> March

### 1<sup>st</sup> Prize - RRP \$1500

Apple iPhone X, 64GB

### 2<sup>nd</sup> Prize - RRP \$450

Bose SoundTouch 20 Wireless Music System

### 3<sup>rd</sup> Prize - RRP \$200

Fitbit Alta HR

### Weekly Prizes - RRP \$30

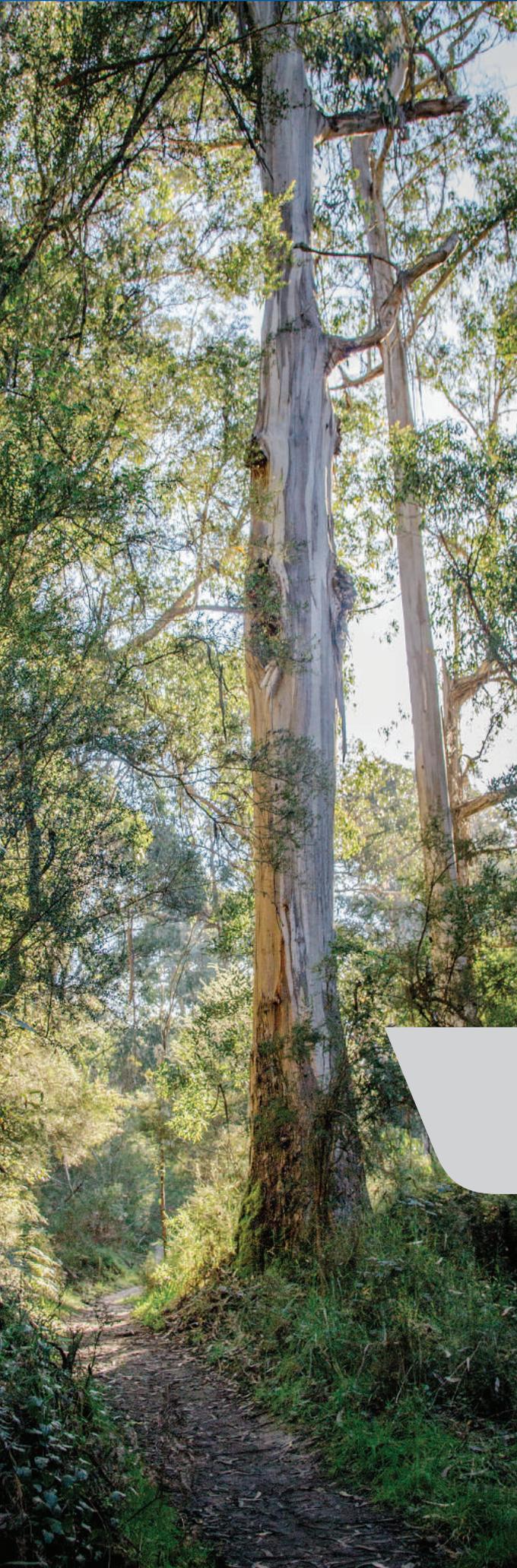
Oasis Stainless Steel Insulated Drink Bottles



Register at [dunlopflooring.com.au](http://dunlopflooring.com.au) | Click the AFL/NRL Footy Tipping link

Enter the relevant password below | Customer Service 1800 622 293

**AFL Password - sherrin | NFL Password - steeden**



## We Want to Hear From You!

We're always on the lookout for content to be featured on our social media pages and in the next newsletter issue. If you have a great project or story to share, send all the relevant details and images to Andrea at [aborsos@dunlopflooring.com.au](mailto:aborsos@dunlopflooring.com.au).

### | High Resolution Images of HeartrIDGE and Dunlop Underlay Projects



### | Customer Success Stories

Had a positive experience with a member from our sales or customer service team? Let us know!



## We're on Social Media!

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

