



The words 'recycling' and 'pollution' are at the forefront of many Australian minds. With information so readily available, consumers are now communicating a greater interest in purchasing from organisations like Dunlop Flooring that exhibit an active awareness to preserve our environment to ensure that future generations inherit a planet that is both healthy and beautiful. At Dunlop, we believe in action and listening to the needs of you and your customers. This is best reflected in our Recycle by Dunlop program, a pledge to sustainable practices and recyclability.

Turn to page two and read more about the program and our recent participation in Business Clean Up Day! In this issue, we've also covered our new stocked Dryback Vinyl Plank range which is helping to reduce project lead times. And don't forget to take a look at our two Project Flashbacks which highlight the beauty of a luxury vinyl floor in both a residential and commercial context.

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 1800 622 293

The Dunlop Flooring Way: Reduce, Reuse, Recycle

The only way forward, if we are going to improve the quality of the environment, is to get everybody involved – Richard Rogers

If left in the environment, a plastic bag takes approximately 500 – 1000 years to break down. How many years does it take a glass bottle to decompose? One million. And with Australia’s population projected to reach 35.5 million by 2056¹ we can expect to discard an even greater amount of landfill. Customers are no longer simply assessing the suitable usage of a product but are actively asking questions relating to its sustainability and impact upon the environment.

Contact your Dunlop Sales Representative or our Customer Service team to become a Recycle by Dunlop partner.



1. <http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/4602.0.55.005Main%20Features42013?opendocument>

Recycle by Dunlop

Dunlop Flooring have been involved with recycling for over 20 years and are the largest recycler of polyurethane foam in Australia. With our extensive experience and commitment to sustainable practices our residential underlays are created with 90 per-cent recycled materials and are 100 per-cent recyclable. With this commitment to work together in mind, we supply the collection method free of charge! This includes bags, bailers or frames. Your specific collection method will be dependent upon volume of foam and location.

Current participants under the Recycle by Dunlop program supply approximately 6,000 kilos per annum, per retailer, of post-consumer waste. Due to the rising costs of waste disposal, partners of the Recycle by Dunlop program are saving up to \$8,000 per annum in waste disposal costs while helping contribute to a healthier future.

Super Status

Keeping in line with our pillars of reduce, reuse and recycle, we ensure that our residential carpet underlays undergo rigorous evaluation to determine their outstanding 'green performance.'

- Dunlop Carpet Underlays are accredited by the Carpet and Rug Institute's Green label program, a program that identifies products that are low VOCs which help promote superior indoor air quality.
- We are members of the Green Building Council of Australia.



“With our extensive experience and commitment to sustainable practices our underlays are created with 90 per-cent recycled materials and are 100 per-cent recyclable.”

- We conduct a Life Cycle Assessment to evaluate the environmental and health impact over the life of the product and its eco-toxicity.

By selecting Dunlop Underlay, you are making a conscious decision to support the environment, participate in a partnership that embraces practical, measurable and sustainable environmental practices and that provides for the current needs of your customer without sacrificing those of future generations. A message that you can confidently communicate to all your customers.

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Business Clean Up Day

On Tuesday 27th February, a Dunlop team of five swapped their office attire for some bright vests in support of Business Clean Up Day. With Clean Up Australia gear in hand, the team put in a great amount of effort and elbow grease to fill up those bags! Thank you to Jacqueline, Monica, Cass, Nick and Andrea who donated their time to help keep our spaces looking spotless. No act is a small one when it comes to keeping Australia healthy and beautiful!





**WIN A SHERIDAN
EGYPTIAN TOWEL GIFT SET
VALUED AT \$120.00**



**REDEEM YOUR
FLOORBUY POINTS
TO WIN!**

All Floorbuy orders received between the 28th of May 2018 and the 30th of June 2018 receive one entry into the draw to win a Sheridan Egyptian Towel gift set.

Winner will be drawn on the 1st of July.

www.dunlopfloorbuys.com.au

Contact 1800 622 293 if you need your login and password.



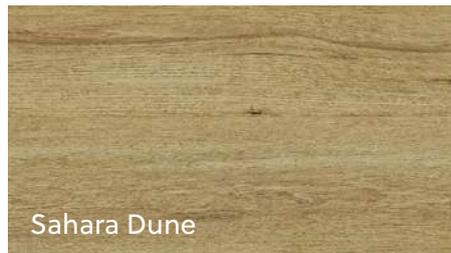
Stocked Dryback Vinyl Plank Range

“Now stocked in Australia, helping to reduce lead times for projects!”

We recognise the demand for affordable yet high-quality vinyl floorcoverings, which is why we've introduced our HeartrIDGE Dryback LVP range. Available in 6 beautiful stocked colours, ranging from Australian Timbers through to both Natural and Smoked Oak looks, we're helping to reduce lead times for your projects! At a thickness of 2.5mm, our stocked Dryback Vinyl Planks are offered in a 1229mm length and 189mm width. They feature a 0.55mm wear layer, making them suitable for most commercial applications. They also have a fibreglass stabilising layer for added stability. Speak to your Dunlop Representative if you wish to know more.



Sierra Frost



Sahara Dune



Blackbutt



Silvermist



Nevada Plain



Oslo White

▲ Colours now stocked in Australia.



When it Comes to Durability and Comfort, Dunlop Commercial Underlay Performs

When sourcing materials for a commercial project, it's vital that user comfort, acoustic management and general wear of the flooring are considered. While the appearance of the floor is of the utmost importance, with frequent foot traffic, it's important that commercial environments provide flooring that lasts. We've engineered a number of superior performance commercial underlays for every application, meeting the AS-4288 standard.

Technics 5

As one of the world's most widely used sponge rubber underlays, this high specification, twin scrim carpet underlay provides excellent underfoot comfort, reduces noise and offers increased heat insulation. At just 5mm thick, its unique Textron® backing provides exceptional dimensional stability, making it ideal for contract carpet applications and natural floor coverings. It has been used in many major projects around the world including Hotel Le Meridien in Paris, Hotel Sheraton in Brussels and the Four Seasons Hotels worldwide.

Advantage 3

A 3mm rubber/cork acoustic underlay suitable for conventional and double bond applications for floated or glued engineered timber, laminate and luxury vinyl planks. Designed to reduce impact sound reduction, Advantage 3 is suited for domestic and commercial use. Dunlop Advantage 3 has been tested by the CSIRO to determine its impact sound performance and compliance with the criteria set by the National Construction Code (NCC), easily surpassing the set standard.

For more information on the specifications, visit [Dunlop Underlay](#) to have a look at our recently launched commercial underlay product pages.

Durafit 7

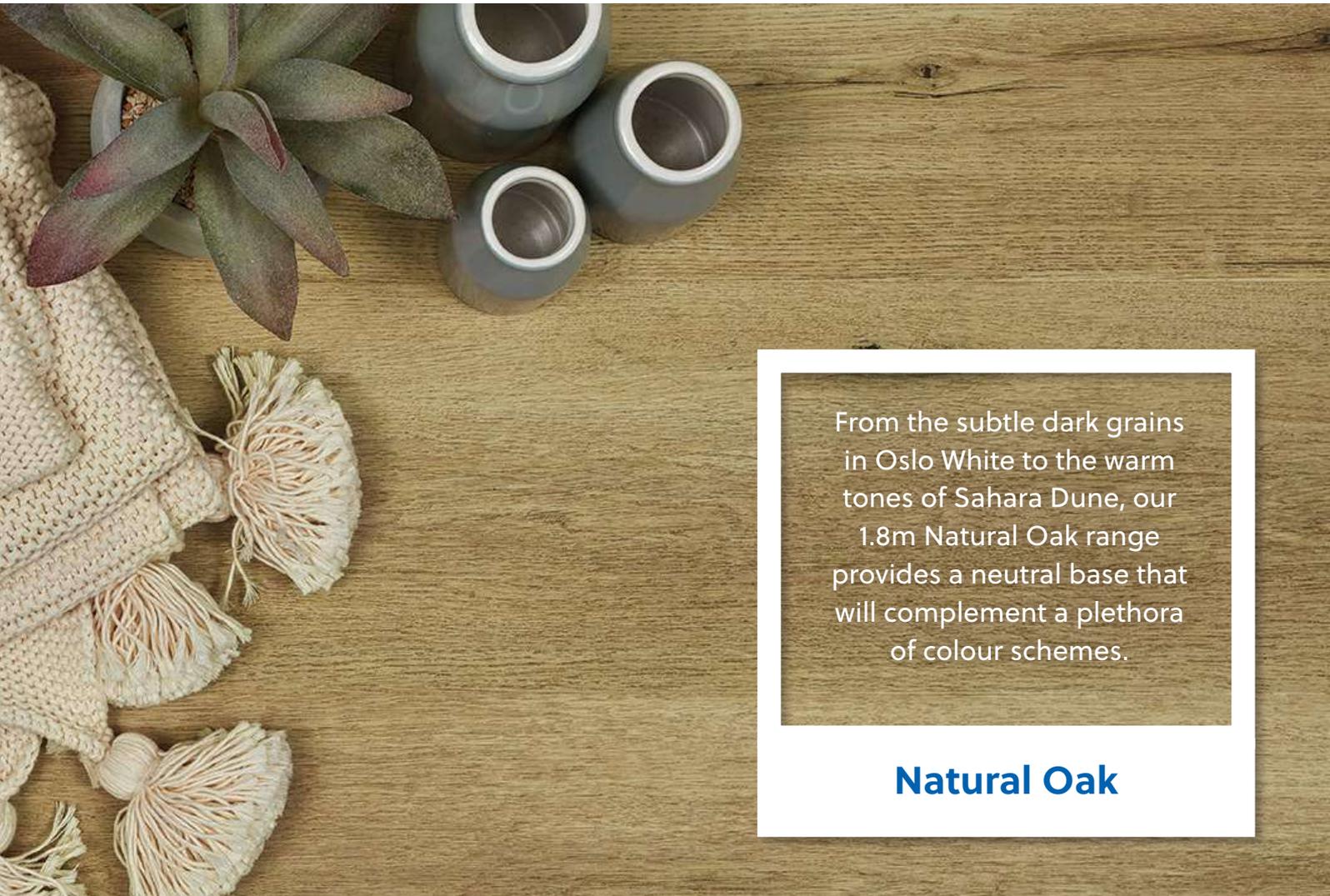
Duralay's Durafit System was the first double-stick system for carpet and underlay when it was launched in the UK during the 1980s. As the de facto standard for stick down systems, this 7mm crumb rubber is quick and easy to install and has been successfully used in thousands of contract installations around the world such as Changi Airport and the Marina Bay Sands Casino, both in Singapore.

Breathe Life Into Your Home With HeartrIDGE

Our aim is for your customers to live in comfort and style, by enjoying a beautiful floor that is produced with indoor air quality in mind. The manufacturing process is stringently monitored and designed to utilise only the safest of materials ensuring all floors meet Australian Standards for durability, safety and quality. With the absence of any undesirable phthalates and a formaldehyde emission rating of E₀, the lowest achievable result, HeartrIDGE vinyl products can help minimise the risk of asthma and allergy related symptoms in the home.



The rich and beautiful textures of our luxury vinyl plank products are crafted using detailed embossing, a low gloss finish and a micro-bevelled edge on all sides of the plank. Perfect for use throughout all living spaces, including wet areas, our uniquely flexible PVC formula provides a soft and comforting feel underfoot whilst the Heavy Duty 0.55mm Wear Layer helps the floor stand up to the tests of daily life.



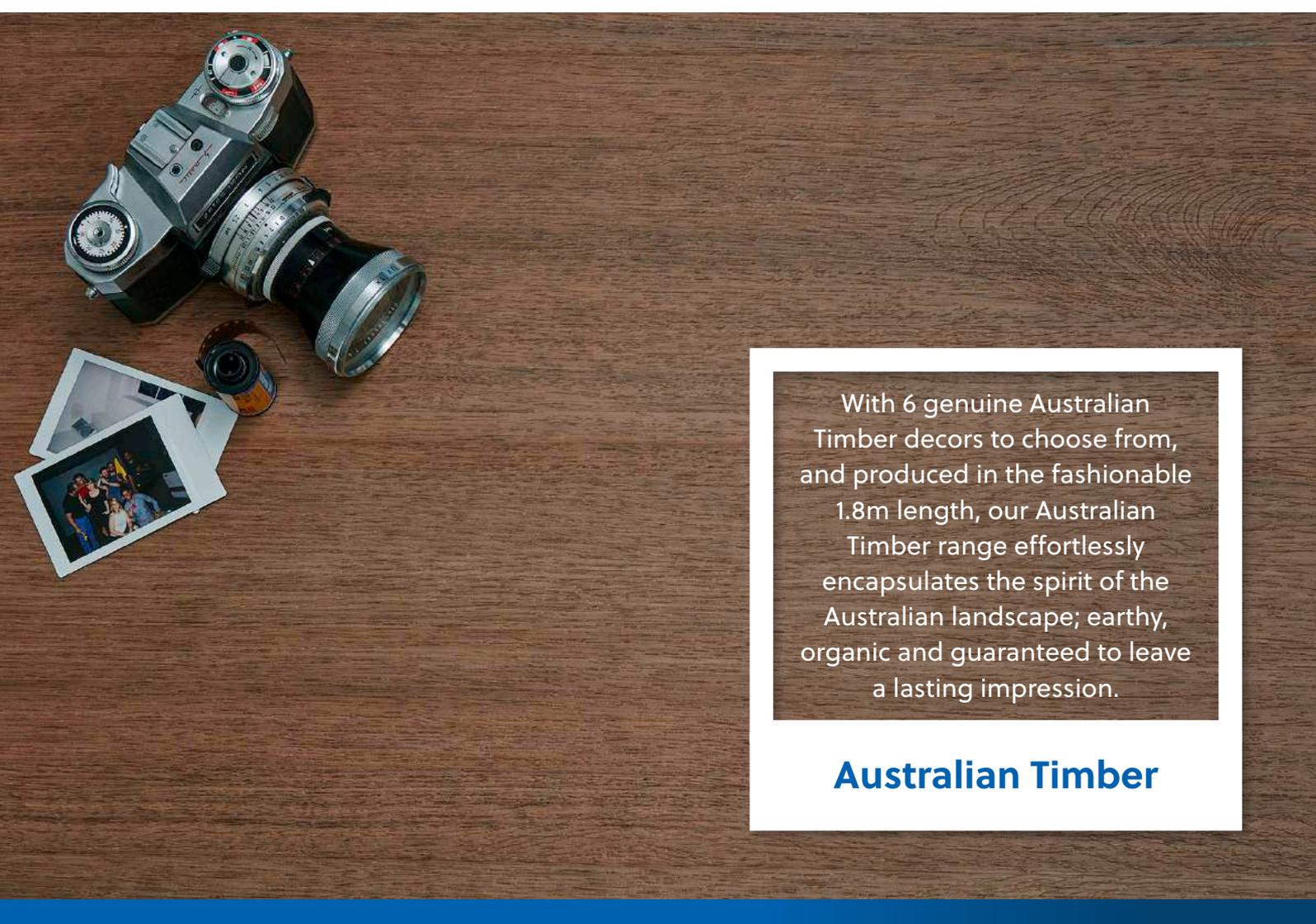
From the subtle dark grains in Oslo White to the warm tones of Sahara Dune, our 1.8m Natural Oak range provides a neutral base that will complement a plethora of colour schemes.

Natural Oak



At a length of 1.2m, Hearridge Smoked Oak offers 6 unique decors to suit a variety of spaces. Capturing the elegance of nature, the Smoked Oak range is inspired by genuine timber flooring and crafted with detailed embossing and a low gloss finish, providing a rich and beautiful texture.

Smoked Oak



With 6 genuine Australian Timber decors to choose from, and produced in the fashionable 1.8m length, our Australian Timber range effortlessly encapsulates the spirit of the Australian landscape; earthy, organic and guaranteed to leave a lasting impression.

Australian Timber

Heartride Floors' Melbourne Home Show Debut!

Over the space of four days, our Heartride representative, Andrea, braved the crowds to help those interested in learning more about our allergy and asthma friendly luxury vinyl products. Exhibiting alongside the National Asthma Council of Australia, as partners of the Sensitive Choice program, the event was a test of our stamina (no chairs!) and a great insight into the needs of the end consumer, which will help us tremendously in creating more appropriate content for you to distribute to your customers. With many compliments gained, we lost count of the amount of times the phrase 'What!? That's not real timber!' was voiced about our Luxury Vinyl Plank in Sahara Dune. Special mention to Gary and Adrian who did a fantastic job of laying the floor!



▼ Andrea from Dunlop Flooring, Adele from Sensitive Choice and Alanna from Aware Sensitive.



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 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!

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



HOME TRANSFORMATION HIGHLIGHT – SAHARA DUNE



The warm, sandy tones of our Natural Oak in Sahara Dune add an open and inviting touch to Erin's home, especially when paired with bursts of green, bringing a relaxed summertime feeling into the home.



Benefits of a HeartrIDGE Luxury Vinyl Floor

Soft Underfoot:

Our uniquely flexible PVC formula provides a soft and comforting feel underfoot.

Acoustic Impact Sound Reduction:

All HeartrIDGE luxury vinyl planks come with the benefit of a sound absorption quality that will add to the tranquility of a space.

Low Maintenance:

What of the mess that invariably occurs from the flow of everyday life? Our luxury vinyl planks are easy to clean and maintain; just wipe with a damp or dry cloth to keep floors looking brand new and beautiful.

Heavy Duty 0.55mm Wear Layer:

This will help the floor stand up to the tests of daily life.

Suitable for Wet Areas:

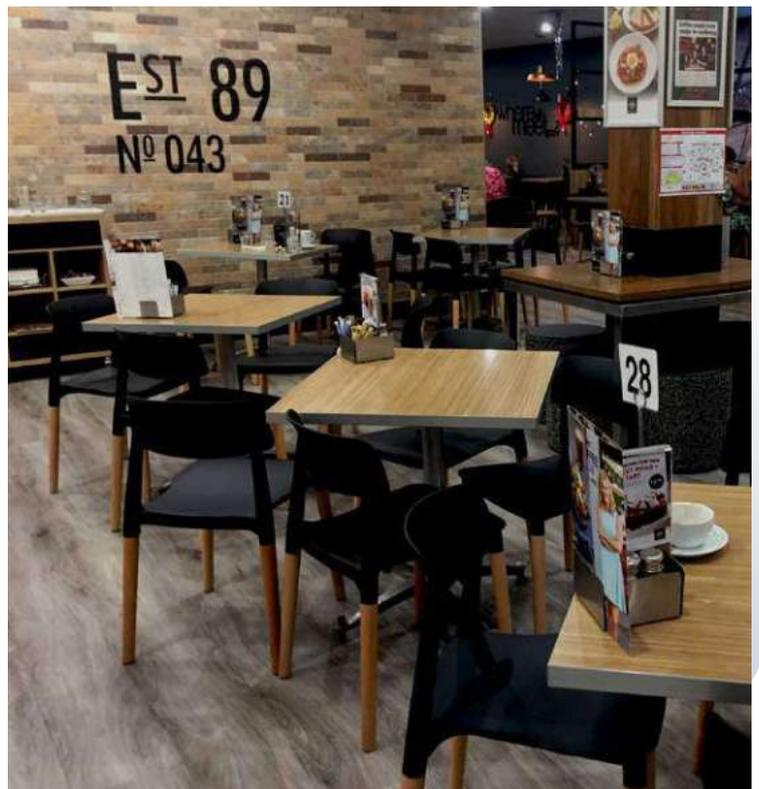
Bring the beauty of a timber or oak species into a bathroom and laundry as the stability of luxury vinyl planks are not adversely affected by moisture.

PROJECT FLASHBACK – TOWNSVILLE COFFEE CLUB

Designed in a wider format, our Luxury Vinyl Plank in Silvermist has created a space that exudes timeless appeal and charming character whilst producing the impression of a larger space.

To highlight the subtle silver tones, each plank is treated with a low gloss finish that protects and highlights the intricate embossing, allowing for floors to glow with the natural beauty of timber.

Made for light commercial use, our luxury vinyl planks are produced with a heavy duty 0.55mm wear layer which ensures they will withstand moderate foot traffic and allow for easy maintenance of spills – a vital quality for a café!



Welcome to the Dunlop Family!

Wayne O'Brien

Stepping into the role of NSW State Manager, Wayne brings to the team an extensive amount of experience from his time working as a Commercial Segment Manager for Laminex and as a State Sales Manager for Metabo Power Tools. These previous tenures have him well placed to deliver a great customer experience and fantastic results for the team. Outside of work, Wayne enjoys spending time with his family and their two dogs (whilst trying hard to stop them from destroying the yard!)



Srinivasa Prayaga

Srinivasa joins the Dunlop team in the role of NSW Operations Manager. The wealth of experience he brings to the team was gained during his time in the steel industry, working as a metallurgical engineer for close to 10 years. This encompassed many multi-national steel facilities both in Australia and abroad. As a passionate cricket fan, Srinivasa has represented his state during university and currently plays club level cricket in Sydney.

Damian Torrie

We are thrilled to have Damian Torrie join the Queensland Sales Team. With his previous experience in the electrical retail industry (yes, he can tune your TV and knows how to use a washing machine properly!) we are looking forward to Damian bringing his own flair of expertise to the flooring industry. Outside of work, he is an avid sports fan with a passion for the cricket and rugby league (Go the Broncos!)



Monica Paniagua

Dunlop's Marketing team are very excited to have welcomed Monica Paniagua this year as our resident Graphic Designer. Monica brings with her valuable experience from her time working for Voyance Insights as a Graphic Design and Marketing Analyst. With a keen passion for photography and taekwondo, in which she currently holds a black belt, Monica provides a high level of energy to the team. We are greatly looking forward to benefiting from Monica's expertise and artistic flair.

Congratulations Charlotte!

To acknowledge the tremendous strides that Charlotte has achieved in the commercial space, both underlay and hard flooring, we're delighted to announce that she has accepted the role of Architect and Design Sales Representative for both Western Australia and South Australia. We are certain that she will excel in this new position and be of pivotal support to Craig Moxey in South Australia.



2018 AFL & NRL FOOTY TIPPING COMPETITION

Get in on the action and place your tips!

1st Prize - RRP \$1500

Apple iPhone X, 64GB



2nd Prize - RRP \$450

Bose SoundTouch 20 Wireless Music System

3rd Prize - RRP \$200

Fitbit Alta HR



Weekly Prizes - RRP \$30

Oasis Stainless Steel Insulated Drink Bottles

Register at 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.

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.

