



## Another Busy Year Comes to a Close

At this joyous time of year, we would like to thank you, our clients and partners, for supporting Dunlop Flooring. We've had a fantastic year and could not have done it without your belief in our purpose - helping people create stylish and comfortable living spaces.

One of our big initiatives in 2019 was to build a brand that would change the game. In July this year, Dunlop introduced Frontier Design Flooring. We are extremely proud of our Frontier collection which has helped hundreds of our customers create their dream interior.

Another major strategic development this year was the closure of our Sunshine plant and relocation to Truganina, Victoria. Although we were sad to say

goodbye to the site we called home since 1982, we took a giant leap forward and opened a new chapter. With our new site came the opportunity to reinvigorate ourselves, our processes and our outlook.

We know that we won't attain success moving forward without taking the learnings from our past. Accordingly, as we forge ahead into the new year in settle into our new head office we take with us the valuable experiences of our broad and varied team. We look forward to working with you to grow your business in 2020 and beyond.

From our family to yours, have a wonderful holiday season.

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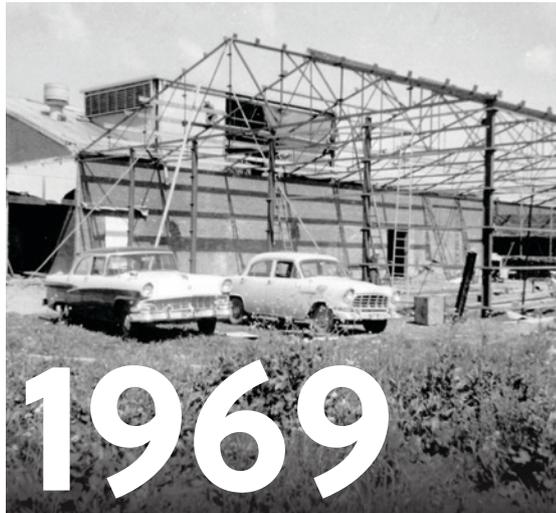
**Dunlop Flooring**  
 380 Dohertys Road,  
 Truganina Vic 3029  
[dunlopflooring.com.au](http://dunlopflooring.com.au)

**Customer Service**  
 1800 622 293

# One Small Step for Man...

## Celebrating 50 years!

Cast your mind back to 1969... man first landed on the Moon! And Dunlop Flooring began manufacturing in Australia. The company began producing products for the medical industry and in 1972 opened the first rebond underlay plant in Australia. Dunlop's Victorian manufacturing presence was shifted to Sunshine VIC in 1982 and for 37 years we produced Australia's finest carpet underlays from this site as well as our NSW manufacturing plant in Wetherill Park.



We have achieved so much over the past 50 years and produced some of Australia's most popular underlays, including the Springtred range, which was launched in 1990. Today, Springtred is one of Australia's most popular underlays and has been installed in millions of Australian homes.



Dunlop has always taken great pride in our environmental practices, being the largest recycler of polyurethane foam in the Southern Hemisphere. In 2013 we were awarded a Banksia Foundation award for Waste Minimisation, recognising our contribution to environmentally sustainable practices by way of diverting thousands of tons of foam from landfill. This would not have been achievable if it weren't for the terrific support that we receive from our customers, for the Recycle By Dunlop program.



# 50 YEARS

Dunlop took the next giant step in 2014 when we launched a range of flooring products under the Hearridge brand. Hearridge has been an enormous success and has delivered solid growth thanks to the support from our customers. The Hearridge range continues to expand and we will be launching new products in early 2020.



To continue our success in the hard flooring category, we have recently launched new products under the Frontier Design Flooring brand. This allows us to offer a broader range of products at competitive price points.

This year also saw our manufacturing presence consolidated to a single supersite in Wetherill Park, NSW, which is now the largest foam underlay plant in the Southern Hemisphere. Our national head office shifted to our new Victorian site at Truganina. Our new warehouse facility boasts a massive capacity for stock and sampling, allowing us to better service your business.

On behalf of Dunlop Flooring, we would like to thank all of our loyal customers for supporting us for the last 50 years. We look forward to supporting you for the next 50 years.



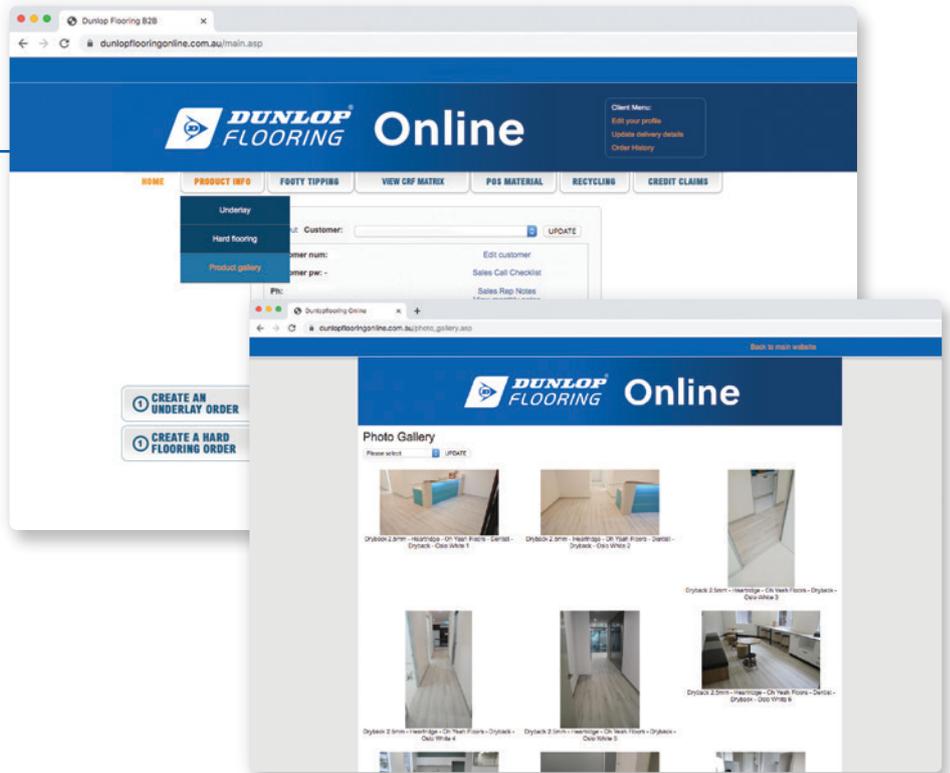
# All Your Flooring Needs At The Click Of A Button

The Dunlop Flooring Online (DFO) site provides you with technical information and the ability to place orders for both stock and samples at the click of a button. One of our company values is to be 'innovative and curious' and this drives us to improve the site's usability and functionality. We are excited to unveil the upcoming changes that are sure to improve your user experience.

## Project Gallery

There is no better feeling than knowing we helped someone build their dream home. We would like to share with you all the real-life, stunning projects that have been completed by YOUR customers. Under the Product Info tab, you will find the link to our project gallery.

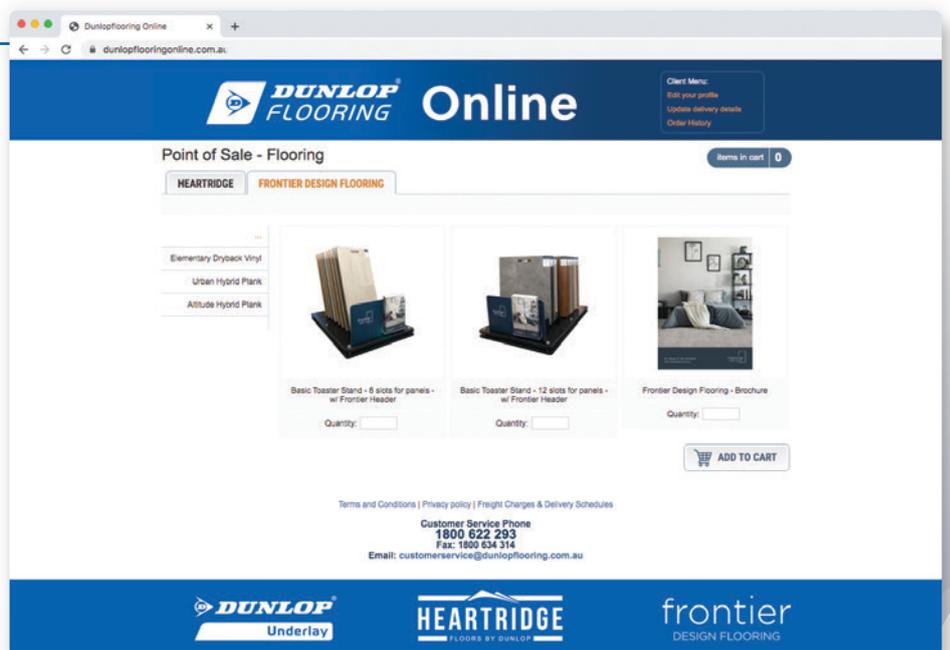
Please send us your completed project images to [customerservice@dunlopflooring.com.au](mailto:customerservice@dunlopflooring.com.au)



## Point Of Sale Orders

We are updating the way you order your Point Of Sale and sampling materials from Dunlop. Our new system will make it easier for you to select the sampling you want and help us to despatch your order quicker.

Here is a sneak-peek of the new platform! Keep an eye out for further updates.



Visit [dunlopflooringonline.com.au](http://dunlopflooringonline.com.au) to see the changes for yourself!

## Looking Ahead to 2020

As the spring flowers bloomed, Dunlop hosted our annual National Sales Conference in the coffee capital of the world - Melbourne. Our entire sales team, joined by the amazing people behind the scenes, travelled from all corners of the nation with a single purpose

- to improve on what we do and to realise our potential as Australia's trusted brand in flooring.

Over the course of a week, we focussed on our strategy for 2020 and unveiled exciting new products that will be available in the new year.

The conference was an exciting occasion for all involved and we're counting the days until our next get-together in the new financial year.



The Dunlop Flooring Family!



The Dunlop Flooring team hard at it!

## Making a Sensitive Choice

Over 2.5 million Australians have asthma, including children and adults. That is about 1 in 9 of us.

For this reason, Dunlop Flooring has been partnered with The National Asthma Council Australia (NACA) for the last 10 years. Their Sensitive Choice® program informs consumers of products that are asthma and allergy friendly, and we are proud to offer products that are approved by this program; our

Heartride Luxury Vinyl Planks and Dunlop ComfortCHOICE underlay.

In October, we attended the Sensitive Choice Annual Partner Forum where we had a sneak peek at the NACA's re-branding which is now live! It was great to see the Sensitive Choice butterfly receiving so much recognition throughout various industries such as bedding, manchester and air treatment devices.



Nick, Anna and Monica from Dunlop Flooring



## Learning From the Timber Experts

The Australasian Timber Flooring Association (ATFA) is the peak body for timber floors and the timber flooring industry throughout Australia and New Zealand. Timber flooring currently represents 25% of the flooring market and this figure is steadily increasing.

In October, we participated in our fifth trade night of 2019 in NSW. Wayne O'Brien, our NSW State Sales Manager, caught up on the latest industry news and learned tips and tricks for timber installation.



If you want to learn more on our Heartride Luxury Vinyl Planks being approved by the NACA's Sensitive Choice program, visit: [heartride.com.au/sensitive-choice/](http://heartride.com.au/sensitive-choice/)

## Celebrating the Women in Flooring

### Dunlop Flooring's Victorian Annual Ladies Day turns 5!

Dunlop Flooring's Annual Ladies Day was designed to celebrate the amazing women in the flooring industry. This year the initiative hit its 5th year! Our Vic Key Account Manager, Anna, organised a lovely lunch at the Crown's Conservatory to celebrate the occasion.

It was a fantastic opportunity to put faces to names and speak to so many inspiring women in the industry. Cheers to the first 5 years and cheers to many more!



### WA Flooring Association's Annual Ladies Lunch

This year, the WA Flooring Association's Annual Ladies Lunch took place at the Crown Metropol Atrium Restaurant in Perth. We had an excellent turnout of women from the industry and great support from several of our WA Suppliers.

Our very own Architect & Design Sales Representative for WA & SA, Charlotte Baker, organise the event this year. Great work Charlotte!



## Project Highlight

### Let's Talk Politics

We are excited to have our Technics 5 underlay installed in the prestigious Queensland Parliament in November this year.

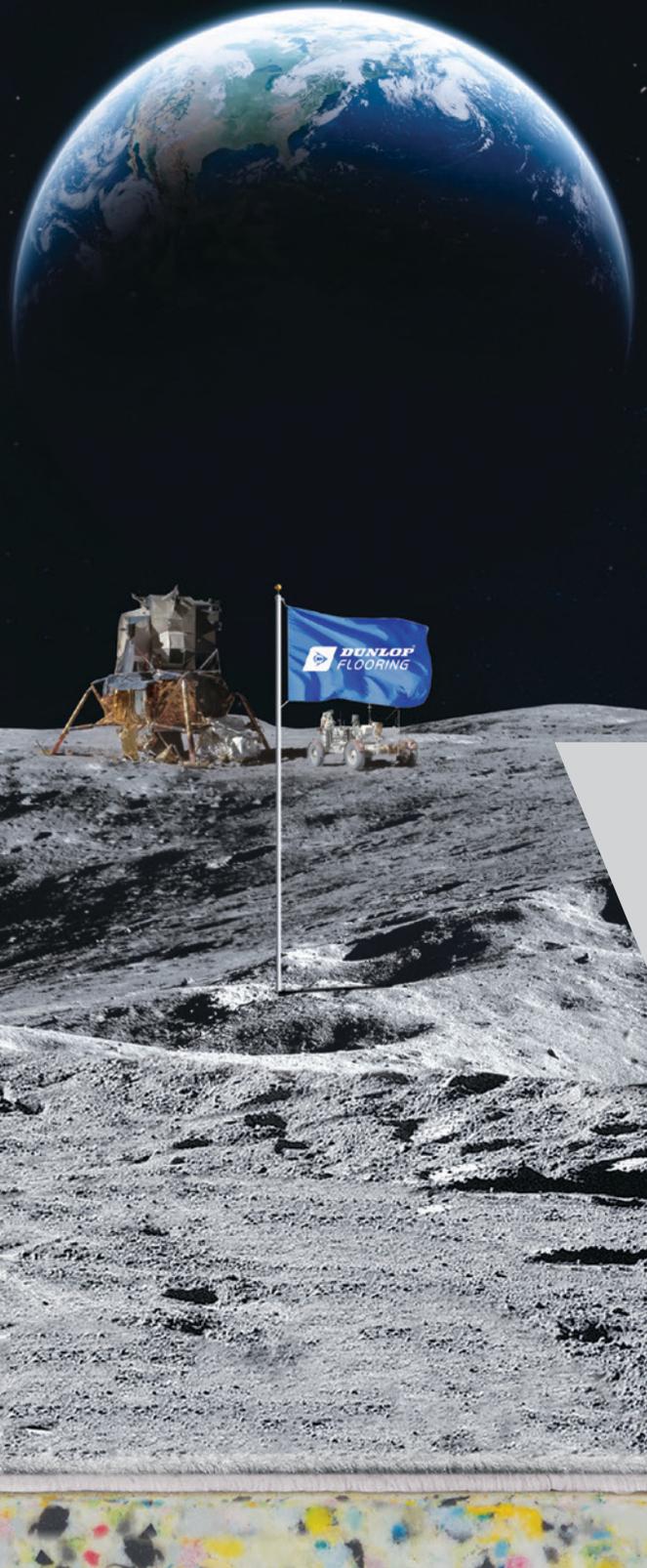
Dunlop may not be experts in politics, but we sure know how to make floors in high traffic areas last longer and make you feel like you're walking on clouds.



**2020**  
**AFL & NRL**  
**FOOTY TIPPING**  
**IS COMING**



50 YEARS  
**DUNLOP FLOORING**



# 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

To access the portal log onto [dunlopflooringonline.com.au](http://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 pages 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 on [customerservice@dunlopflooring.com.au](mailto:customerservice@dunlopflooring.com.au)

## We're on Social Media!

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

