

eco+[®]

Godfrey Hirst

CARPETS



The next generation carpet

Godfrey Hirst eco+® offers the next generation carpet performance.



Cleans with just cold water

All you need is cold water to remove the most stubborn household food and beverage spills - even red wine and cordial.



Latest fibre innovation

Eco+® carpet is made from triexta, a new classification of carpet fibre.



Exceptionally durable

With a 'kinked' molecular structure, triexta fibres are resilient to resist wear, crushing and matting, so your carpet will look great for years to come.



Soft to Touch® technology

Eco+® triexta fibres contain more individual filaments for an exceptionally soft feel that your toes will adore.



Soft on the environment

The triexta fibres in eco+® carpet are made from Sorona® renewably sourced™ polymer, which places less reliance on non-renewable resources.



Australian made and guaranteed

With 150 years manufacturing experience, Godfrey Hirst eco+® carpet is Australian made and guaranteed, with after sales support you can count on.



eco+®

Godfrey Hirst CARPETS



Cleans with just cold water

Godfrey Hirst eco+[®] carpets have permanent stain protection built into every fibre that never wears off.

All you need is cold water to remove the most stubborn household food and beverage spills - even red wine and cordial. With no need for chemicals, cleaning your carpet has never been easier.

Put simply, staining can occur on regular carpets when a spill bonds to the fibre. But with eco+[®] carpet, spills sit on the outside of the fibre, where they can be washed away with just cold water.

This is thanks to the breakthrough eco+[®] triexta fibre that is totally impervious to liquids, with no surface bonding sites for permanent stains.

You can also play with your pets indoors worry free, thanks to a lifetime pet protection guarantee[^] on all eco+[®] carpets.



With pet protection

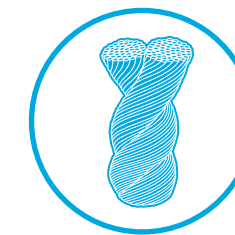


Exceptionally soft & durable

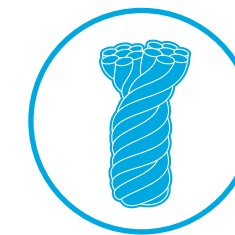
A warm home with soft, comfortable carpet can be fantastic for your wellbeing.

From the moment you sink your toes into eco+® carpet you can feel a sense of calm as your mind and body begin to relax and unwind.

All eco+® carpets feature Soft to Touch® technology



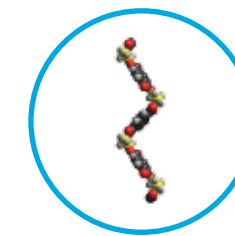
eco+® Soft to Touch fibre



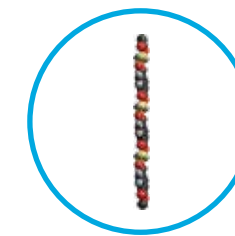
Regular fibre

With more filaments in each fibre, this creates what's known as a low Denier per Filament (DPF) and gives eco+® carpets a beautifully soft feel.

This extra softness doesn't mean you have to compromise on durability, as Godfrey Hirst eco+® carpets are also exceptionally hard wearing.



eco+® triexta kinked molecular structure



Regular fibre molecular structure

The triexta fibres used in eco+® carpet have been specially engineered with a unique 'kinked' molecular structure. This means eco+® carpets resist wear, crushing and matting and continue to bounce back into shape after vacuuming.



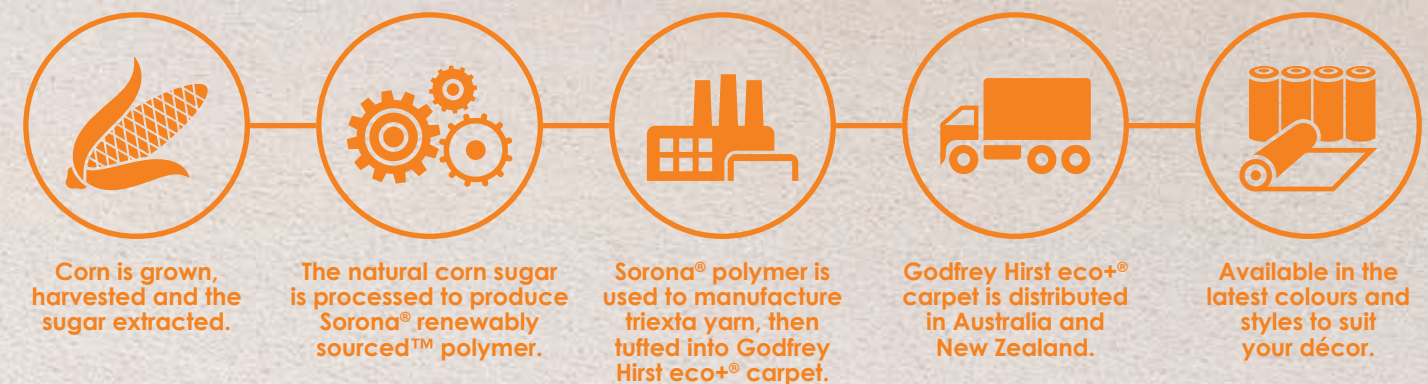


Soft on the environment

You can enjoy a beautifully soft and durable eco+[®] carpet that's also soft on the environment.

Godfrey Hirst has combined innovative carpet manufacturing with breakthrough Sorona[®] polymer technology from DuPont[™] to develop eco+[®] carpet.

Eco+[®] carpets are made from Sorona[®] renewably sourced[™] polymer which contains 37 percent natural corn sugar. By using renewable, farm grown materials, Sorona[®] places less reliance on limited natural resources, facilitates reduced energy use and fewer greenhouse gas emissions during production.



Australian made and guaranteed

With 150 years manufacturing experience, Godfrey Hirst eco+® carpet is Australian made and guaranteed, with after sales support you can count on.

The super performance of Godfrey Hirst eco+® is backed by lifetime and 25 year guarantees:

- ✓ Lifetime Stain Resistance Guarantee^
- ✓ Lifetime Pet Protection Guarantee^
- ✓ Lifetime Soil Resistance Guarantee^
- ✓ 25 Year Wear Resistance Guarantee^
- ✓ 25 Year Fade Resistance Guarantee^
- ✓ Lifetime Anti-Static Guarantee^
- ✓ Lifetime Manufacturing Defects Guarantee^



^These guarantees are in addition to any rights consumers may have under Australian consumer laws. Conditions apply: Guarantees apply to residential indoor use of the carpet in an owner-occupier single-family residence (excluding stairs unless appropriately rated) in accordance with the recommendation/s made on the ACCS rating for carpet installed (if applicable) and maintained in accordance with manufacturer's guidelines. Lifetime coverage is defined as the life of the carpet from the date of installation. For full information in respect to the scope and limitations of these guarantees, this label must be read in conjunction with the Godfrey Hirst Triexta Carpet Maintenance Guide (which also includes further information as to the installation, care and characteristics of Godfrey Hirst eco+® carpets) available from your retailer, by calling 1800 630 401, or by download from www.ecopluscarpet.com.au





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