



eco+<sup>®</sup>

*Triexta*  
carpets



MANUFACTURED BY

*Godfrey Hirst*



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eco+

## Stand for *something better*

**Godfrey Hirst eco+ triexta carpets are carefully designed and made in Geelong, Victoria, with performance, sustainability and health in mind. With a unique combination of colour and softness, Godfrey Hirst eco+ triexta carpets offer worry-free, luxurious living.**





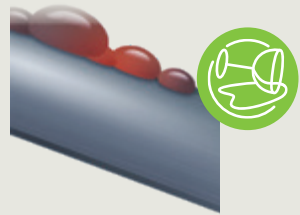
# the performance fibre.



Godfrey Hirst eco+® triexta carpet stays beautiful longer thanks to the unique fibre structure that is engineered for stain resistance and durability. This resilience is engineered into the fibre at the molecular level, preserving the beauty and softness of the carpet.

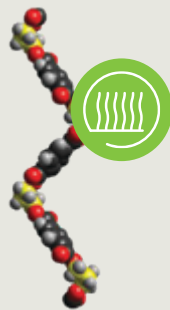


*Cleans with  
just water.*



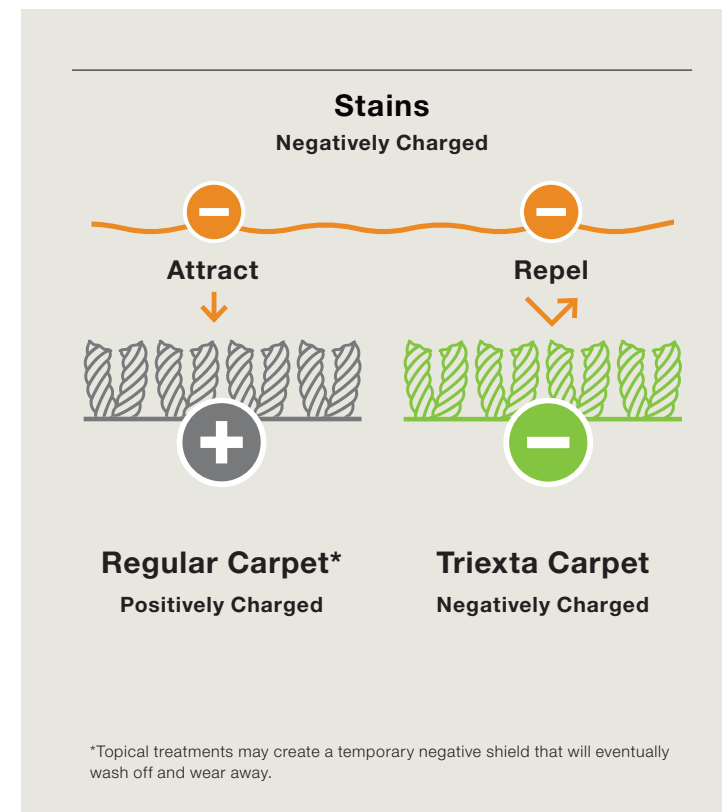
## Lifetime Built-in Protection

Permanent stain resistance is built into the core of each fibre that will never wear or wash off so you can clean most spills with just water. Compared to regular carpets that have a topical stain protection treatment, some of which may include Fluorinated (PFAS) stain repellents which are known to be persistent organic pollutants. See page 8 for Declare Red List Free information.



## Durability and resilience

The spring-like triexta fibre molecules ensure your carpet will bounce back into shape after vacuuming, even after years of foot traffic.



Thanks to the permanent stain protection built into every fibre, all you need is 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 eco+ carpets have no dye sites, preventing spills from adhering and becoming stains. Spills sit on the outside of the fibre where they can be easily washed away with just cold water.

This is thanks to the breakthrough eco+ triexta fibre that is engineered to be negatively charged, naturally repelling spills to prevent stains.

You can also play with your pets indoors worry free, as the built-in stain resistance doesn't allow mishaps to penetrate the fibre.

# the sustainable fibre.



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



Manufactured locally in Australia with renewable plant-based ingredients



No topical treatment is needed



Chemical free cleaning with just water



30% less energy used during fibre production\*



63% fewer greenhouse gas emissions released during fibre production\*



Red List Free, healthy carpet certification

Godfrey Hirst has combined innovative carpet manufacturing with breakthrough Sorona® polymer technology from DuPont™ to develop eco+ carpet. Godfrey Hirst eco+ triexta carpets are made from Sorona® polymer which contains 37 percent renewable plant-based ingredients. 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\*.

\*Compared to nylon 6 production

## How triexta carpet is made



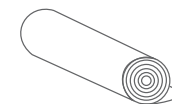
1. The process begins by harvesting crops.



2. The natural sugar, or glucose is extracted from the crops, then processed and transformed into Sorona® polymer.



3. Sorona® polymer is extruded to manufacture triexta yarn, which is then twisted and heat set.



4. The triexta yarn is made into Godfrey Hirst eco+ triexta carpet for your home.



# the healthier fibre.



## All Godfrey Hirst eco+ triexta carpets are Red List Free

All Godfrey Hirst eco+ triexta carpets have been officially certified as Red List Free, the highest certification available under the Declare™ program. Godfrey Hirst triexta carpets are the first to achieve this certification residentially in Australia. The Red List Free certification gives you complete peace of mind that you are selecting a healthy floorcovering for your home.

To achieve this, we worked with our entire supply chain to identify, source and utilise healthier manufacturing ingredients.

The entire chemical composition of Godfrey Hirst eco+ triexta carpets was scrutinised to a threshold of 100-parts-per-million; essentially creating a ‘nutrition’ label of ingredients.

The result? Absolutely no Red List chemicals used and the highest Red List Free certification on all Godfrey Hirst Australian made eco+ triexta carpets.

## What is the Red List?

The Red List contains the worst-in-class materials that are found in products within the building industry that can potentially be harmful to your health.

Endorsed by the International and Australian Living Future Institute, the Declare™ Red List Free program seeks to push the building industry towards a future that is free of toxic nasties such as BPA, PVC, fluorocarbons, added formaldehyde, VOCs and phthalates to name a few.

## Why it matters for you and your home?

In many homes, the building materials, finishes and furnishings that contain Red List pollutants can be harmful to those that live there. The health impacts from these pollutants vary, but can include asthma, headaches, fatigue, coughing, sneezing, dizziness, and irritation of the eyes, nose, throat and skin.

While pollutant levels from some individual products may not pose a significant health impact by themselves, many homes have multiple sources of indoor air pollution that can have an accumulative affect.

## The nutrition label for building materials

Declare™ Red List Free certified products offer full transparency revealing ZERO Red List chemicals, providing you with peace of mind that you are selecting a healthy building product for a healthier and safer home.

## Know exactly what’s in your home

With the transparency of the Declare™ Red List Free program, you can make an informed decision to select a floorcovering that creates a safe and healthier home environment.

There are three levels of certification:

### 1. Declared (good)

This base level of transparency, while revealing a product’s ingredients, will nevertheless contain some Red List ingredients, which will be highlighted.

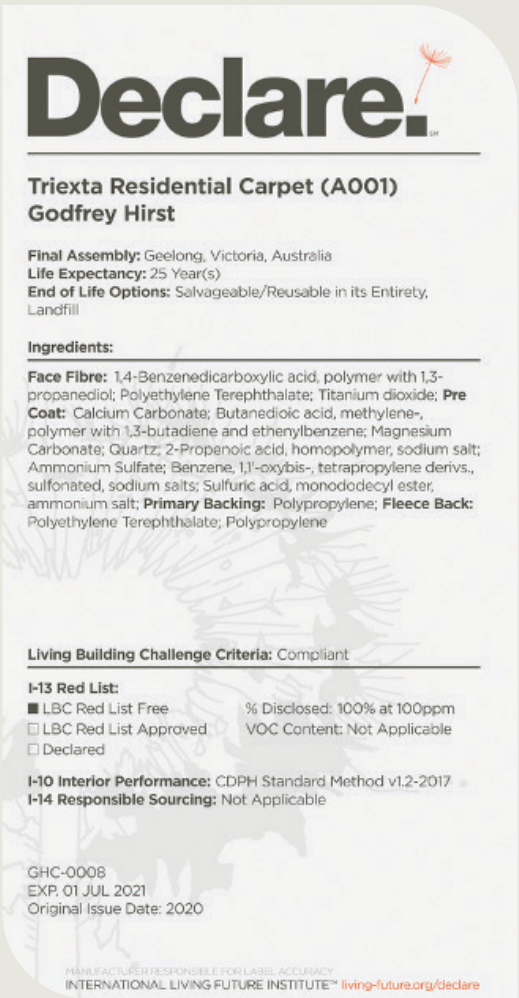
### 2. Red List Approved (better)

Where chemicals or product ingredients have no available public information, or a manufacturer is unable to publicly identify an ingredient due to proprietary registration. Products may potentially contain Red List chemicals, which, if identified, will be highlighted in orange.

### 3. Red List Free (best)

Complete ingredient disclosure revealing ZERO Red List chemicals.

All Godfrey Hirst eco+ Triexta Australian Made carpets achieve the best Red List Free certification.



## This label addresses three key concerns:

- Where does a product originate?
  - What is it made of ?
  - Where does it end up at the end of its life?
- Going further than just the health of your own home, buying a Red List Free product has a positive effect on the greater environment.
- Chemicals on the Red List have been found to pollute the environment
  - Bio-accumulate up the food chain until they reach toxic concentrations
  - Harm construction and factory workers





Eco+

# the softest fibre.

A warm home with soft, comfortable carpet can be fantastic for your wellbeing. All eco+® carpets have been designed to create a beautifully soft feel underfoot. The structure of the triexta fibre is also designed to provide naturally better softness than other fibres.

TRIEXTA SILK  
FIBRE

This extra softness doesn't mean you have to compromise on durability, as eco+ triexta fibres are engineered to combine softness and durability.

REGULAR  
FIBRE

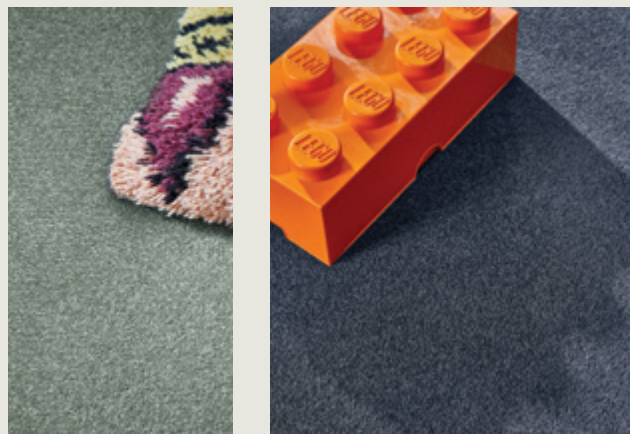
For the ultimate in softness, eco+ silk carpets allow you to indulge in luxury everyday. From the moment you sink your toes into eco+ silk carpet you can feel a sense of calm as your mind and body begin to relax. This luxurious softness this is achieved with more filaments in each fibre, this creates what's known as a low Denier per Filament (DPF) and gives eco+ silk carpets a beautifully soft feel.



# the colourful fibre.

**With over 250 colours to choose from, eco+ is our most colourful range yet!**

Colour is one of the most important factors to consider when decorating a new home or renovating as colour impacts on the mood, feeling and personality of a room. It can help enhance the appearance of a room's size, allowing you to make the most of natural and artificial light.





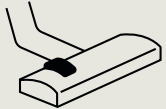


# Care and maintenance

How to keep your Godfrey Hirst eco+ carpet looking its best year after year.



# Caring for your carpet



## Regular Vacuuming

Thorough and frequent vacuuming, particularly in high traffic areas, is important for prolonging the life of your carpet and enhancing its appearance.

After your carpet is laid, vacuum to remove surface lint, dust and fluff. Thereafter, continue to vacuum thoroughly at least weekly and more frequently in high traffic areas. This will remove soil and grit before it works its way below the pile surface, where it is far more difficult to remove and can abrade the carpet and dull its appearance.

Three vacuum passes for light soiled areas is recommended, with five to seven passes for heavily soiled areas. Vacuuming against the natural pile direction first lifts the pile, helping to unsettle and remove dirt and grit while reducing matting. Then, vacuum in the direction of the pile to achieve a uniform finish.

To effectively clean your carpet use only a quality vacuum cleaner. Godfrey Hirst triexta carpets are luxuriously soft, which means there are more filaments per fibre than regular carpet. This increases the performance and durability of the carpet, whilst maintaining a soft finish. The premium softness of triexta carpet should be paired with a premium vacuum to keep your home looking great and extend the life of your carpet.

Vacuums fitted with micro filter systems ensure fine particles (such as dust mite allergens) are removed and stay in the collection bag or canister. This is particularly important if you are dust sensitive.

Consider your carpet type when selecting a vacuum. Adjustable height and suction are important features as they enable your vacuum to be used on a wide variety of carpet constructions.

Luxuriously thick, soft cut pile carpets: Use a high height setting so any beater bar/rotating brush just lightly touches the carpet surface. Use a suction level that allows the vacuum to move easily whilst lifting dirt and other foreign matter. Avoid vacuums with very concentrated or sealed suctions. Large wheels will ensure the vacuum glides easily across the carpet.

Loop pile or long pile carpets (including cut loop and berber): Vacuum with suction only. Turn off any beater bars (to prevent “fuzzing”).

Other carpet constructions: Use a vacuum with a beater bar to agitate the pile and loosen any foreign matter in the pile.

Change or empty dust collection bags frequently (vacuum cleaner efficiency can be reduced when half full). Ensure the vacuum is kept in sound mechanical condition. Replace filters as recommended by the manufacturer. Check the height of beaters (if fitted) and ensure brushes are cleaned and replaced when worn out.



## Spot Cleaning

To ensure best results from spot cleaning, follow the easy steps set out in this booklet on page 18.



## Steam Cleaning

Depending on usage, carpet should be professionally steam cleaned (hot water extraction) every 12-18 months to revitalise your carpet and remove any oily, sticky and well-settled soils that cause gradual significant dulling of colours. Steam cleaning should only be undertaken by a professional carpet cleaner (who is a member of a professional association) in accordance with the latest Australian/New Zealand Standard AS/NZS 3733 “Textile floor coverings - Cleaning maintenance of residential and commercial carpeting”.

Shampooing, do-it-yourself steam cleaning or dry cleaning is not recommended.

## Other Ways to Protect your Carpet

Place mats at all exterior doorways and entrances to carpeted areas to trap dirt and moisture from shoes. Clean mats regularly.

Use furniture cups and coasters and occasionally rearrange furniture to alleviate pressure marks. Plastic, slip free chair mats should be used under desk chairs with castors. Take care when moving furniture with wheels by placing a protective barrier between the wheels and the carpet.

Use scatter rugs or carpet protectors in high traffic areas and in front of chairs to protect carpet from localised and uneven wearing. Rugs should be cleaned regularly, at which time you should clean and restore the pile of the carpet underneath. Check rugs for colourfastness before placing them on carpet, as the colour in some rugs may seep through. After steam cleaning, allow carpet to dry completely before replacing rugs.

Exercise caution with all bleaches, tile cleaners, mildew removers, oven cleaners, drain openers, plant food and the like. These contain strong chemicals that can permanently discolour or dissolve carpet fibres.

Protect your carpet from prolonged periods of direct sunlight with curtains, blinds or awnings.



# Spot Cleaning guide



**Prompt and immediate attention to spillages or stains is recommended to avoid the setting of a spill onto the carpet fibres. Care must be taken to treat stains as recommended below:**

## Basic Carpet Cleaning Steps:

- 1.** **Immediately** remove as much of the spill as possible. For solids use a blunt knife or spoon. Blot up liquids by applying pressure with white paper towels or tissues to remove as much liquid as practical. Use a wet/dry vacuum for large spills. NEVER scrub or rub the carpet during the stain removal (or rinsing) process as a fuzzy area may result. Always work from the outside of the stain or spillage towards the middle to avoid further spreading using a blotting or dabbing motion.
- 2.** Water is all that's needed to remove most stains from Godfrey Hirst triexta carpets. Always work from the outside of the stain or spillage towards the middle to avoid further spreading the stain. Apply clean water to the affected area with a sponge or spray while avoiding over wetting the carpet and blot up with a sponge or use a wet/dry vacuum to remove the water. Repeat until no discolouration is evident in the carpet or removed water. Once this has been achieved repeat the cleaning 4 or 5 times to remove any remnant stain hidden in the pile.



**3.**

Once the stain has been removed with cold water, press dry with a clean white cloth or white paper towel.

**4.**

After the spill or stain has been treated, place several layers of white paper towel over the area and place a flat weight on them until dry. Do not walk on the carpet until dry.

**5.**

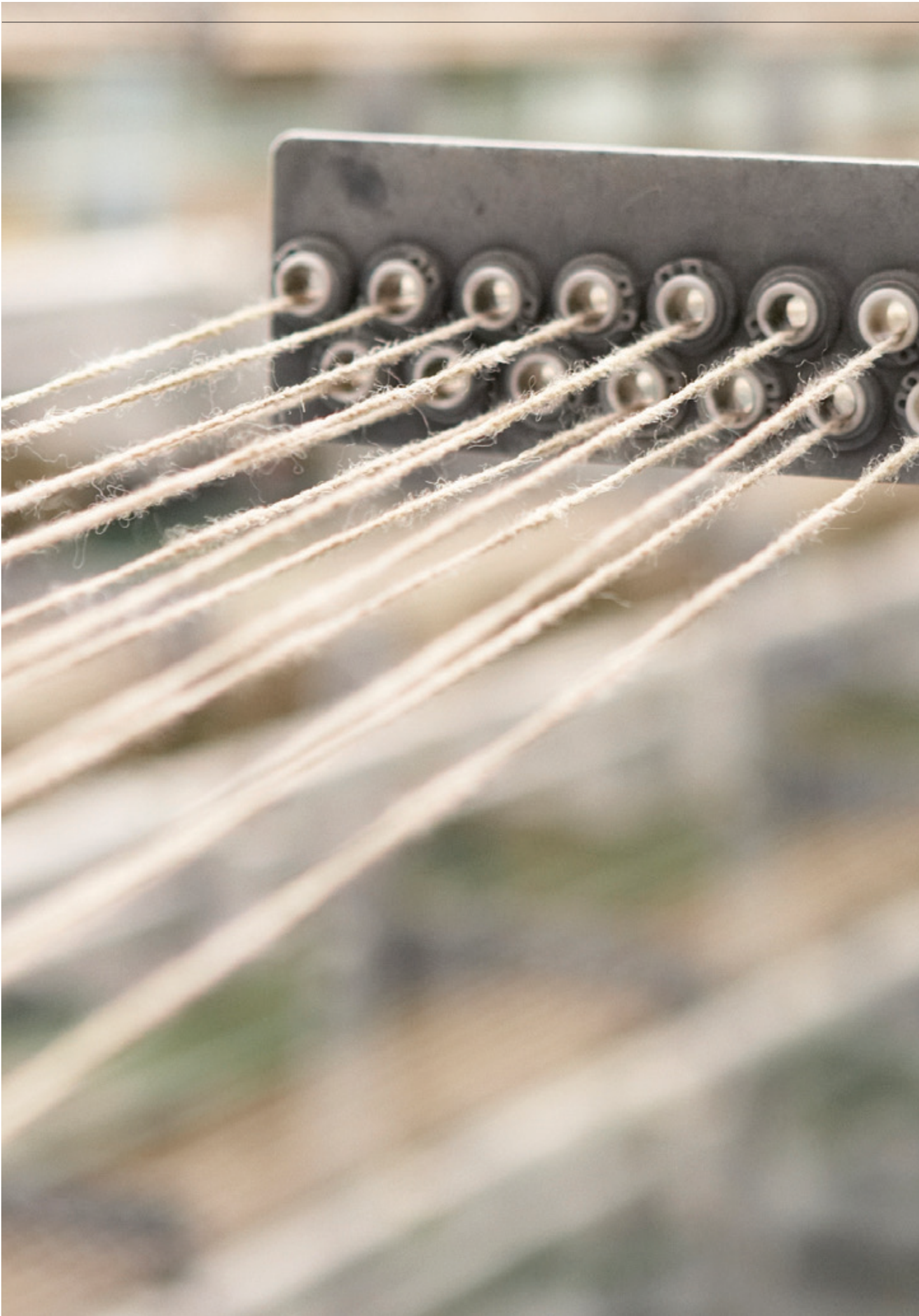
Sometimes stains will reappear due to 'wicking' as stains hidden in the pile resurface as the carpet dries. If so, allow the carpet to dry fully and repeat the above treatment until no stain is evident (this process may need to be repeated over a number of days).

**6.**

If stains fail to respond to treatment, contact a professional steam cleaner. It is important professional steam cleaners continually treat any areas affected by stains until there is no sign of discolouration in the carpet or removed water, following which the cleaning cycle should be repeated a number of times to minimise the risk of wicking.

Stains should be differentiated from soiling. Ensure that any residue from spills or cleaning mixtures are fully removed. For example, many sugar based spills, such as soft drinks and coffee, leave a sugar residue after removal. Similarly, when spills are cleaned with a detergent solution and the area is not sufficiently rinsed, a sticky detergent residue can remain. This sticky residue attracts soil from ordinary foot traffic and the resulting discolouration appears to be a stain. If so, repeat stain removal procedures above.





# Installation

**All carpets must be laid, in accordance with AS2455.1 “Textile floor coverings – Installation practice – General” and the Godfrey Hirst Carpets Installation Recommendations (available at [www.godfreyhirst.com](http://www.godfreyhirst.com) or by calling 1300 444 778).**

Carpet should always be installed with new, quality underlay. Underlay and carpet are designed to work together as a complete flooring system and underlay should always be used. Quality underlay will provide better comfort and resilience while extending the life of your carpet. Ask your retailer to match a quality underlay (compliant with the appropriate classification for the intended use/application as per AS 4288 “Soft underlays for textile floor coverings” i.e. light residential, general, luxury, commercial or heavy commercial) with the quality and proposed use of your carpet.

Insist on trained professional tradespeople to install your carpet. Before making any cut from a roll, ensure your installer examines the carpet and checks for length, quality, pattern, colour and dyelot.

All carpets should be power stretched; otherwise bubbling and wrinkling may occur. Seam adhesive (sealer) must be used for all seams (widthwise and lengthwise). If the seams are not permanently bonded together, the carpet may unravel and begin to break down at the edges, making it appear badly fitted and causing premature wear. Use a solvent base seam seal adhesive on direct glue down applications or

a latex base seam seal adhesive for conventional installations. Seams form part of your installation and are therefore not covered by the Godfrey Hirst Triexta Carpet Guarantees.

Carpet pile should run in the same direction throughout the house, sweeping towards the main entrance where possible. Seams and cross joins in the wrong place can spoil the appearance of your carpet and lead to premature wear. Generally seams should run in the same direction as most foot traffic. Seams should also be avoided in high traffic areas and be kept as far away from windows as possible so light does not fall across the seam making it more obvious. Ask the installer where they will place seams and cross joins.

On stairways the pile should sweep down. A little hidden extra carpet should be folded back at the top and bottom of stairs so as the edges of the tread are worn down, the carpet can be moved to hide the wear point. Purchasing extra carpet to update stairs is recommended.

Failure to have your carpet installed using the above guidelines may adversely affect the performance of your carpet.



# Carpet

## characteristics

### Colour Variation

It is normal for installed carpet to show minor colour variation from selling samples or minor variations between production runs and dye lots. If possible, all carpet in your home should be laid from the same production run. Our quality assurance program (AS/ NZS ISO 9001 certified) seeks to minimise potential for variance and ensures any variation is within recognised textile industry standards.

### Wrinkling (or Rucking)

Wrinkling may occur after installation due to excessive humidity, inadequate underlay, or not using the recommended installation procedures, especially power stretching. In areas of high humidity use of an air conditioner or dehumidifier is recommended during summer months. Dragging of heavy objects across the carpet can also cause the carpet to stretch and wrinkle, and when moving heavy items it is best to lift the item or use plywood or similar to walk the item over the carpet. Should rucking occur, a professional installer can usually correct this problem by restretching the carpet.

### Shift Lines

Shift lines are parallel lines appearing on the surface of patterned loop pile carpets at regular intervals, due to the nature of carpet construction. Lines may be more apparent with "large" designs or patterns. Colour, directional pile lay and light sources are also contributing factors. Certain light sources shining across the carpet may accentuate these lines in the form of shadowing. This is not a manufacturing defect and will not affect the carpet's wear or durability.

### Missing or Damaged Tufts

Tufts may be damaged or identified as missing following stretching of the carpet during installation, damage caused by pet claws, or the movement of furniture. In the case of loop pile carpets, tufts can be pulled from the backing resulting in long, lengthwise pulls out of the carpet.

Sprouts, or snagged tufts, can be easily trimmed without damaging the carpet and missing or damaged tufts can be easily replaced by hand or by retufting. These can be readily fixed on site by a skilled installer or carpet professional. It is recommended a small piece of spare carpet be retained to provide a source of additional tufting yarn.

### Design Characteristics

An effect known as phasing can occur where carpet design includes the random use of contrasting colours when at times these colours may coincide in production. Similarly in loop pile carpets, shading effects of colour patterning can appear as panelling down the length of the carpet. Both phasing and panelling are an accepted part of the design and in no way affect the performance of the carpet.

### Pile Reversal (Shading & Disturbance)

Light can make particular areas of carpet appear lighter or darker than others, depending on the angle from which they are viewed. This is caused by disturbed pile reflecting the light differently in each area. This is a feature characteristic of plush and twist pile carpets (particularly solid colour).

Temporary changes in appearance may be able to be removed or lessened by vacuuming or brushing of the pile. However, in fine cut pile carpets, permanent pile reversal (also known as shading, watermarking or puddling) can occur and at times may become very noticeable. Years of research and inquiry have failed to find a reason to explain the underlying cause, such that it is considered a phenomenon related to the location of the carpet which cannot be predicted or prevented. It is not a manufacturing defect and apart from affecting appearance, has no detrimental effect on the performance of the carpet. As this characteristic can affect the appearance of a carpet, you are advised to discuss this with your retailer when considering your purchase. Further information on permanent pile reversal is also available from the Carpet Institute of Australia (free call 1800 188 822 or visit [www. carpetinstitute.com.au](http://www.carpetinstitute.com.au)).

### Appearance Retention

All carpets will change in appearance over time, primarily due to foot traffic. Matting generally occurs as a result of pile flattening together with the entanglement of fibres tuft to tuft. It occurs in all tufted carpets to some degree, but is more likely to occur in high traffic areas (e.g. in front of seating areas, doorways etc.). This may result in the loss of sharpness of the carpet pattern. Though induced by wear, matting can be caused by underlay failure or improper maintenance including inadequate vacuuming, or inappropriate or ineffective treatment of spots and spills. It is not considered a manufacturing fault unless it happens rapidly or to an unacceptable degree.

Fuzzing or blooming is caused due to the tips of the fibres in a cut pile carpet losing a degree of yarn twist over time. Most apparent in traffic areas or in front of chairs, this is normal and should be expected. Generally, fuzzing can be corrected by shearing away the cobweb of fibres on the installed carpet, with use of a special machine. Speak to your carpet retailer for more information.

### Tracking/Footprints

The softer, more lustrous and longer the pile, generally the more noticeable will be footprints and movements over the carpet (known as tracking). The effect can be quite pronounced but can be lessened by careful vacuuming. This effect is not considered a manufacturing defect, however, this is a matter of personal taste and if you are concerned with the effect, carpets with these features are not recommended.





Godfrey Hirst Eco+

# Guarantees

As Australia's largest carpet manufacturer, we endorse and recognise all rights of the consumer under the Australian Consumer Law.



All our products are manufactured under a management system independently and externally certified as complying with ISO9001 (Quality Assurance & Management Systems) and ISO14001 (Environmental Management Systems). We are proud of our manufacturing processes and guarantee all our carpets against defects in materials and workmanship. We do not guarantee against normal wear and tear, damage due to improper installation, failure to properly maintain your carpet or damage caused by accident or abuse. Our Australian After Sales Service team can be relied upon to respond to any consumer queries or concerns with our products.



In addition, we provide Godfrey Hirst 20 and 25 Year Triexta Carpet Limited Residential Carpet Guarantees for new carpet installed indoors in owner occupied premises, if properly installed and maintained. Any individual product's guarantee can be established by checking the labels on the back of carpet samples or by asking the retailer. These guarantees are in addition to consumers' rights under the statutory consumer guarantee provisions in the Australian Consumer Law, which may exceed the rights under this Guarantee. The amount recoverable under the guarantee decreases after five years. For full information in respect to the scope and limitations of this guarantee, please refer to the full terms and conditions available from your retailer, by calling 1300 444 778, or by downloading from [www.godfreyhirst.com/guarantees](http://www.godfreyhirst.com/guarantees).



# About

## Godfrey Hirst

Godfrey Hirst has built a reputation as one of Australasia's leading carpet manufacturers, through consistently providing consumers with innovative, high quality and stylish floor covering solutions.

ESTABLISHED

1865

1000+  
RETAILERS

In Australia  
& New Zealand

### Benefits of Purchasing from Godfrey Hirst

Godfrey Hirst contributes to a more beautiful, comfortable and sustainable world to live, work, learn and play.

Recognised as one of the top carpet manufacturers in the world, Godfrey Hirst has spinning mills, dye houses, design studios and manufacturing plants in Australia and New Zealand.

Since 2018, Godfrey Hirst has been part of Mohawk Industries Inc., the world's market leader in flooring. The utilisation of world class technologies in continuous dyeing, wool yarn, state-of-the-art tufting equipment and finishing lines means Godfrey Hirst produces innovative broadloom carpets which are manufactured to the highest standard.

The company will strive to continue to use its extensive technological and experienced human resources to maintain a leadership role in the manufacturing and distribution of carpet in Australia and New Zealand.

Godfrey Hirst is an Australian / New Zealand manufacturer with a global success story.





Details correct at time of printing

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Please see [www.godfreyhirst.com](http://www.godfreyhirst.com)  
for information updates.

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Manufactured under a management system certified as complying with  
ISO 9001, ISO 14001 and AS 4801 by an accredited certification body.



For information about the Declare Red  
List Free program, please visit:

**[declare.living-future.org](http://declare.living-future.org)**

*Godfrey Hirst*

For information about your  
Godfrey Hirst carpet or any  
assistance please contact:

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