

Hello.



Your Carpet & Flooring
Information Pack



1000's Carpet & Flooring Samples
Brought To Your Door With Our
Mobile Carpet & Flooring Services.

Great Choice Flooring Is ...

Carpet Shopping Made Easy

About Great Choice (Flooring)

Fancy choosing from thousands of carpet and vinyl samples *at home*, all brought to your door and hand selected by a flooring expert, not a commission focused salesperson?

Marvel at how easy it is for you to match your new flooring with the sofa, the walls, the furniture, or even the dog!

Get the perfect colour, first time, every time. No spending hours, days or weeks searching for the perfect carpet! No guesswork. No legwork. No hassle. Easy!



Only our *home selection service* can offer this level of peace of mind.

We guarantee we won't patronize you with false and misleading "sales" or claim everything is "free" (when it clearly isn't.) All our costs are totally fair, transparent and clear so you can see exactly what you are paying for. We're honest like that.

We supply and fit all the accessories you need for the perfect job, like a wide range of underlays, door bars etc, and we arrange professional fitting for you too. We can also get your sub-floor ready for your new flooring to make sure your finished flooring looks amazing! In fact, if you would expect a flooring store to do it, then that's exactly what we do from our mobile carpet & flooring store too.

Just without the expensive overheads.

Why Us?

We started delighting our customers back in 2004 and since 2011 we have hardly advertised at all, yet we have grown consistently year on year due to word of mouth from our amazing customers.

Here's why *you* should give us a try!

- * All flooring ranges are hand selected for quality and value
- * No outrageous charges for the "extra's"
- * FREE 100% peace of mind guarantee
- * Free delivery
- * Cards accepted
- * 3 month finance plan
- * Honest, qualified advice
- * Free advice if requested
- * Deep carpet cleaning services
- * Free, no obligation quotations
- * Low overheads = great prices for you
- * Accurate advice about timely care and maintenance



What's more, should a job go slightly pear shaped, we will sort it out, as fast as we can, and that's a promise. (This only happens once or twice a year due to the incredible systems we have in place but we really are dedicated to sorting out problems if they occur ASAP!)

So, Which Floor Is Right For Me Then?

From super soft carpeting options through to hard laminate, woods and stone, flooring for the home brings a world of choice, colours and textures, and with so many floor coverings to choose from the choice of flooring type comes down as much to individual style as it does practicality and suitability.

Of course, there are some rooms in the home which are particularly suitable for certain flooring types. For example, a kitchen requires a floor that is easy to clean, resists staining and can withstand constant attack from water, cooking spills and muddy footprints, so realistically the only choice here is vinyl or LVT products.



While wood and laminate floor coverings have reduced massively in popularity in recent years, because of our climate with its long, wet and cold winters, as a country we generally still favour carpets in most rooms with its comfort underfoot and warmth retention.

There is such a choice of carpet out there that you are only limited by your budget and the look you are trying to achieve. Whether wool, wool-rich or entirely manmade, carpet can be used to provide a neutral backdrop to furnishings and fixtures or for the bold, it can be used to make as much of a statement as any feature wall or striking contemporary furniture.

As colour comes back to homes, there are a growing number of strong shades on offer from most manufacturers but should bright reds, pinks or blues be a step too far for

you, there are some stronger neutral shades such as chocolate and coffee browns coming to the fore. Silvers and greys are incredibly popular at the moment too.

Even with this wide choice, for some the practicality, almost worry-free nature of hard floor coverings are making them a great addition to the home. For those wanting a uniform style through their home, the fact hard floors can be used almost everywhere from cloakrooms to kitchens, hallways and lounges make them a natural choice.



However, materials such as stone, wood and ceramics do have their individual difficulties and all require some kind of specialist maintenance throughout their life.

The trick to getting the right floor is assessing just what you want from it and then finding a style that works with your interior. If underfoot comfort is high on your list, then carpet is really the only way to go. However, should you want something that can simply be wiped clean and that will resist the trials of living, then our LVT range would be a great way forward.

That said, modern polyprop carpets are now so incredibly stain resistant, highly cleanable and almost impossible to stain (except with oil and petrol based products) that issues such as carpet staining are now pretty much irrelevant.

Every flooring type has advantages and disadvantages. Here is our own list of potential advantages and disadvantages of each floor-covering type ...

Type of Flooring

Carpet		<ul style="list-style-type: none">• Soft, warm and quiet• Wide range of prices• Fashionable• Wide range of colours• Most sold today are almost totally stain safe
		<ul style="list-style-type: none">• Need cleaning• The wrong carpet in the wrong location wears badly
Wood / Laminate		<ul style="list-style-type: none">• Stunning to look at when laid and clean• Can sand down pitted layers to renew surface (woods only not laminates)
		<ul style="list-style-type: none">• Hard floor so not child / elderly friendly due to slips / falls• All dirt / fur / soiling sits on top so needs regular sweeping• Very moisture sensitive - will cause lifting, splitting and parting at the joints• Can be dented with high heels• Only quality products should be bought making this expensive• Noisy• Expansion gaps need to be covered with coving - ugly if not done right
Stone		<ul style="list-style-type: none">• Beautiful to look at• Natural product• Long lasting
		<ul style="list-style-type: none">• Expensive• Hard to repair if a stone cracks etc• Difficult to re-lay if needed to be taken up due to water leakage etc• Noisy
LVT (Luxury Vinyl Tiles)		<ul style="list-style-type: none">• Authentic looking• Very tough (most come with a commercial rating)• If one vinyl plank gets damaged, it is easy to replace• No need for an expansion gap as with real wood / laminates• Quieter underfoot than wood / laminate (but noisier than carpet)• Very easy to clean
		<ul style="list-style-type: none">• Expensive to fit (as the sub-floor has got to be perfect)• Cold underfoot in the winter months• Hard floor so not suitable for children / elderly

Carpet Fibres

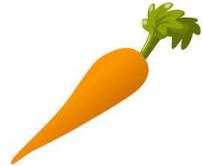
Wool and polypropylene carpets account for the vast majority of carpets sold today, so we will only look at them here.

WOOL – A good quality wool or wool blend carpet has a rich vibrant appearance and will keep its looks over a long life. A wool carpet may not be suitable for some households as it may stain easily and will definitely fade if placed in front of large windows, patio doors etc. Wool is often blended in an 80/20 or 50/50 mix with ‘man made’ fibres to enhance performance.



Please note that we will not sell a cheap wool carpet as the wear resistance is terrible, the fibres are very easily stained and the manufacturing process is poor. A good quality synthetic carpet will always outlast and outperform a low grade wool carpet.

POLYPROPYLENE - Polypropylene carpets are so popular today as unlike wool carpets, they are not dyed to look a colour, they actually are the colour you see so just like a carrot, each fibre is the same colour *all the way through the fibre* making them incredibly stain and fade resistant.



Modern polyprop carpets are very strong and resilient, and, like all carpets, if treated properly, will last very well. The only real downside to a polyprop carpet is that you could potentially scorch the fibre if heavy pieces of furniture are dragged over them (due to friction.) As long as you don't drag furniture then you'll be fine with a polyprop carpet.

Natural Selection

Natural materials like jute, seagrass, sisal and coir come from all over the world allowing homes to become transformed by unique textures and tones.

"Add rustic charm to your home with this Sisal Carpet, an incredibly strong natural fibre that has an organic, rustic appearance and a textured surface that feels fantastic underfoot. Perfect for giving your lounge, hallway or dining room a classic, natural appearance, this traditionally woven carpet has a durable construction that can withstand everyday wear."



Right, that's the sales pitch over with ... but unfortunately the reality is very different. Yes it is very eco, yes it is unique, yes it certainly is a statement!

However, it is not a practical choice for *anyone* I have ever met because it cannot be cleaned.

No decent carpet cleaner will touch it because it shrinks and if you get any moisture on it whatsoever you will be left with a permanent "pooling" mark, which is a dark ring where the moisture was. Aaarrrrgggghhhhh!

OUR ADVICE: DON'T TOUCH IT WITH A BARGE POLE.

Tufted Or Loop Pile?

A Loop Pile Carpet

Loop pile carpets can provide depth and texture to a room and are often used to create a "natural heathers" sort of look. They wear very well because each fibre has 2 points of contact with the supportive backing of the carpet and because of this they are very crush resistant.



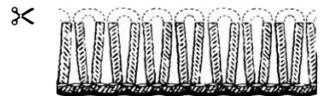
BUT ...

Loop pile carpets often fray around the edges of the room and at door bars too because when they are fitted fitters have to cut through the loops, leaving individual strands free.

Also, since a whole line of loops is made up from a single thread of yarn, a single tug on one loop at one end of the room could easily lead to a massive "run" going down the whole length of the carpet.

Due to these problems Great Choice rarely fits loop pile carpets these days.

Tufted Carpets



A tufted carpet is the softer, fluffier carpet that we associate more with a more luxurious carpet. A tufted carpet is simply a loop pile carpet with the tops of the loops cut to give the softer feel.

The main downside with a tufted carpet is you have got to spend a little more money to get the same "wear-ability" as you would from a loop pile carpet, but this is more than offset by avoiding the problems you will almost certainly get from a loop pile carpet.

Choosing The Right Carpet For You

With so much choice available getting the right carpet for the right place in your home can be an extremely daunting prospect. Luckily improvements in fibre technology and carpet construction techniques mean that even the less expensive carpets will wear quite well if they are put in the right place.

Of course, different fibres and constructions will lend a carpet certain properties - wool carpets, polypropylene carpets, nylon carpets or a blend of fibres will each react differently within the same location – but this is by no means the end of the story.

The length of time a carpet will last depends on several factors and each must be considered at the purchasing stage: the carpet pile itself, the fibre, the weight of the fibre and the density of the pile will all contribute or detract from a carpet's suitability for your chosen location.

**GET IT
RIGHT**

The rule of thumb in selecting a carpet is location, location, location. You will find that it pays dividends to spend more for higher quality carpets for areas of high wear such as hallways and living areas, but you may well be able to save some hard-earned cash where footfall isn't quite as frequent.

Remember that Great Choice Flooring will always investigate your situation and will try to only sell you the right carpet for your needs! Obviously, you don't have to take our advice and that is totally fine but it's there if you want it.

Guide to Underfloor Heating

Underfloor heating (UFH) is becoming more popular in the UK, particularly for new builds. The advantage of this type of heating is that the whole floor becomes the heat emitter in the room, convection currents do not arise and the room is heated much more evenly from the floor up.

Electric heating systems are mainly recommended for use under tiled or other hard floors. It is not recommended that electric heating is installed directly beneath carpet or vinyl flooring without a minimum of 8mm of a flexible levelling compound covering them. The levelling compound will protect the cables, ensure the heat is more evenly distributed and prevent the carpet or vinyl moulding itself to the shapes of the heating cables.



Carpeted floors with UFH take slightly longer to get warm initially but stay warmer for longer. With an underfloor system of water pipes buried in screed, the maximum acceptable combined thermal resistance (tog) value of the carpet and underlay recommended by UFH companies in the UK, is 2.5 tog or less. Look out for underlays which have been specially developed for use in conjunction with underfloor heating. They have tog ratings of 0.7 to 0.8.

IMPORTANT: PLEASE ENSURE YOU TELL YOUR CUSTOMER ADVISOR ON THE QUOTATION IF YOU HAVE UFH.

Carpet Maintenance

Look after your carpets to ensure they keep their looks for longer, stay brighter and reduce replacement costs! In fact, a properly maintained carpet can last around 30% longer. Want to know how to protect your investment in your carpets?

Here's how ...

- * Keep a quality doormat at each entrance
- * Wipe your shoes well
- * Implement a "shoes off" policy
- * Use mats or runners in high traffic areas.
- * Change room layout to spread the wear
- * Vacuum regularly and often. Walkways daily and *all* areas at least once a week.
- * Keep anything that may stain away from your carpet.
- * Book a professional deep clean with Great Choice Flooring every 6-24 months



Carpet Stain Removal

In the event of a spillage, follow this procedure:

1. NEVER RUB OR SCRUB AT A SPILLAGE. ALWAYS BLOT
2. If it's a LIQUID spillage, blot up the excess using plain white towels and skip to step 4 below
3. If it's SOLID or PARTIALLY SOLID spillage, scrape up solids and blot the liquid if required as per step 2
4. Pre-test our spotting solution in an inconspicuous area. If you don't have any, use really hot water and a tiny dash of washing up liquid
5. Spray spotting solution onto any remaining spot. Press down hard with white towelling, or stand on the cloth and repeat as required
6. If the stain is not removed after several attempts, spray spotter solution until stain is damp, cover with white towelling and weigh down with a HEAVY object and leave overnight. Repeat x 2
7. Call Great Choice on 01202 377 577 if the stain is not completely removed in 2/3 days. If you own a wool carpet, please call for advice if stain is not totally removed in 1 day.

Carpet Cleaning

Every day we bring into our homes dirt, grime, pollens, bacteria, tar, and a ton of other pollutants which are stored in your carpets and must be removed.

Great Choice are proud of the incredible results we get for our customers who want their carpets to be refreshed and revived! We offer real value for money.

No, we are not the cheapest, but we are not the most expensive professionals either.

Our superior equipment, products and expertise removes dirt, soiling and stains (where possible.) We will leave your carpets looking great and sticky residue free.

We also realise that people want different things from a clean, so we have different packages to suit you and the way you live.



Carpet Cleaning Essentials

Before, during and after we have professionally revived your carpets, here are a number of things you may need to think about to ensure the experience is hassle free.

- Please be aware of slip hazards during / after the clean as you go from the damp carpets onto smooth flooring e.g stone, wood, laminate etc
- All I need is plenty of hot water and electric for my powerful machines!
- Nothing wood / metal on the carpet before it's totally dry. Plastic is ok.
- Tabs or foam blocks will be placed under metal / wooden objects. These can be removed when the carpet is absolutely dry.
- Expected drying times usually of between 3-6 hours.
- Air the room as effectively as possible by opening windows / doors etc
- Radiators left on are fine if the room is left "open" (doors open)
- If your carpets are wool they will smell of wet hair until dry and fully aired
- Please keep pets / children out of the way until the clean is finished
- Certain clothing may transfer colour onto the damp carpet e.g. jeans
- It is ok to walk on the carpet after the clean, but not "ideal." At least a couple of hours is preferable
- If carpet protector has been applied, keep off the carpets / upholstery until dry

LVT

LVT, or Luxury Vinyl Tiles (like Karndean / Amtico etc) are inspired by nature and designed for living. You'll find LVT flooring is not only attractive, but also highly practical too.

Karndean flooring replicates the look and feel of natural materials, such as slate, ceramic, marble, glass, limestone and wood.

Made from an exceptionally durable form of customized vinyl, LVT comes without the drawbacks of some natural products and laminates, and is much warmer and quieter under foot, offering any home or business a great long lasting flooring option.

LVT products are truly wonderful and look amazing when fitted.

However, the major downside to this product is the cost. It's not the cost of the LVT itself that makes it expensive, rather it's the cost of the sub-floor preparation work that will need to be done to prepare the sub-floor for the LVT.

Of course we will do all we can to keep the costs down for you, but whilst this is one of the best floors ever invented, the sub-floor preparation work does make this an expensive floor but well worth the expense.

