

# eco+<sup>®</sup>

*Godfrey Hirst*

C A R P E T S

the next generation carpet

with Sorona<sup>®</sup>  
polymer made  
from natural  
corn sugar~

~DuPont™ Sorona® contains 37% renewably sourced™ ingredients by weight.

# eco+<sup>®</sup>

Godfrey Hirst CARPETS

## the next generation carpet

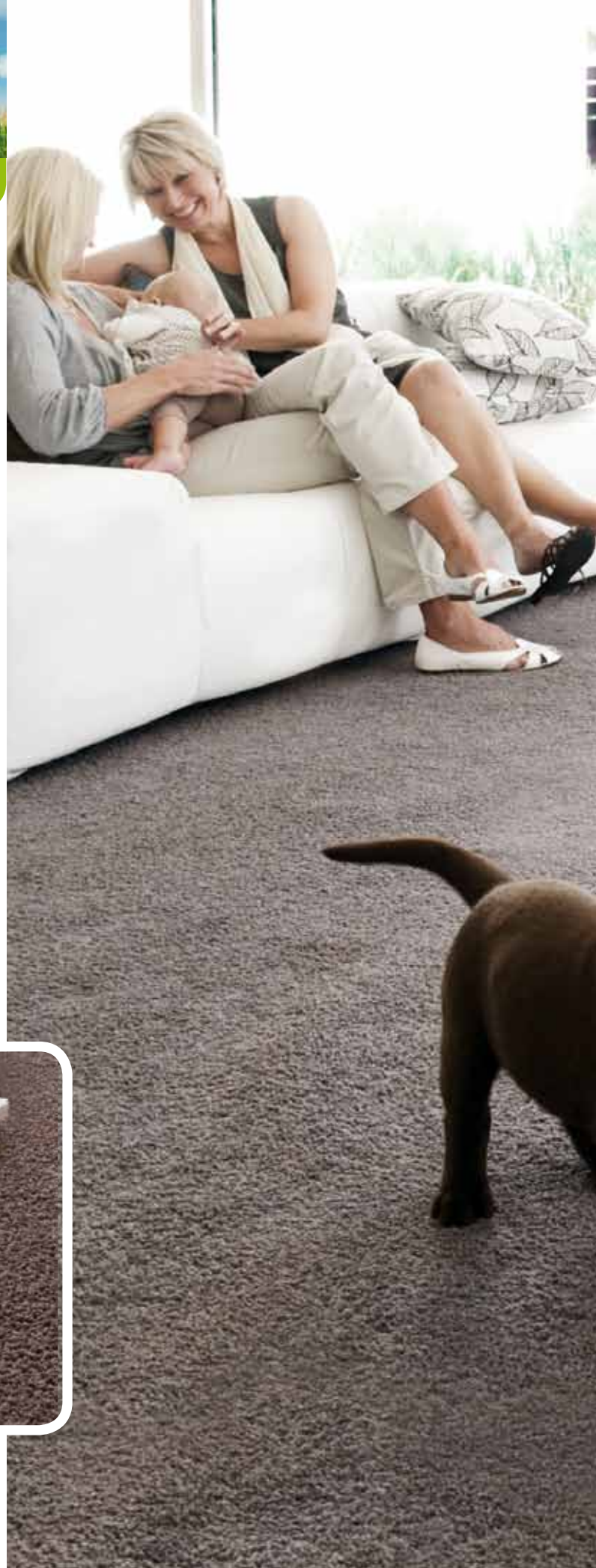
It's the small steps we make today that help preserve the environment for our children tomorrow. Manufactured with Sorona<sup>®</sup> renewably sourced<sup>™</sup> polymer, Godfrey Hirst eco+<sup>®</sup> marks the next generation in carpet.~

Made from natural corn sugar, the Sorona<sup>®</sup> polymer in Godfrey Hirst eco+<sup>®</sup> places less reliance on non-renewable resources and generates less greenhouse gas emissions to produce.\*

### + super performance

A world first for residential homes, only Godfrey Hirst eco+<sup>®</sup> combines Sorona<sup>®</sup> polymer with ColourSmart<sup>™</sup> dye technology. This provides new levels of stain, wear and colourfast performance plus enriched softness.

Available in a range of the latest colours and styles, Godfrey Hirst eco+<sup>®</sup> helps to make your home environment a better place to live. Plus it's Australian made.



\*Greenhouse gas emissions from the production of Sorona<sup>®</sup> are 63 percent lower than nylon manufacturing (based on DuPont<sup>™</sup> lifecycle analysis comparing Sorona<sup>®</sup> to nylon 6 CISO standard 14040).



*no need to worry  
about red cordial spills*





↖ your toes will  
adore the enriched  
softness

# super performance

Godfrey Hirst eco+® provides new levels of performance plus enriched softness

## + Stain Protection

Godfrey Hirst eco+® has superior stain protection built in to 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. ^

## + Wear Resistance

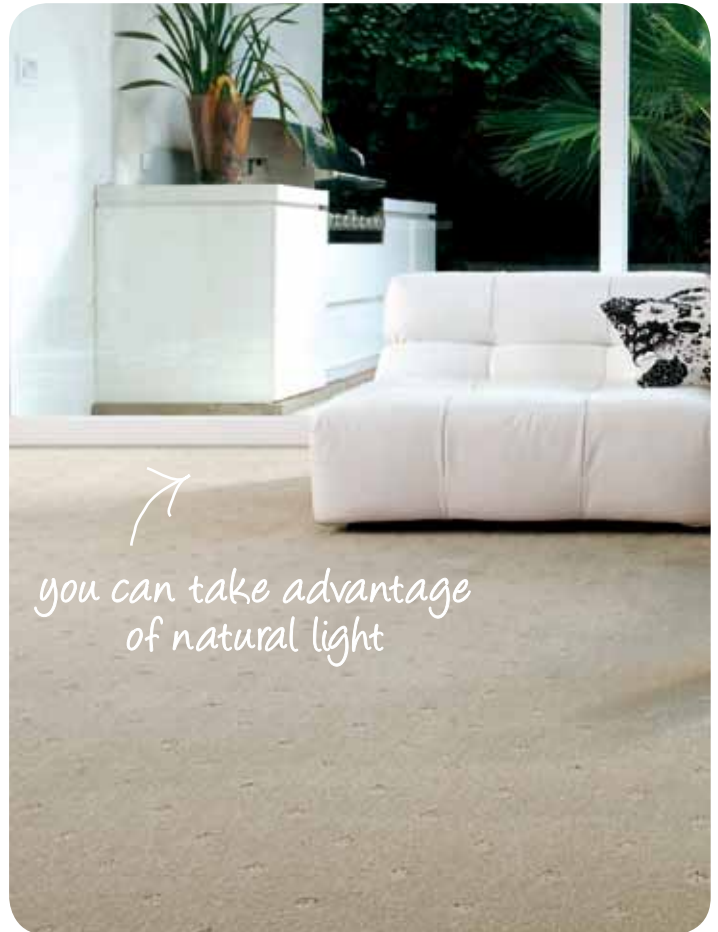
The strong resistance to wear, pile retention and resilience of Godfrey Hirst eco+® prolongs the life of your carpet. Pile fibres bounce back and remain tight under foot traffic and weight of furniture.

## + ColourSmart™ Colourfastness

Godfrey Hirst eco+® is ColourSmart™ dyed so you can take advantage of natural light in your home. The colour is engineered into each triexta fibre for exceptional colourfastness and fade resistance.

## + Enriched Softness

Godfrey Hirst eco+® fibres have a unique combination of strength and enriched softness. Your toes will adore the luxuriously soft feel.



## + Lifetime Anti-static

Godfrey Hirst eco+® is inherently anti-static making it perfect for your study or home office.

## + Comprehensive Guarantees ^

The super performance of Godfrey Hirst eco+™ is backed by 15 year stain, wear and colourfast guarantees and lifetime anti-static, so you can enjoy your carpet worry free.





*↖ pile fibres bounce back  
under the weight of  
furniture*

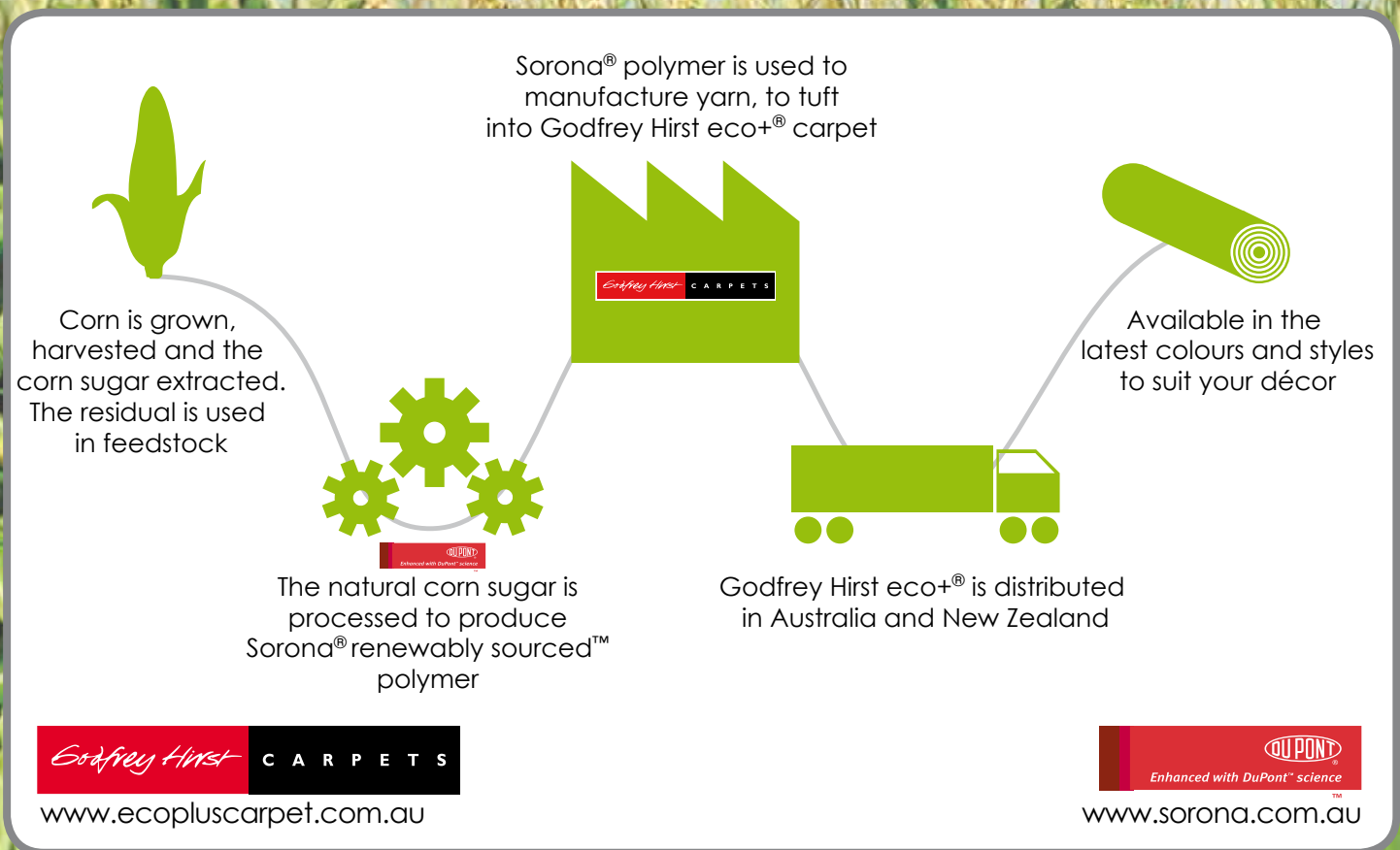
# Greenovate your home

With a colour palette inspired by Mother Nature and the latest styles in a natural finish, Godfrey Hirst eco+<sup>®</sup> will look stunning in any décor.

# the journey

Godfrey Hirst Carpets has combined innovative carpet manufacturing with breakthrough polymer technology from DuPont™ to develop Godfrey Hirst eco+®, the next generation carpet.

The Sorona polymer in Godfrey Hirst eco+® is made by unlocking and harnessing the solar energy stored within corn and separating naturally occurring compounds. The natural sugar component is then used to create the unique monomer that is joined with others to form the DuPont™ Sorona® polymer. By using renewable, farm grown materials, Sorona® places less reliance on non-renewable resources and generates less greenhouse gas emissions to produce.\*



\* Greenhouse gas emissions from the production of Sorona® are 63% lower than nylon 6 (CISO standard 14040)

the next generation will thank you for selecting

eco+<sup>®</sup>

Godfrey Hirst

CARPETS



Greenmatters™

You will also be pleased to know that Godfrey Hirst Carpets is continually improving its environmental performance through reduce, reuse and recycle initiatives across all products manufactured and has achieved ISO 14001:2004 certification. For more information, visit [www.godfreyhirst.com](http://www.godfreyhirst.com)



# eco accessorise your home



Made from recycled billboard skins, this bean bag is perfect for the living room.  
[www.ecodepot.com.au](http://www.ecodepot.com.au)



These organic cotton placemats look stylish with any table setting.  
[www.todae.com.au](http://www.todae.com.au)



With handy tips on greenovating your home, these books are ideal for the coffee table.  
[www.todae.com.au](http://www.todae.com.au)

This daisy light shade is made from heat resistant polymer sheeting, which otherwise would have been industrial waste.  
[www.ecodepot.com.au](http://www.ecodepot.com.au)



Made from reclaimed nylon seat belt webbing, these funky pillows have a unique texture.  
[www.todae.com.au](http://www.todae.com.au)



Forget paper and plastic plates, these bamboo alternatives are great for your next party or barbeque.  
[www.ecodepot.com.au](http://www.ecodepot.com.au)

Fab up any room in your home with this vase made from reused paper.  
[www.frenchbazaar.com.au](http://www.frenchbazaar.com.au)





FIFTEEN YEAR STAIN GUARANTEE<sup>^</sup>  
Protects against most food and beverage spillages



FIFTEEN YEAR WEAR GUARANTEE<sup>^</sup>  
Protects against fibre loss given normal residential wear



FIFTEEN YEAR COLOURFAST GUARANTEE<sup>^</sup>  
Protects against fading and ozone damage



LIFETIME ANTISTATIC GUARANTEE<sup>^</sup>  
Reduces and protects against static build up

eco+<sup>®</sup>

Godfrey Hirst CARPETS



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*When you have finished with this brochure,  
please pass onto your friends or recycle*



**Mixed Sources**  
Product group from well-managed  
forests, controlled sources and  
recycled wood or fibre  
www.fsc.org Cert no. SGS-COC-003929  
© 1996 Forest Stewardship Council



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<sup>^</sup>Conditions Apply – Godfrey Hirst eco+<sup>®</sup> 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 Australian Carpet Classification Scheme rating for carpet installed (if applicable) and maintained in accordance with manufacturer’s guidelines. For full information in respect to the scope and limitations of these guarantees, this brochure must be read in conjunction with the Godfrey Hirst eco+<sup>®</sup> Carpet Maintenance and Guarantees booklet available from your retailer, download from www.ecopluscarpet.com.au or Freecall 1800 630 401. These guarantees are provided by Godfrey Hirst Carpets and give the consumer specific rights in addition to their normal consumer rights which remain in effect in addition to these guarantees. eco+<sup>®</sup> is a registered trademark of Godfrey Hirst Australia Pty Ltd (ACN 000 849 758)\*

~DuPont<sup>™</sup> Sorona<sup>®</sup> contains 37% renewably sourced<sup>™</sup> ingredients by weight.

\* Greenhouse gas emissions from the production of Sorona<sup>®</sup> are 63% lower than nylon 6 (CISO standard 14040). Man made fibre.