



Turning houses into homes, dreams into reality

Exclusive to  
**Harvey Norman®**  
THE CARPET & FLOORING SPECIALISTS

# Our Story

INNOVATION REINVENTED

Engineered Floors are one of the largest and fastest-growing carpet mills in the world. Founded in 2009 by Industry Icon Robert Shaw using the most modern, eco-friendly equipment, facilities and processes, they employ some of the most experienced and talented people in the industry.

## Why Choose PureColour SoftTuft

Quality, Solution Dyed, Comfort, Durability, Stain Resistance, Fade Resistance, Softness and colour options – all of these attributes are combined in each and every range of Dreamweaver SoftTuft.

Add to that extensive warranties, including a pet warranty, and an innovative Purebac soft backing and you have a market-leading range of carpets offering fantastic value for money.

## Solution Dyed

All PureColour SoftTuft carpets are solution dyed, meaning the carpet fibre is actually dyed in the initial production stage while the ingredients that make the fibre are still a solution. This makes the carpet virtually colourfast, hence the name PureColour. Solution dyeing provides enhanced fade resistance and stain resistance, even against the harshest of stains like red wine and pet urine!

## Comfort

There is nothing like hopping out of your cosy bed onto a floor that is just as comfortable. What a way to start the day! PureColour SoftTuft provides softness to the soles of your feet with its revolutionary backing enhancing the effect of the underlay cushion as well! Just feel this carpet, both top and bottom, and you will fall in love with the comfort factor.

## Quality

Dreamweaver Carpets prides itself on delivering quality products 100% of the time. This is achieved through using state of the art equipment and having the entire production process under the one roof. You can be assured that, with regular maintenance, your carpet will last the test of time and continue to stand up to the stains and traffic that life throws at it.







## Colour Options

When it comes to solution-dyed carpets, most ranges offer around 8 selections. PureColour SoftTuft ranges have a minimum of 10 colours, with New Horizon featuring 18, including tonals. The sheer size of Dreamweaver carpets ensures a greater capacity to produce a greater number of colours, with each colour carefully selected based on current trends.

## Warranties

Dreamweaver Carpets and Harvey Norman are so confident of the performance of SoftTuft carpets, we offer lifetime warranties on stain resistance, fade resistance and even pet stains! Add to this 25-year texture retention and manufacturing defect warranties and you have peace of mind that your investment will perform for years to come.

## Exclusivity

Dreamweaver Carpets are available in Australia exclusively through Harvey Norman flooring stores. Dreamweaver Carpets are today's innovators in carpet manufacturing and they see a common link with Harvey Norman, who continue to provide the latest flooring innovations from around the world to our customers, exclusively.

## Features and Benefits

Dreamweaver carpets use 100% PureColour solution-dyed fibre, so the colour is permanent and won't fade with time. PureColour fibre uses 30% less energy, emits 42% less greenhouse gases and takes 87% less water to produce, which makes it exceptionally environmentally friendly in comparison to standard nylon carpets. PureColour resists stains from red wine, ketchup, grape juice and pet stains so you can have peace of mind. PureColour fibre will also not bleach from spot cleaning, fade from prolonged exposure to sunlight, or wear off, even in high traffic areas. Using Soilshield adds extra protection to the fibre, making it easier to vacuum soil and remove dirt so you don't have to worry about stubborn stains.



Lifetime Stain Resistance Warranty

Lifetime Fade Resistance Warranty

Lifetime Pet Stain Resistance Warranty

25 Year Soil Resistance Warranty

25 Year Abrasive Wear Resistance Warranty

25 Year Texture Retention Warranty

25 Year Manufacturing Defects Warranty



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