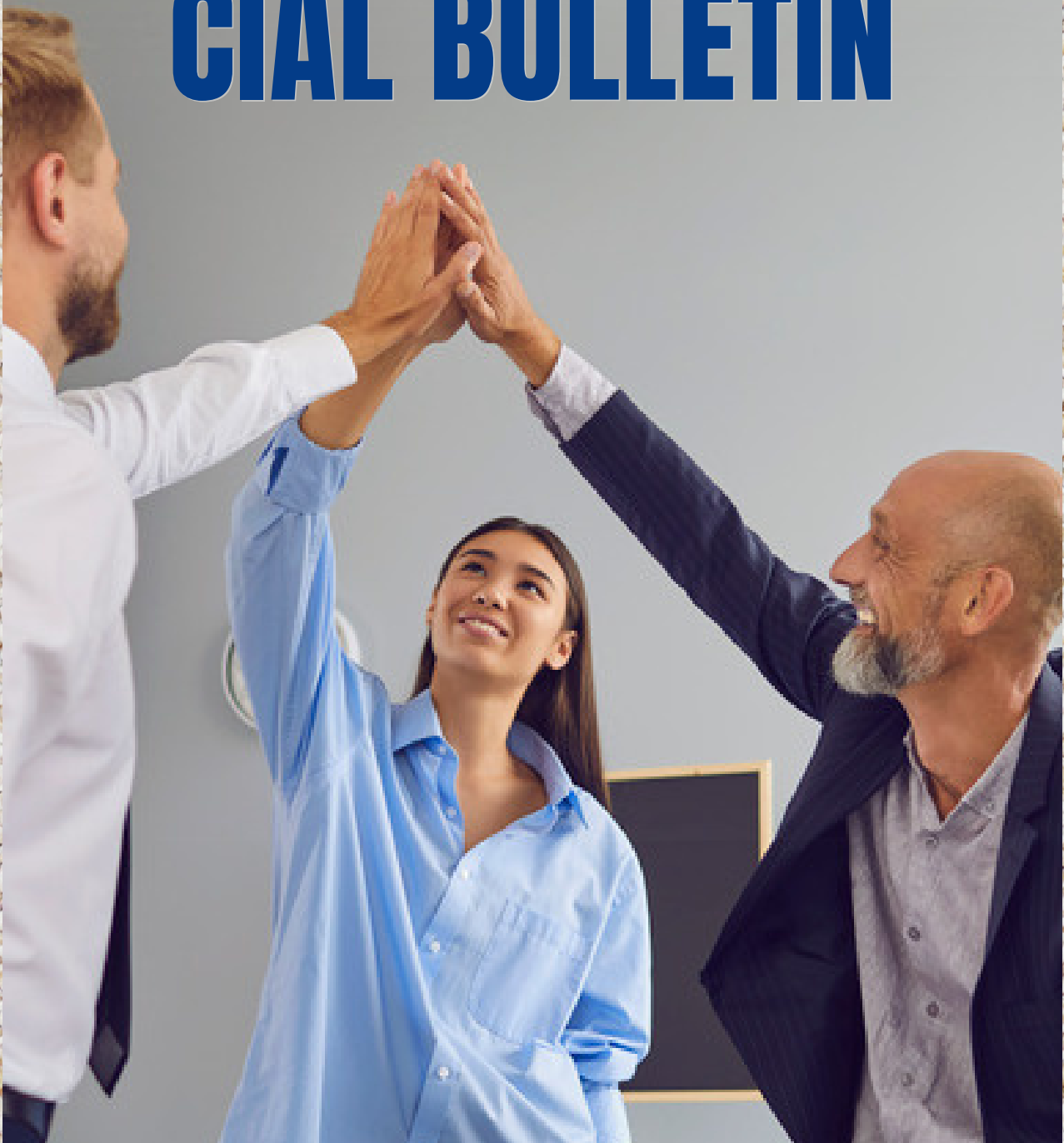


WELCOME TO THE CIAL BULLETIN





Hello and welcome to *CIAL Bulletin*

Welcome to the **Carpet Institute of Australia's** July 2025 Bulletin! As we are at the end of the financial year, we're excited to share a comprehensive update on our newest members, innovative digital advancements, sustainability efforts, marketing initiatives, and standards development. This bulletin celebrates the **vibrant flooring industry** and our collective commitment to excellence. Read on for detailed updates and our EOFY message.

Picture: Godfrey Hirst

Welcoming Our New Members

The Carpet Institute is proud to introduce an impressive lineup of new members, each contributing unique expertise, innovation, and sustainability to the flooring industry. Here's a closer look at who they are and what they bring:

ADVANCED FLOORS

Based in Swan Hill, Advanced Floors is a family-owned and operated independent flooring store established in 2017. With deep roots in the flooring industry, their team brings decades of experience to both residential and commercial projects. They specialise in the sales and installation of a wide range of floor coverings, offering personalised service and high-quality craftsmanship. Their commitment to customer satisfaction and local expertise makes them a valuable addition to our community.

Armadillo crafts handwoven rugs using natural fibres such as wool, jute, silk, and linen. Their focus on sustainability ensures that every rug not only enhances the aesthetic of a space but also minimises environmental impact. Designed to bring warmth and luxury underfoot, Armadillo's rugs are perfect for cosying up spaces during cooler months, combining eco-conscious materials with timeless design.

ARMADILLO



For over 50 years, Armstrong Flooring has been Australia's only manufacturer of commercial sheet vinyl flooring. Their long-standing dedication to quality and innovation has made them a trusted name in the industry. By producing durable, high-performance flooring solutions locally, Armstrong continues to support Australian businesses and projects with products tailored to diverse commercial needs.

Established in 2007 by industry leaders, UKSFA is an independent, non-profit membership association dedicated to reducing flooring waste.

By fostering strategic collaborations among manufacturers, distributors, contractors, retailers, fitters, and the waste sector, UKSFA develops innovative solutions to divert carpet and textile flooring waste from landfills. Their mission aligns with our commitment to sustainability, and we're excited to have their expertise in our network.



UK SUSTAINABLE
FLOORING
ALLIANCE



With over two decades of experience, Millicare Australia is a leader in eco-conscious care solutions for carpets, textiles, and hard floors. Their sustainable cleaning and maintenance systems prioritize environmental responsibility without compromising on quality. Millicare's services help extend the life of flooring products, making them a go-to choice for businesses and homeowners seeking green, high-performance solutions.

Nodi specialises in crafting rugs and carpets from the softest, highest-quality natural yarns, including wool and other sustainable fibres. Their designs are created to serve as the foundation for life's moments, blending durability with elegance.

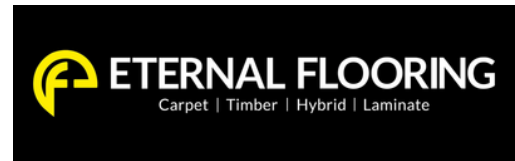
Nodi's philosophy—that a strong foundation allows everything else to flourish—resonates with our industry's focus on quality and longevity.



As Australia's leading supplier and installer of electric floor heating, Coldbuster brings 28 years of expertise to the table. Their energy-efficient heating solutions enhance comfort in both residential and commercial spaces, complementing a wide range of flooring types. Coldbuster's nationwide presence and commitment to innovation make them a standout addition to our membership.



Eternal Flooring is a flooring specialist offering expert installation services for residential and commercial spaces. Their team of seasoned professionals provides top-quality carpet, timber, and commercial flooring solutions, ensuring meticulous attention to detail and high-quality work. They offer consultations to help clients select the best flooring options and strive to deliver a seamless, stress-free experience from start to finish.



FLOORCO is one of New Zealand's leading flooring suppliers, founded in Auckland in 2015. Backed by over 60 years of industry experience, they have built a vertically integrated supply chain that keeps costs low and quality high. FLOORCO offers over 1,000 products and 300,000m² of flooring from top brands and exclusive in-house lines. From SPC and engineered wood to laminate, their wide range suits all styles and needs. They ensure fast delivery and exceptional service, making FLOORCO a trusted partner in flooring.

With a legacy built on over 40 years of experience, Carpet Court is Australia's largest flooring retailer, proudly operating over 200 locally owned and operated stores nationwide. Renowned for expert advice, personalised service, and professional installation, Carpet Court offers an extensive range of carpet, hybrid, timber, vinyl, laminate, rugs, and blinds. Whether for homes or businesses, their experienced teams help customers choose flooring that fits their style, space, and lifestyle, backed by trusted brands and quality craftsmanship.



We warmly welcome our new members and look forward to their contributions to the Carpet Institute's mission of advancing quality, sustainability, and innovation in the flooring industry.





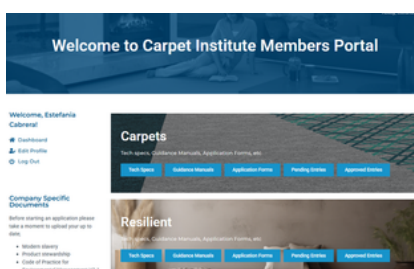
Carpet Institute Online World: A Digital Transformation

The Carpet Institute is embracing the digital age with our new **Carpet Institute Online World**, a comprehensive platform designed to streamline operations for our Licensees and enhance accessibility to critical resources. This system marks a significant leap forward in how we manage certifications and documentation. Key features include:



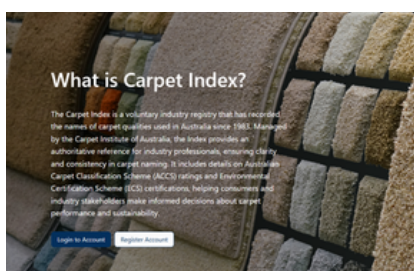
ACCS Grading Online

The Australian Carpet Classification Scheme (ACCS) grading process is now fully accessible online, allowing Licensees to submit and manage grading applications with ease. This digital interface simplifies compliance and ensures faster turnaround times.



ECS Certification Online

The Environmental Certification Scheme (ECS) certification process is also now online, enabling Licensees to certify their products' environmental credentials efficiently. This supports our industry's growing focus on sustainability. ECS online will soon be embedded within the ACCS online platform!



Carpet Index Online

The long-standing Index of Carpet Names is now available only with incredible search functions. This index is particularly valuable to retail outlets, providing them with quality information about ACCS graded carpets, helping them in the sales process.

For the first time, we've introduced a **complete back-office management system** for all documentation related to ACCS-graded and ECS-certified products. This centralised platform allows Licensees to track and manage the many thousands of products using our labels, reducing administrative burdens and improving accuracy.

This online system is designed with user experience in mind, making it easier than ever for manufacturers, retailers, and other stakeholders to engage with the Carpet Institute. By digitising these processes, we're ensuring that our Licensees can focus on delivering high-quality flooring solutions while we handle the backend complexities.



Insect Resistance: Protecting Woollen Carpets

Woollen carpets are prized for their natural beauty and durability, but they can be susceptible to insect damage if not properly treated. The Carpet Institute is proud to uphold rigorous standards through the **Australian Carpet Classification Scheme (ACCS)**, which ensures that every graded woollen carpet is certified for insect resistance treatments at the time of manufacture. This certification provides peace of mind to retailers and consumers, guaranteeing that woollen carpets are protected against common pests like moths and beetles.

To further educate the industry and consumers, we're excited to announce the upcoming release of an **explainer video** on insect resistance. This video, set to be distributed to retail stores in the coming weeks, will break down the importance of these treatments and highlight how ACCS certification ensures long-lasting quality. By providing clear, accessible information, we aim to empower retailers to communicate the value of certified carpets to their customers, reinforcing trust in our industry's standards.

Marketing Ecosystem: Amplifying Our Digital Presence

Under the leadership of our Marketing Officer, Estefania Cabrera, the Carpet Institute is revitalising its marketing ecosystem to better engage with our total industry audience of approximately 300,000 followers across all digital platforms. Our goal is to showcase the innovation, sustainability, and craftsmanship of the carpet industry through dynamic, modern marketing strategies. Key initiatives include:

Focus on Digital Platforms

We're encouraging all manufacturers and retailers to increase their presence on digital marketing channels, particularly Instagram, which remains the most popular platform for our industry in Australia. Instagram's visual nature makes it the perfect medium to highlight stunning flooring designs and installations.



Video Content on TikTok and YouTube

To capture younger audiences and tap into the growing popularity of short-form video, we're promoting the use of video reels on TikTok and YouTube. These platforms offer an opportunity to share engaging content, such as behind-the-scenes looks at manufacturing, installation tips, or showcases of sustainable flooring solutions.

Call to Action

We invite all members to collaborate with us in creating compelling digital content. Whether it's sharing customer success stories, highlighting eco-friendly products, or demonstrating innovative installation techniques, your contributions can help elevate our industry's profile. Contact [Estefania Cabrera](#) to get involved in our digital marketing campaign, and let's make our industry shine online!

By embracing these platforms, we aim to connect with consumers, inspire design choices, and drive demand for high-quality, sustainable flooring solutions.

As part of this initiative, the Carpet Institute has developed a **Content Marketing** agency for any member who requires expert assistance. We can prepare your digital marketing content, content calendars and articles for publications.

Standards Update: Refining AS2455.1 and AS2455.2

The Carpet Institute is actively involved in updating the AS2455.1 and AS2455.2 installation standards to ensure they remain relevant and user-friendly for the industry. These standards, which govern textile floor covering installation, are being redrafted to improve clarity and usability. Key changes include:

Relocating Roles and Responsibilities

Mentions of roles and responsibilities within the standards are being removed and will instead be included in an informative index. This restructuring of the standards aims to make them more concise while providing clear guidance in a separate, easy-to-reference format.



TX009 Committee Leadership

The redrafting process is being expertly guided by representatives from the Carpet Institute on the TX009 committee, chaired by Sean Bassett from the Australian Wool Testing Authority (AWTA). Their leadership ensures that the updated standards reflect the latest industry best practices and technological advancements.

These updates demonstrate our commitment to maintaining world-class installation standards that support quality outcomes for installers, retailers, and consumers alike. We'll keep you informed as the redrafting process progresses.



EOFY Goodwill Message

As we close out the 2024–2025 financial year, the Carpet Institute extends our deepest gratitude to our members, Licensees, partners, and the broader flooring community for your unwavering dedication to excellence.

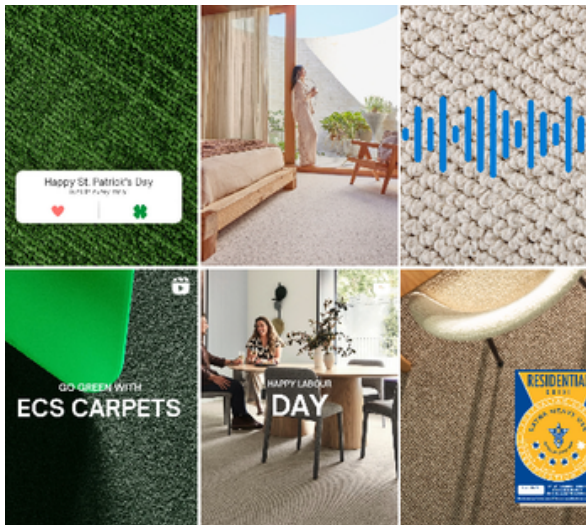
Your innovation, commitment to sustainability, and passion for quality have driven our industry forward, even in challenging times. We're excited about the opportunities that lie ahead in the new financial year—from advancing our digital presence to strengthening our sustainability efforts and supporting our members with cutting-edge tools like the Carpet Institute Online World. Here's to a prosperous, collaborative, and inspiring 2025–2026 financial year. Together, we'll continue to lay the foundation for a thriving flooring industry that delivers beauty, comfort, and sustainability to homes and businesses across Australia.

From Caroline, Andy, and Estefania — we wish you a successful year ahead!



We're proud to announce that **Carpet Institute of Australia** is now an Industry Partner of the **Australian Made**. This partnership reflects our ongoing commitment to supporting and promoting locally made products, as well as strengthening Australia's manufacturing sector. As an Industry Partner, we're officially entitled to use the iconic Australian Made, Australian Grown logo as part of our corporate identity.

We are proud to support Australian quality, innovation, and industry!



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[Carpet Institute](https://www.youtube.com/CarpetInstitute)

Stay connected!

Stay connected with us on all our social media platforms! We're constantly refreshing our content, creating new and exciting opportunities to engage with our community.

We renew our social media to get closer to our consumers and show how we support the carpet industry's quality and environmental sustainability through rigorous grading and certification standards.

Don't miss out—**follow us today** and be a part of our journey!



Leave us a review on Google and let us know how we're doing!
Let us know what you think—**we'd love to hear from you!**

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