



# The Carpet Institute

Driving Progress in the Flooring Industry



Welcome to the  
**Carpet Institute!**



We're glad  
to have you  
on board.

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# Introduction to the Company

The Carpet Institute of Australia Limited (CIAL) is a non-profit organization that has represented and developed the carpet industry in Australia and New Zealand since 1967, ensuring top-quality grading and environmental flooring certification.



# Our company's mission:



Is to uphold the highest standards of quality, trust, and sustainability in the carpet industry. As an independent authority, we certify excellence, quality, and promote environmentally responsible flooring solutions, empowering consumers and industry professionals to make informed choices.

## **1** Trusted

For over 50 years, we've been the trusted authority in the carpet industry, ensuring quality you can count on.

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## **2** Independent & Impartial

As an independent body, we provide unbiased certification, setting the highest standards for carpets in Australia & New Zealand.

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## **3** Industry Leader

Representing manufacturers, retailers, and suppliers, we drive quality, innovation and sustainability in the flooring industry.

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## **4** Sustainable & Responsible

Our certifications guarantee environmentally flooring, promoting sustainability for a greener future.

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## **5** Respected Authority

Recognised by the industry, CIAL is the benchmark for quality, trust, and grading in carpets.

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## **6** Committed to Excellence

Through rigorous grading and continuous education, we ensure top-tier carpets for homes and businesses.

**Our  
company's  
values**

# Our Services



## **Educational Resources**

CIAL has created informative publications covering Carpet Product Knowledge, Industry Schemes, Benefits of Carpet, and more.



## **Government Relations**

Lobbying and representation of our member interests to all levels of government.



## **Statistical Reports**

CIAL members receive reports on carpet imports and exports and economic trend data.



## **Industry Standards**

CIAL actively participates in the development of Australian flooring industry standards as a member of multiple Standards Australia committees.



## **Carpet Grading**

Through the Australian Carpet Classification Scheme (ACCS), that is one of the most comprehensive "all-fibre" grading systems, carpets are classified based on their suitability for residential and commercial installations under different traffic conditions, including light, medium, heavy, and extra heavy use.

# Our Services



## **Environmental Certification**

The Environmental Certification Scheme (ECS) ensures the environmental performance of flooring products throughout their lifecycle. Covering carpets, resilient flooring, underlay, adhesives, artificial turf, and acoustic panels, it is recognised by the Green Building Council of Australia and meets the requirements of WELL Certified Standards.



## **Index of Carpet Names**

The online Index is a voluntary industry scheme that contains over 17,500 carpet quality names. It helps prevent duplication of carpet quality names in the Australasian market and allows for easy identification of suppliers offering registered carpets.



## **CIAL Website**

The Carpet Institute website offers a comprehensive range of up-to-date consumer, technical information, and a retail store locator, as well as a very informative “Members only” section.



## **Special Reports and Publications**

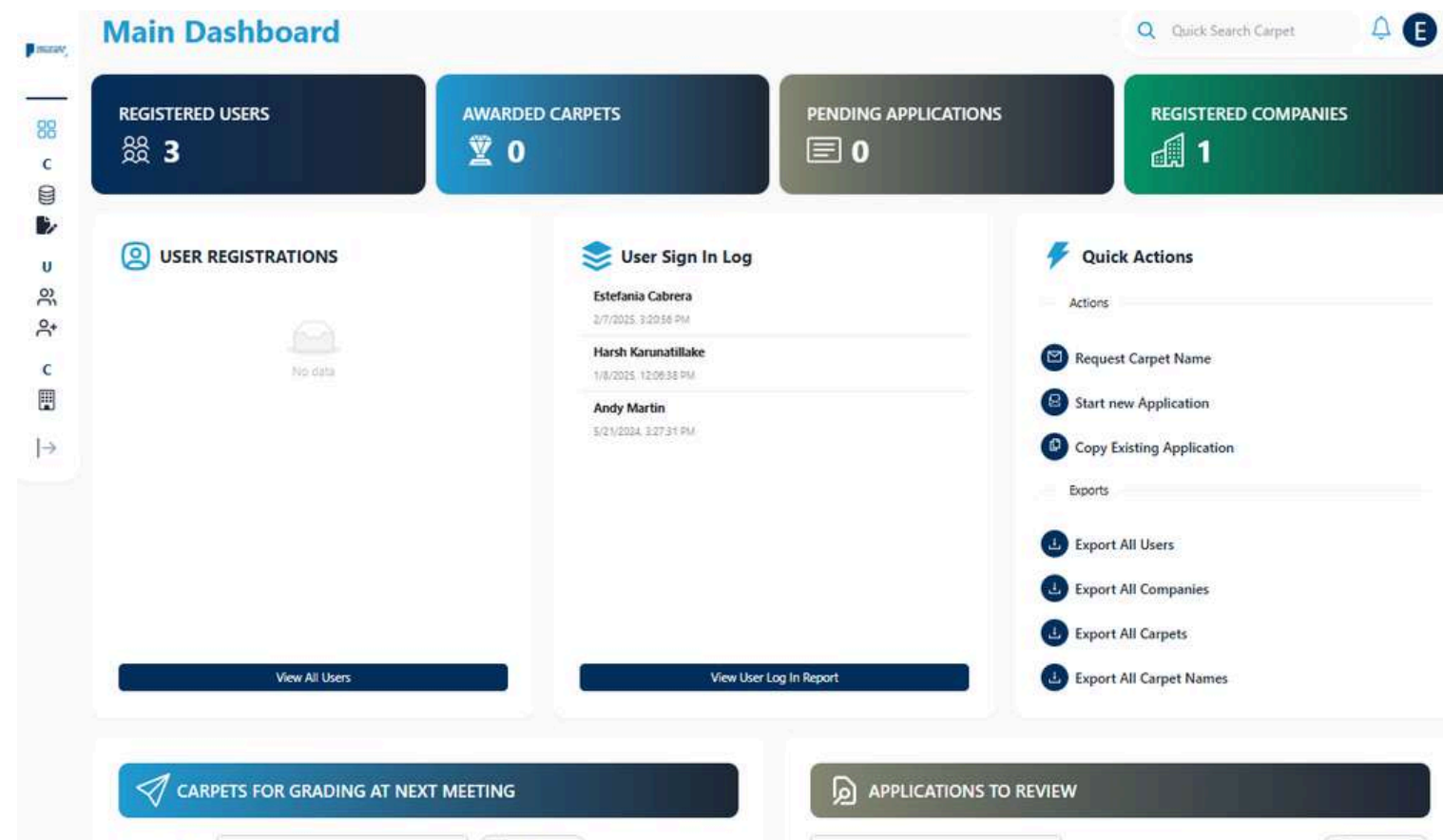
CIAL has developed exclusive, technical and industry-specific reports.



# Our Platforms

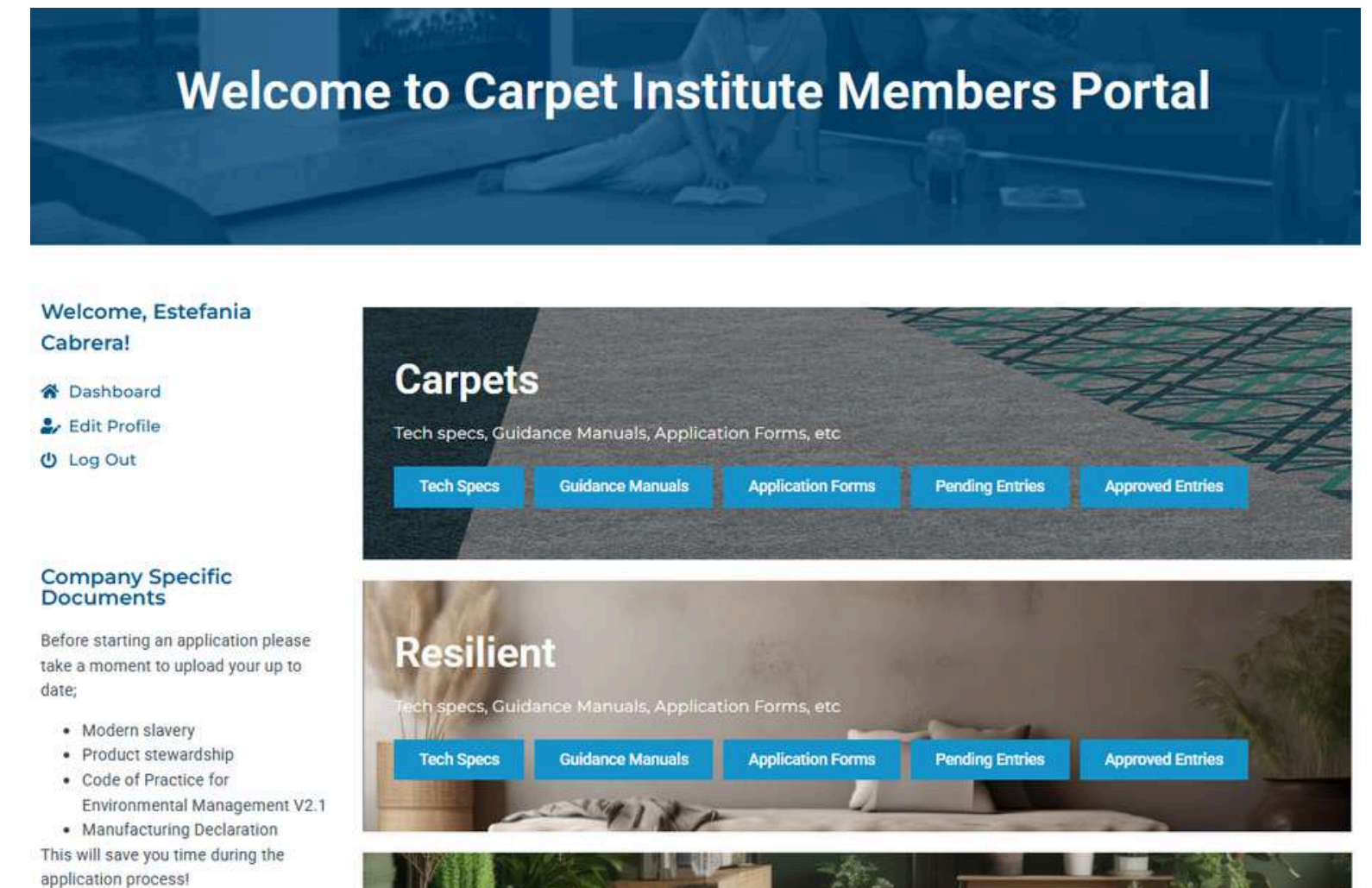
## ACCS Portal

CIAL has created an online carpet grading platform for ACCS licensees to lodge their grading applications. It offers a complete back-office for managing carpet gradings, certificates, and detailed sheets associated with their carpets. The platform enables members to stay informed about carpet status through the grading process, and simulate product performance, which is essential for product design.



## ECS Portal

CIAL provides an online platform for ECS licensees to submit their environmental certifications. It includes comprehensive resources, including technical specifications, guidance manuals, and application forms.



# Our Marketing



## Editorial Content

CIAL has been featured in industry magazines, enhancing brand visibility and market positioning. Additionally, we provide insights on maximalist in carpets, emphasising in texture, color, variety, and artistic design.



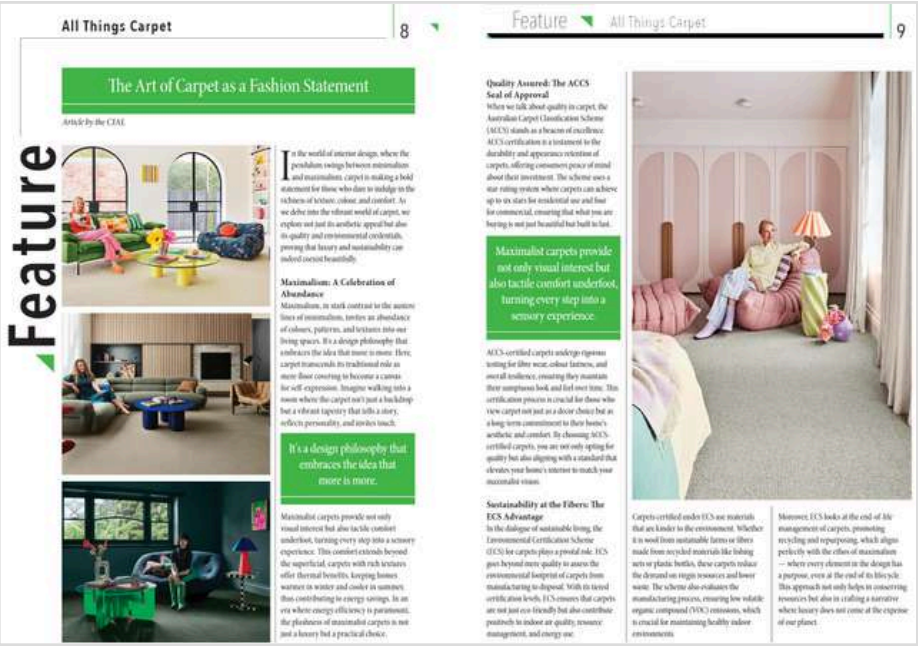
## Social Media

CIAL has been actively enhancing its social media presence across Instagram, LinkedIn, Facebook, Pinterest, and YouTube. The goal is to effectively communicate our mission, the impact of our certifications, and the values that define our organization. By strengthening our digital platforms, we want to position CIAL as an independent authority in quality, grading, and environmental standards within the flooring industry.



## Manufacturers and Retailers Visibility

Our digital platform highlights manufacturers' products, increasing their exposure and market presence.





# Member Categories

## Full Members

Open to Australian and New Zealand manufacturers. Includes voting rights at the Annual General Meeting and eligibility for nomination to the Institute Board, access to industry research, participation in strategic decisions, and representation in policy discussions through their Board representation.

## Associate Members

For other manufacturers involves in the industry, suppliers, retailers, importers, and industry stakeholders. Offers networking, industry insights, and promotional benefits.

## The Value of Membership

Membership provides numerous benefits, but the most essential benefit is the Institute's role as a reliable source of credibility on the carpet industry.







# Benefits

## Full Members

- **Network with Industry Leaders** – CIAL is honoured to be led by Australia's largest textile manufacturers as full members.
- **Full voting rights** – Full members have the right to vote at the CIAL Annual General Meeting.
- **Board Nomination Eligibility** – Full members can be nominated for a position as a Director on the CIAL Board.
- **Shape CIAL's Future** – Full members on the CIAL Board help set the organization's strategic direction.
- **Industry Reports** – Full members receive exclusive industry insights prepared by CIAL.
- **Financial Benefits** – Full members are eligible for preferential pricing on CIAL services.



# Benefits

## Associate Members

- **Industry Technical Support** – Access a network of expert guidance on carpet inquiries, like acoustics, slip resistance, carbon emissions, allergens, fibres, maintenance, fire safety, and more.
- **Industry Reports** – Members receive industry reports prepared by the CIAL.
- **Invitation to Attend the Quarterly Associates Meeting** – Join us for in-depth briefings on CIAL's current projects.
- **Marketing Exposure** – CIAL promotes your brand through CIAL website, enhancing its visibility and positioning.
- **CIAL Membership Logo Use** – Members can display the CIAL logo to enhance credibility and recognition in the carpet and flooring industry.
- **Financial Benefits** – Membership includes discounts on services offered by CIAL.





# Our Social Media

Follow us... We will follow you back!



**Instagram**  
@CarpetInstitute



**Facebook**  
@CarpetInstitute



**LinkedIn**  
@CarpetInstitute



**Pinterest**  
@CarpetInstitute



**YouTube**  
@CarpetInstitute





Looking forward to  
working with  
**YOU!**

