

**Made  
for Life**



**Rhino**



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## Made for life

Made for you, Rhino® carpet and hard floors are both resilient and beautiful. Tough on stains and quiet underfoot, our revolutionary Forever Clean® spill-and-soil barrier and Rhino Shield™ defend your home against life's unexpected messy moments with ease. From the pitter-patter of little feet to four-legged friends; accidental spills to muddy stomps; Rhino's superior carpet and hard floors protect with tough love that lasts for years.

Rhino. *Made for life.*

# Rhino Carpet

Technology by:

**SmartStrand**  
FOREVER CLEAN™

Life isn't perfect, and neither are our pets or kids. It's a fact of life that accidents happen – we can't change that for you. But what we can do is help make sure those accidents don't have a lasting impact, at least when it comes to your carpet! Rhino® carpet features Forever Clean® technology.

The difference lies in the way it's made. SmartStrand® Forever Clean features permanent stain resistance built into the very core of its fibre with no dye sites for spills to adhere to.

Advanced Nanoloc™ technology also encapsulates the fibre, which prevents dirt and spills from settling into the carpet in the first place. Combined with superior bounce back qualities, this makes it easy to retain the appearance of your carpet for longer.

SmartStrand Forever Clean is OEKO-TEX® certified free from harmful substances therefore you can rest easy knowing your carpet fibre is certified for a safe and healthy home.

The perfect choice for households with kids, pets – or clumsy adults!



#### STAIN RESISTANT



With its unique built-in stain and soil protection that won't wash or wear off then encapsulated with Forever Clean technology, Rhino carpet let's you live on your floor worry free.



#### PET FRIENDLY



The revolutionary fibre technology means that you no longer need to stress about pet accidents. Absorbing nearly 0% moisture, means stains will sit on top rather than working their way into the fibres core.



#### EASY MAINTENANCE



Rhino carpet features SmartStrand Forever Clean technology. This stress-reducing range is made with Nanoloc spill protection technology for quick and easy clean up.



#### FAMILY FRIENDLY



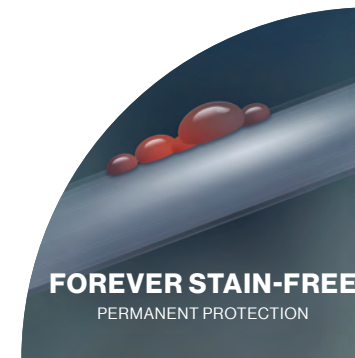
Choosing softness doesn't mean you have to sacrifice performance. The spring-like fibre molecule shape resists crushing and matting, maintaining the beauty and softness of your floor for years to come.



#### ECO FRIENDLY



SmartStrand Forever Clean carpet is a renewable carpet fibre. SmartStrand is made in part with annually renewable, plant-based materials, minimising the usage of limited natural resources and reducing energy consumption in the manufacturing process.



#### FOREVER STAIN-FREE

SmartStrand Forever Clean has no dye sites where spills could adhere, so the carpet is naturally stain resistant. Its unique built-in stain and soil protection won't wash or wear off.

#### FOREVER CLEAN

SmartStrand Forever Clean features Nanoloc, an advanced nanotechnology that completely encapsulates the SmartStrand fibre to create a superior spill and soil barrier.

#### FOREVER DURABLE

The spring-like fibre molecule shape resists crushing and matting, maintaining the beauty and softness of your floor for years to come

#### FOREVER PURE

With SmartStrand Forever Clean, pet accidents will not absorb into the fibre. This added protection reduces common pet-related odours.



Green Label Plus means you are purchasing the lowest emitting product on the market. Rhino carpet fibre is made using 37% renewable plant based materials and is OEKO-TEX certified free from harmful substances.





## Manhattan

Soft and luxurious, Manhattan will make a statement in your home. Oozing style and charm with a fresh and contemporary colour palette, Manhattan combines the durability of Rhino with modern good looks.

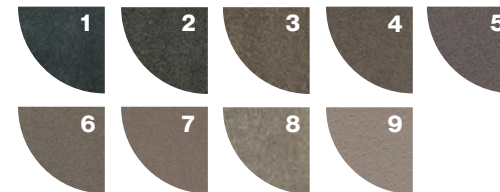


1. Harlem, 2. Lower, 3. Mansonvale, 4. Tribeca, 5. Murrayhill, 6. Eastside, 7. Chelsea, 8. Inwood, 9. Williamsburg

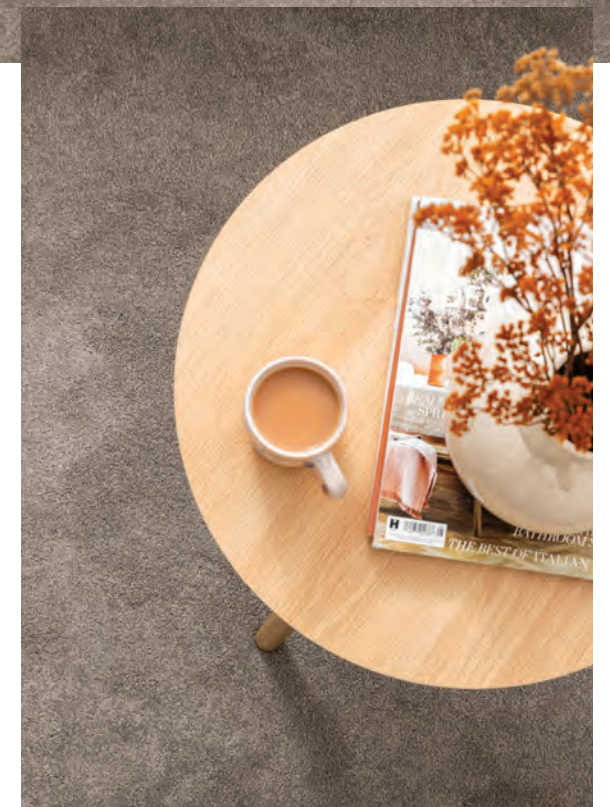


## Rhode Island

Rhode Island has to be the most natural looking Rhino carpet we have, with its beautiful delustered yarn and tailored finish. Its classy appearance and fine twist levels combined with Forever Clean technology, means its beauty is maintained for you to enjoy over time.



1. Mammoth Mountain, 2. Titanium, 3. Stone Passage, 4. Vision, 5. Powerful, 6. Luxury, 7. Poetic, 8. Kevlar, 9. Charismatic



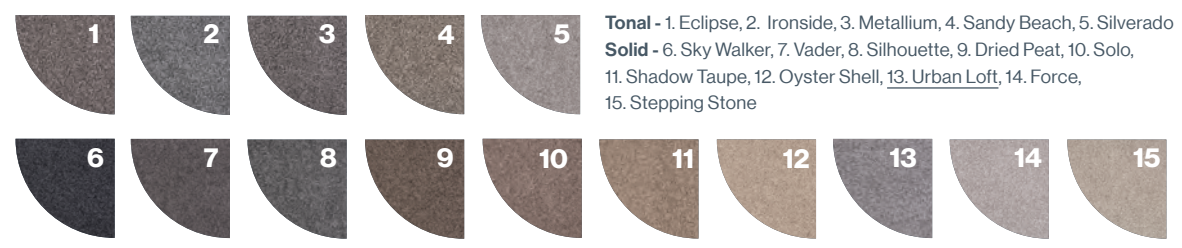


# Made for Life

*Comfort*

## Portland

Portland is our most popular Rhino carpet for a reason. With its outstanding colour range, from moody charcoals through to soft warms you'll find options in both tonal and solid finishes.



**Tonal** - 1. Eclipse, 2. Ironside, 3. Metallium, 4. Sandy Beach, 5. Silverado  
**Solid** - 6. Sky Walker, 7. Vader, 8. Silhouette, 9. Dried Peat, 10. Solo, 11. Shadow Taupe, 12. Oyster Shell, 13. Urban Loft, 14. Force, 15. Stepping Stone



## West Haven

Looking for something a bit more substantial? West Haven will delight your toes with its thick, soft cutpile texture. In 9 colours specially chosen for NZ tastes, you'll love this Rhino carpet.



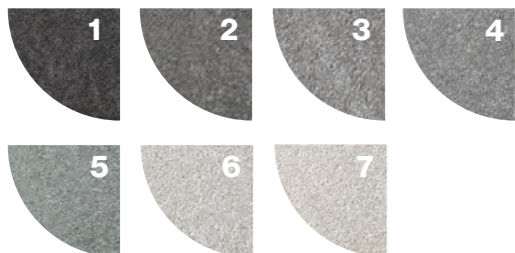
1. Sky Walker, 2. Vader, 3. Silhouette, 4. Urban loft, 5. Stepping Stone, 6. Dried Peat, 7. Solo, 8. Shadow Taupe, 9. Oyster Shell

Made  
for Life

Sundays

## Seattle

Old meets new in our Seattle hard twist carpet. All the performance and technology that comes with our Rhino carpet with options across a blend of both a traditional and modern colour palette.

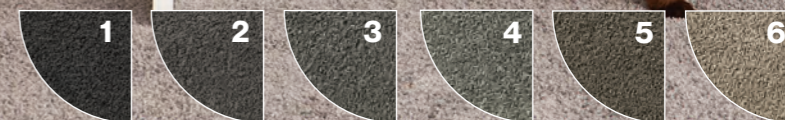


1. Shoreline, 2. Rivenna, 3. Wallingford, 4. Fremont, 5. Duvall, 6. Northgate, 7. Millcreek



## New Orleans

A beautifully crafted carpet giving a lot of on-floor texture for a different look with its high twist rate and combination of the softness and practicality of Rhino, truly the best of both worlds.



1. Desire Street, 2. Bourbon Street, 3. Frenchmen Street, 4. Lee Circle, 5. Royal Street, 6. St Charles Avenue

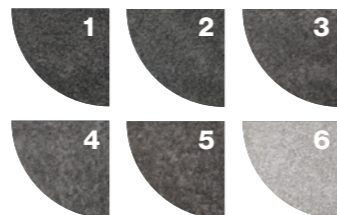
Made  
for Life

Exploring



## Phoenix

With its outstanding softness underfoot Phoenix's thick plush pile is gorgeous to walk on. Partnered with a proven stylish colour range, Rhino Phoenix will uplift any space.



1. Raintree, 2. Gullendin, 3. Fallbrook, 4. Fairwood, 5. Bellview, 6. Arcadia

So confident are we in our Rhino carpet's ability to stand up to your pet's accidents, we offer an All Pet Protection Warranty - so whether you have a kitten, Great Dane or anything in between, we've got you covered.

**The only carpet protection and warranty that covers all pets, all accidents, all the time.**



## What our customers say about Rhino carpet

- 98% would recommend to their family and friends
- 94% find having Rhino carpet in their home less stressful, knowing messes and stains can be easily removed
- 99% are still happy with their Rhino carpet

"Yes the Rhino carpet is fantastic, we still get lovely comments on ours and it's still looking nearly new between 6-9 years later, despite grandkiddies having many mishaps on the carpet."

"I have Rhino carpet. Wonderful to walk on barefoot."

"We are very happy with our Rhino carpet. It's made a huge difference to our house."

# Rhino

## Platinum Carpet Cushion

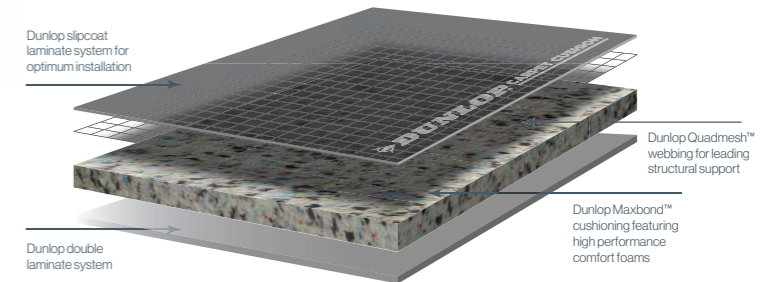
Technology by:

**DUNLOP**  
CARPET CUSHION

Thicker, denser, plusher and extremely comfortable underfoot. Featuring a cushioned double laminated system, sumptuous comfort foams, Health-Plus™ protection and Dunlop's Maxbond™ advanced cushioning system, providing simply the best all round performance and feel.



Partner your new carpet with New Zealand's most trusted and comfortable carpet cushion



### Carpet cushion guide:

CARPET CUSHION	DREAM WALK RANGE			RHINO PLATINUM
	RED	ROYAL	BLACK LABEL	
Comfort	6 Star	8 Star	10 Star	12 Star
Thickness	9.5mm	11mm	11mm	12mm
Maxbond™	95kg	105kg	120kg	125kg
Quadmesh™	7b	7b	7b	7b
Insulation	2.6tog	3.1tog	3.1tog	3.4tog
Acoustic	41db	45db	46db	48db
Antimicrobial	Yes	Yes	Yes	Yes

### Product features:

- Cushioned double laminate system
- Special blend of high performance comfort foams
- Extra thick, plush feel
- Superb acoustic and thermal properties
- Health-Plus antimicrobial protection
- Allergy friendly
- New Zealand made





# Rhino Hardflooring

Technology by:

EverCore™

**Our latest innovation in hardflooring – Rhino EverCore – offers superior performance with its stone fusion core making it waterproof and dent resistant.**

It can be safely used in areas with sustained exposure to moisture, such as in a bathroom, laundry, and kitchen, ensuring a seamless look throughout the whole house. With its attached cushioned backing you'll also experience a quieter, warmer and softer feeling underfoot. With 17 modern and realistic styles to choose from it's easy to find the perfect floor in this stunning range.



#### WATERPROOF

Rhino EverCore's core is truly waterproof, meaning homeowners no longer need to worry about issues like dishwasher leaks or bath time antics. You can achieve a seamless look with one flooring solution throughout the whole house.



#### DENT RESISTANT

Stone is one of the hardest substances in nature and Rhino EverCore's dense stone fusion core resists dents while still maintaining its aesthetic appeal.



#### QUIET UNDERFOOT

Sound absorbing IXPE high quality underlayment combined with Rhino's enhanced natural visual layer absorbs sound rather than reflecting it, making for a quieter home.



#### NATURAL VISUALS

EIR – (Embossed in register). Like a thumbprint, the ridges follow the picture underneath - giving a natural look vs flat and shiny. In 3 herringbone and 12 stunning decors inspired by nature, your perfect floor is only a glance away.

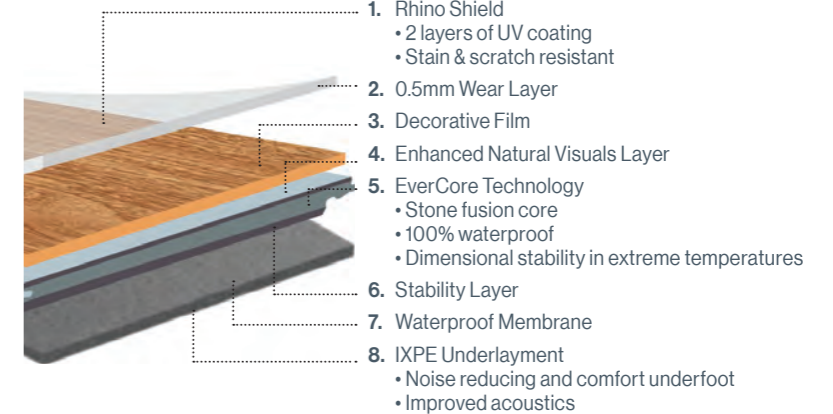


#### DIMENSIONAL STABILITY

Rhino's EverCore technology uses fusion to combine stone and long-lasting polymers, together with a stabilising layer for maximum stability in harsh New Zealand environments. This almost negates the need for unsightly expansion bars.

## Introducing Rhino Shield™

A highly advanced double layer of hard wearing stain and scratch resistant UV coating, applied on top of a 0.5mm (polyurethane) wear layer. Providing year-round resistance from the sun's harsh rays while also providing stain resistance in everyday family living.



## Quick Installation with Unilin

Rhino EverCore's Unilin click profile means quick and easy installation and, as long as the floor is solid and level, **NO FLOOR PREPARATION**. This means no grinding and sanding of the floor, allowing for faster installation.

Rhino EverCore's IXPE sound absorbing underlay effortlessly smooths out minor subfloor imperfections.

Floating floors do not require VOC emitting glues and are a safer choice for people with allergies.

A perfect solution for installing over existing floors such as original asbestos-backed flooring or ceramic tiles.

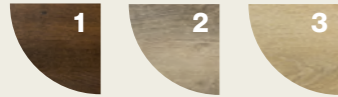


Rhino EverCore is sourced from factories that are Floor Score certified low emission factories. They are Green Tag accredited for indoor air quality peace of mind and is Phthalate free.



# EverCore™ Herringbone

The sophisticated herringbone look is now easy to achieve without the hefty price tag. This easy-to-install material is available in a range of on-trend finishes with the power to transform any blank space into a stylish masterpiece.



1. Tortoise Shell, 2. Shadow Parquet, 3. Honey Parquet



# EverCore™ Nature

Taking inspiration from the natural world – Rhino EverCore's stunning new Nature range combines the beauty of wood with the toughness of a fusion core, providing superb durability and style for busy homes.



1. Ancient Oak, 2. Old Oak Rustic, 3. Oak Naturalle, 4. Oak Noir, 5. Bespoke Oak, 6. Forest Oak, 7. True Oak, 8. Oak Blanc, 9. Winter Oak, 10. Oak Moderna, 11. Beach Washed Oak, 12. Pastel Oak

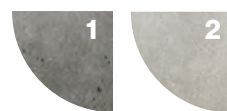


Made  
for Life  
*Dreaming*



## EverCore<sup>TM</sup> Stone

EverCore Stone mimics the look of polished concrete without the cold feel under foot. Use this product alongside the Nature range to define an area or enjoy its natural beauty throughout your home.



1. Graphite, 2. Riverstone

## Caring for your floor



To ensure long-lasting beauty, durability and comfort in your flooring, following the regular care and maintenance instructions in this booklet is essential.

### RHINO CARPET CARE AND MAINTENANCE

A regular maintenance programme helps to remove soil before it can build up and potentially damage the carpet fibre and dull its appearance. Professional cleaning is recommended for the treatment of stains that you are unable to remove as well as periodic cleaning.

To maintain your Rhino SmartStrand carpet, it needs to be professionally cleaned using the hot water extraction method every 12 to 18 months as per both the manufacturer's recommendations and NZ Standard 3733:1995

- We do not recommend DIY carpet shampoo machines.
- Use of mats or runners at all home entrances and on uncarpeted areas adjoining to carpet will reduce soil and moisture in traffic areas.
- Clean mats and any other rugs placed over carpet regularly.
- Use furniture coasters to distribute the weight of heavy items.
- Use a suitable mat under office chairs with castor wheels as these will cause structural damage to your carpet.
- Keep all invoices of any cleaning services for warranty purposes.

### RHINO EVERCORE CARE AND MAINTENANCE

- Use of a microfibre mop with a pH neutral non-abrasive cleaner.
- Sweep or vacuum the floor regularly to remove dirt. Do not use a vacuum with a beater bar or turn the beater bar off.
- Clean up spills immediately.
- Frequently moved furniture should be equipped with felt pads to avoid scratching the floor. Felt pads on chair legs should be replaced periodically as they wear and accumulate grit with use and can damage the floor.
- Heavy furniture and appliances should be equipped with non-staining, large surface floor protectors.
- The floor may be slippery when wet. Allow the floor time to dry after cleaning.
- Never use floor polish or floor cleaning wax, oil soaps, etc. These products can damage and/or leave a film on the flooring.
- Do not buff, wax or use cleaning products that contain surfactants.
- Never steam clean or use a steam mop on the floor.
- Furniture with castor wheels should be easy swivelling, large surface, non-staining and suitable for resilient floors.
- Do not use ball-type castors as these can damage the floor.
- Lift heavy objects when moving furniture or appliances. Do not roll or slide them across the floor.
- Protective mats are required under office chairs.
- Use walk-off mats at entrances to prevent dirt and grit from being tracked on to the floor.
- Use non-staining floor mats as they can possibly discolour the floor. Do not use rubber backed protective mats as they can leach colour.

For full warranty details visit [rhinofloor.co.nz](http://rhinofloor.co.nz)

# A new generation of Rhino is put to the test...



## The previous Carpet Court ad with the rhino on the carpet was so memorable it became a piece of tv nostalgia.

This time round we didn't have a real rhino, so we found the next best thing (much closer to home) the Stokes Valley Junior Rhino Rugby Club from Lower Hutt, Wellington. The next generation of Rhino flooring was about to be put to the test by 30 energetic and boisterous junior rugby players! And wow did they test it!

To demonstrate the same product performance story we followed the deliberate set-up from the original TV advert and fitted the Rhino's change rooms with Rhino SmartStrand carpet and Rhino EverCore hard flooring to prove it lives up to the Rhino name.

The Rhino's played a game of rugby and the challenge was to put the flooring under an accelerated real-life test reflective of what everyday home life stresses may throw at our flooring and see how it stood up. The carpet had to stand up to mud, grass, tomato sauce and mustard, and the hardflooring endured mud, water and rugby boots.

After cleaning the Rhino flooring it came up like new – demonstrating its stain and dent resistance, and waterproof features – key factors in Kiwi homemakers' concerns when choosing flooring.

## The real-life test!



# See how our Rhino flooring cleaned up like new...

## BEFORE



## DURING



## AFTER



Come into store and test it for yourself.