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PSDN

7 key facts

to make carpet

buying easier.

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IRVINE Premium

START WITH A BEAUTIFUL YARN

We all care about the spaces where we live and work; we want comfort and value, but we also care about getting the perfect colour and texture in our carpet to complement our decor.



Peninsula PSDN Carpet Iberia

Irvine Premium Solution Dyed Nylon (PSDN) carpets marry interior design and smart engineering to create luxurious, long-lasting flooring that won't compromise on health and maintenance.

Our Fade PROOF and Stain PROOF PSDN carpets are perfect for modern New Zealand interior spaces, adding life and warmth without the allergens, airborne dust, fading, staining and wear and tear of woollen or normal SDN carpets.



Fade **PROOF**

NO FADING, EVER.

Vivid colour depth and clarity are at the heart of our PSDN carpets. Pigments are added during the manufacturing process, making it part of the fibres' molecular structure, as well as unique UV stabilisers developed specifically for the New Zealand climate.

The pigment can't be washed away or rubbed off, so we provide a 20 year Fade **PROOF** warranty for our PSDN carpets.

We know the colour of our PSDN carpets will stay true day after day, year after year in the harsh New Zealand sun.



Conventional carpet fibre colour structure



Irvine PSDN carpet fibre colour structure



Hilton PSDN Carpet
Tundra



Stain **PROOF**

STAIN? WHAT STAIN?

A carpet can be ruined in the blink of an eye – kids drawing enthusiastically with permanent markers on the floor, or a dinner guest knocking over a glass of Pinot Noir... Follow our easy cleaning instructions and even the harshest spills and marks will not stain.

Our PSDN carpets are manufactured from materials that can be cleaned with bleach and acetone (yes, seriously!), making light of a spill that would destroy woollen or SDN carpets. See cleaning instructions for more details.

STAIN PROOF - NO EXCLUSIONS WARRANTY!



BEFORE **AFTER**





300Twists/m

DO THE TWIST.

The number of twists per metre on a carpet's fibres gives the carpet "life" by affecting its appearance and durability. These twists store energy, much like in a coil or spring. The more twists, the more punishment a carpet can take.

Our PSDN carpets have over 300 twists per metre, unmatched by any other carpet. The twists are heat-treated so no matter what you throw at them, our PSDN carpets will always retain their appearance.





Healthy

LIVE HEALTHIER.

Our PSDN carpets are engineered to protect allergy sufferers of all ages from respiratory problems. The Bulk Continuous Filament nylon will not shed or pill, and our unique Silvercare® technology eliminates bacteria, allergens, odours and dust mites for the lifetime of the carpet.

The carpet fibres are treated with the Silvercare® process during manufacturing, leaving a permanent silver shield. Silver ions are then released using the natural humidity of the air in your home or workspace, penetrating the cellular membranes of bacteria to inhibit replication and reproduction. This eliminates the odours caused by the fermentation and decomposition of bacteria. By limiting the populations of these microorganisms, the food supply of dust mites is cut off.



Westminster PSDN Carpet Cararra



Extra Wide
4 Metres

LOOKING GOOD!

Our range of PSDNs: Westminster, Hilton, Peninsula, Serengeti, Avant Garde, Baltimore, Impressions, Royal Secret and West Coast are the only PSDN four metre wide carpets on the market.

This results in fewer joins, and as most of a carpet's wear happens on the joins, this reduces wear and tear, and keeps your carpet looking good.



Hilton PSDN Carpet
Boulder



Environmentally
Responsible

WE CARE.

We want to make sure that our products have a limited impact on our environment, so our PSDN carpets meet very strict manufacturing standards to meet Environmental Choice New Zealand (ECNZ) certification.

They are manufactured in an ISO 14001 certified facility fitted with 34,000m² of solar panels (about one and a half rugby fields), cutting down CO₂ emissions by 1386 tonnes per year. The manufacturing process is a dry process, with no wastewater.

Our competitors are green with envy!



Synthetic Carpets.
Licence No. 3312104

#1 NEW ZEALAND'S NUMBER ONE SELLING PREMIUM SDN SINCE 1997.



Fade PROOF, not “resistant”.



Stain PROOF, not “resistant”.



300 twists per metre for unmatched performance.



Anti-Allergenic, healthy carpet.



4 metre wide rolls, fewer joins.



Environmentally responsible.



20 year fade, stain and wear warranty.

irvine

international carpet & flooring

CARPETS | VINYL | RUGS | CARPET TILES | ARTIFICIAL GRASS
TIMBER | NEEDLEPUNCH | AXMINSTER | EGE | LVT | RUBBER



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