



Residential Carpet

Inspired flooring since 1962.

Jacobsen®

Jacobsen®

Jacobsen is a family-owned business, passionate about flooring.

At Jacobsen, we strongly believe the quality of our product reflects the strength of our business, and after more than 60 years of supplying the New Zealand market with the best, hand-selected flooring products from around the world, our longevity is a testament to the quality of our products, the strength of our partnerships and the trust our customers have placed in us.

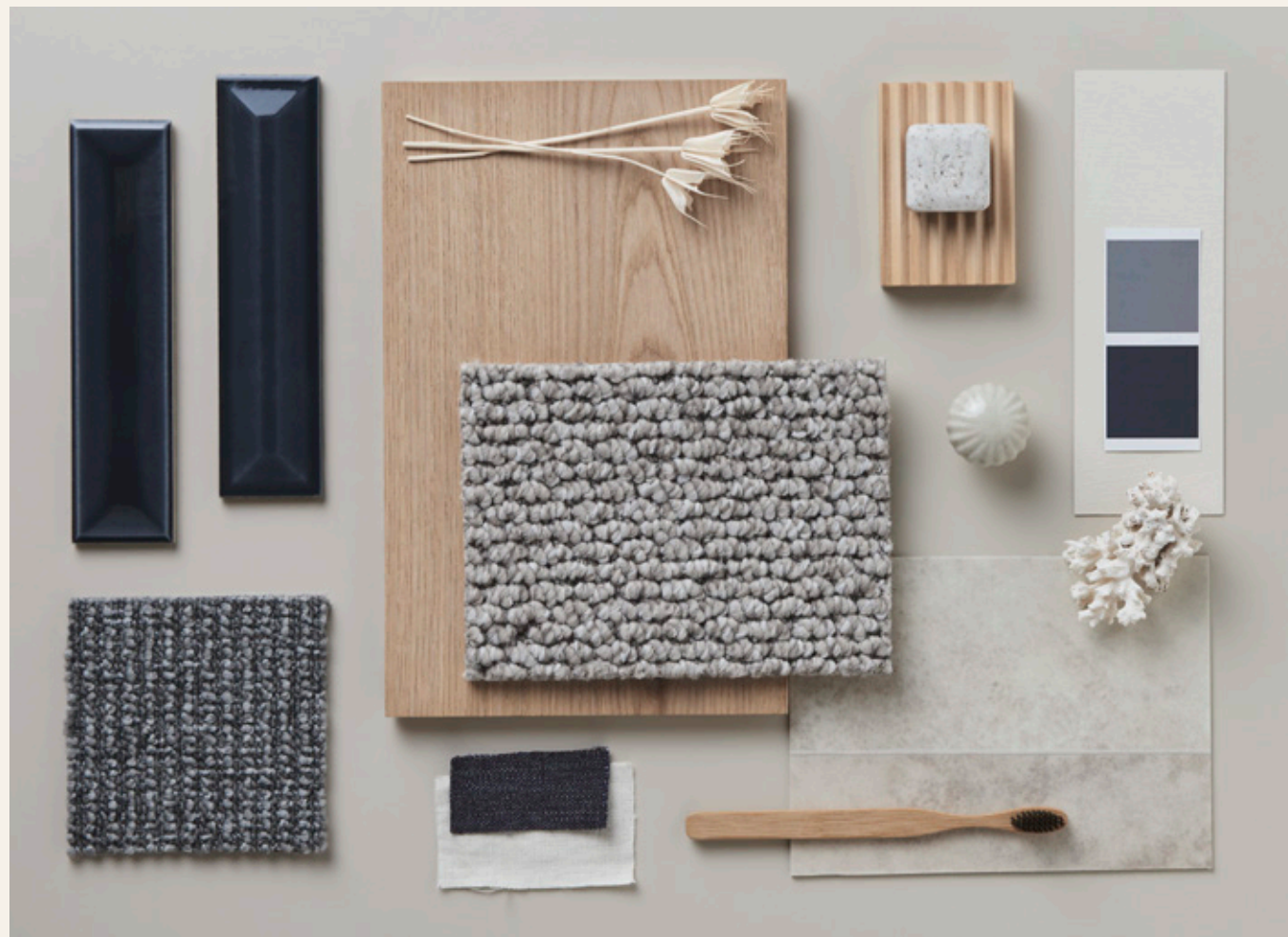
Jacobsen is about more than just carpets; it's about inspiration and curation, helping everyday Kiwis with big dreams transform those dreams into reality. We understand that every space is different, which is why we only partner with the top international brands to bring you an extensive range of flooring solutions suited for

Kiwi's diverse climates, lifestyles and needs. We are really proud of the role we play in creating spaces with our partners, suppliers and customers.

Jacobsen carpet ranges are specifically designed for New Zealanders and their homes, pairing design-led thinking with the latest manufacturing technology to bring you carpets that not only look great but stand the test of time.

Our guiding purpose is 'Inspiring better spaces for life' which is why we place such a strong focus on the design, quality and sustainability of our products to ensure that we are creating a more beautiful world, not only for us, but our children after us.

So whatever life you want to live, Jacobsen can help you create it.



We Care About The Environment



WE ARE CARBON ZERO

In 2019 as part of our mission to ensure the longevity and sustainability of our planet we signed onto the Toitū carbon reduce certification scheme. To further extend our carbon reduction goals, we are thrilled to now be Toitū carbon zero certified!

This certification from Toitū Envirocare is proof that we are taking action against climate change. It means we are committed to continually reducing our emissions, not just offsetting them. Compliance with the programme is independently verified annually to ensure we maintain this certification.



SUPPLIER CODE OF CONDUCT

What Jacobsen choose to import, market and sell to New Zealanders, is the biggest opportunity for us to have a positive impact, ensuring that we procure the best flooring options for both the environment and human health.

We expect suppliers to meet, as a minimum, our environmental expectations as set in our Supplier Code of Conduct, but we also then dive deeper into the specific product environmental certifications which varies by product type and local third party certifiers. In addition, for the social criteria we had new suppliers provide us with their signed code of conduct or we visited their operations.

We're Committed To People & Planet



WE MEASURE PRODUCT SUSTAINABILITY

Jacobsen understands that industry jargon can be confusing, especially when it comes to Sustainability. Each industry and manufacturer has their own yardstick that they use to measure their metrics against.

We are passionate about sourcing products that meet our strict environmental and ethical standards in their production and only want to source products that can be reused or recycled into new products at the end of their life. To ensure that the products we supply to the New Zealand market meet our extremely high standards, we have devised a straight-forward system of stringent checks.



Approved by Jacobsen

Our products need to satisfy or exceed our standards, before they receive the Jacobsen Stamp of Approval. This signifies that the product and their manufacturers meet the following criteria.

1. Sustainably Sourced From An Ethical Partner
2. Environmentally Friendly
3. Industry Tested



Sustainably Sourced

We only buy from the best. Jacobsen is committed to creating a sustainable sourcing culture, an important part of our commitment to the social and environmental wellness.

We work with suppliers who put their people and the environment first, and our Re.Spect icon signifies the expectation we have of them in the areas of ethical business, labour and human rights, health and safety, environmental sustainability and corporate responsibility.



Environmentally Friendly

We're looking after the planet for us and our children after us. We not only look at the manufacturing process to ensure all our products are produced in an environmentally friendly way, but also we look at the life cycle of the finished product.

It's important to us that our products perform in a way that protects you and your family from dangerous emissions, from harbouring insects and cultivating mould and mildew.



Industry Tested

All our carpets are tested for performance in the country they originate from. This means that there are a number of different standards and tests that are carried out on our carpets. The air we breathe is so important that's why it's important that the products we put in our homes are healthy. We measure PVC (Polyvinyl Chloride) content and VOC (Volatile Organic Compounds) emissions to ensure you are breathing the purest air possible.

Some of the most common tests are:

Environmental Certification Scheme

Provides a guide to the environmental performance of carpet. Carpet manufacturers must comply with the Code of Practice for Environmental Management which provides performance standards for raw materials, carpet manufacturing, in-service use and final disposal. Highest Level: 4

ACCS or Australian Carpet Classification Scheme

Classifies carpets according to their durability and appearance retention.
Highest Residential Use: six stars
Highest Commercial Use: four stars

The Dying Process

HOW IS CARPET COLOURED?

There are two ways to produce coloured nylon fibre. The first is a traditional dying process called piece-dyed nylon and the second is mixing the colour into the production process, this is called solution-dyed nylon. The result of these two processes are most simply explained by looking at a radish and a carrot.



Piece-dyed Nylon

Radish: Traditional-dyed fibre where the fibre is made, and then passed through dye. The colour is on the exterior of the fibre but does not go through to the core of the fibre.

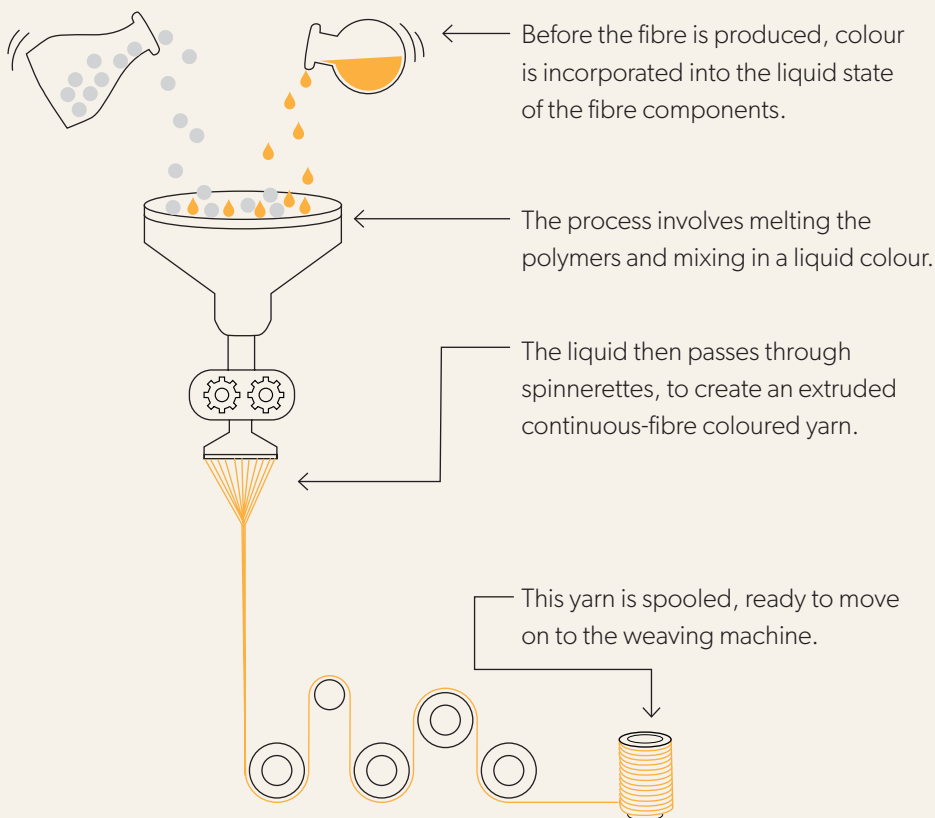


Solution-dyed Nylon

Carrot: Solution-dyed fibre has the colour mixed into the fibre itself, meaning that the colour is present all the way to the core of the fibre, giving it superior fade-resistant quality.

HOW IS SOLUTION-DYED NYLON MADE?

Raw material (polymers) and liquid colour (dyes), are fed into the top of the machine and melted. This melt is then forced through tiny holes called spinnerettes where the melt is drawn out, leaving the newly created coloured yarn.



Why Jacobsen Chooses Nylon?

It's important to us that the products we supply to the New Zealand market are right for you. This is why we put so much effort and research into choosing our carpet range and why we continue to choose nylon as our preferred choice of carpet material. Simply put it has the best performance on the market.



Durable

DURABLE

Nylon carpet is resilient carpet and known for its elastic nature which means that it will bounce back easily making it well-suited for high foot traffic. Its elasticity, strength, and durability enable it to withstand bending, crushing, and stretching without losing its original shape or texture.



Improves Air Quality

HEALTHY

Dust and dirt remain on the surface of the fibres of solution-dyed nylon carpets making it easy to vacuum away most of the common sources of indoor allergens. Nylon carpets are a practical option for those looking to improve their indoor air quality.



Stain Resistant

STAIN RESISTANT

Solution-dyed nylon carpets are designed to resist stains, thanks to the fibre used in their production. This process ensures that the carpet's colour is locked in at the manufacturing stage, preventing spills from penetrating the fibres and causing stains.



Acoustic Quality

ACOUSTIC QUALITY

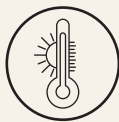
Carpets naturally have excellent sound absorption properties and help to reduce sound reverberation in a room. Noise reduction is of paramount importance in builds such as apartments or multi-storey buildings.



UV Fade Resistant

FADE RESISTANT

Nylon carpets are resistant to fading, even when exposed to harsh sunlight in the New Zealand environment. Solution-dyed nylon has superior fade resistance due to the colour being mixed throughout the fibre making it the perfect choice for a north-facing room.



Thermal Quality

THERMAL QUALITY

Carpet acts naturally as an insulating material. The carpet fibres themselves have low heat conduction values and the surface of the carpet traps air in the pile fibres, and further increases the thermal insulation. The amount of insulation will greatly depend on the density of the carpet and the thickness of the underlay.



Insect & Mould Resistant

INSECT AND MILDEW RESISTANT

Because nylon does not absorb moisture, it is naturally resistant to mould and mildew growth. The synthetic fibres also mean this type of carpet is resistant to insects such as moths and carpet beetle that are commonly found in natural-fibre carpets, making it the healthier choice for your family.



Non Pilling

WON'T PILL OR SHED

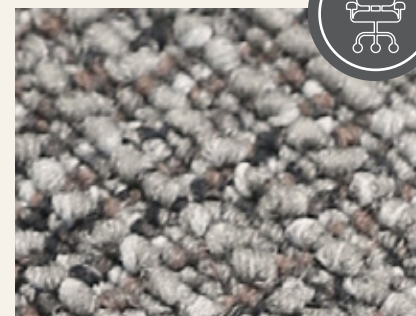
Solution-dyed Nylon is made of Bulk Continuous Filament (BCF) high strength nylon fibre which has been coloured to the core of the filament reducing the risk of breakages or weak points which would be prone to pilling.

Textured Carpet



Made in Australia

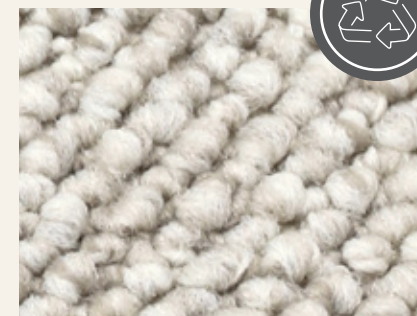
Our Textured Range



LANGHORNE HUT

Langhorne Hut is a contemporary textured multi-level loop pile carpet that features a hard-wearing linear design and a modern colour palette. With great durability and high resistance to stains and fading, Langhorne Hut is the ideal choice for high traffic areas and commercial applications.

Find out more on Page 10



GENESIS

Our most sustainable carpet range made from 100% recycled Econyl® fibre and comes in a variety of colours. As well as being the most sustainable choice for your floors, it also offers all the benefits of our other ranges, making it environmentally friendly, hard-working and stylish.

Find out more on Page 12



ORCHARD

Orchard is a unique textured carpet with a graphic, lineal design which adds a sense of structured luxury to any space. With the neutral colour palette and modern texture, Orchard pairs beautifully with modern interior themes.

Find out more on Page 14

Benefits

WHY CHOOSE A TEXTURED LOOP CARPET?

A textured loop pile carpet is a durable choice due to its looped fibres creating a dense and resilient surface. It adds texture and depth to a room's design.

The looped pattern creates visual impact that enhances the overall aesthetic appeal of your space. Whether you prefer a subtle texture or a more pronounced pattern, a textured carpet brings character and dimension to any room.

The looped construction helps to conceal tracking and shading from vacuuming and footfall traffic. Ideal for busy households and commercial settings.

At Jacobsen, we understand the importance of offering durable and stylish flooring solutions. Our collection of textured carpets comes in various patterns and colors, allowing you to find the perfect fit for your unique preferences.

Enhance your space with Jacobsen's textured carpets and let your floors make a statement without sacrificing practicality.

CONSTRUCTION

There are two types of loop pile. A level loop pile that has uniform loop height, offering durability and wear resistance. Textured loop pile carpets have loops of varying heights, creating a textured surface that hides footprints and vacuum marks. They're suitable for high-traffic areas and often give a more casual appearance.



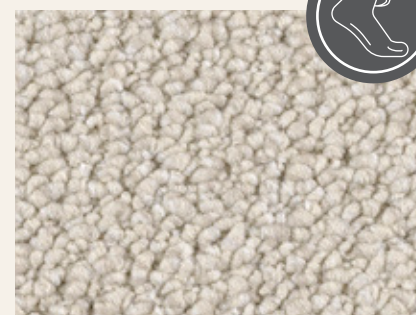
Level Loop Pile



Textured Loop Pile

FIBRES

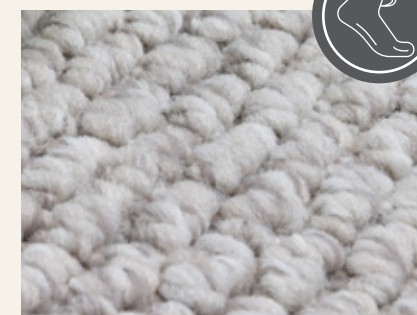
The Jacobsen range of loop pile carpets are all solution-dyed nylon which is highly resistant to wear and tear, fading, and staining, making it ideal for high-traffic areas. It also has excellent colourfastness and is easy to clean and maintain.



BOUCLÉ

Bouclé is a modern all over texture that emulates the natural look of wool but retains all the benefits of a solution-dyed nylon carpet. The contemporary colour palette has flecks of colour throughout the fibre which gives Bouclé a rich, organic texture and natural look. Bouclé is affordable luxury at its best.

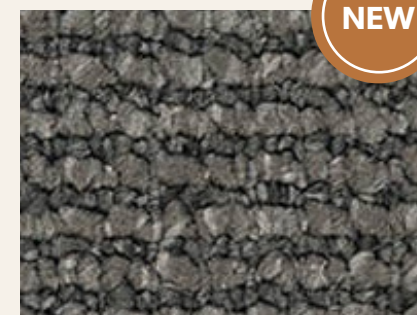
Find out more on Page 16



ANDES PEAK

With the chunky, rich texture and subtle colour variance Andes Peak offers both style and durability. Our most popular textured carpet, Andes Peak is rated extra heavy duty for residential settings ensuring its longevity in busy households.

Find out more on Page 18



ACACIA HILL

The ideal combination of practicality and sophistication. This solution-dyed nylon soft flooring has a natural look and rich texture which is easy to clean while providing exceptional comfort. Offering contemporary designs and durability, it's an ideal product for both residential and commercial settings.

Find out more on Page 20



Wheel
Friendly

Langhorne Hut



Stain
Resistant



UV Fade
Resistant



Suitable
for Stairs



Non
Pilling



Tracking
Resistant



Hard
Wearing



Insect
Resistant



Made in
Australia



Anti
Static

Langhorne Hut Textured Carpet



Residential + Commercial



Textured Loop Pile

Langhorne Hut — For Hard-working Spaces

Langhorne Hut is a hard-wearing texture that you can live your life on. It's the definition of boutique and innovative carpet. Designed for hard-working spaces that put healthy environments above all else while not wanting to compromise on style. This carpet is designed and manufactured to the highest standards with you and your family in mind.

Langhorne Hut is a perfect carpet option for homeowners who value both aesthetics and durability as well as commercial applications and spaces that have high wheel traffic such as home offices, aged care and early childhood education centres.

Specifically rated as extra heavy-duty for residential use, making it ideal for high-traffic areas like hallways and living rooms. As well as being resistant to moisture, staining, mould, and insect damage. Resistant to wheel damage means it will even stand up in a home office environment.

The carpet is inherently colourfast, which means it will resist fading from sunlight exposure even in a room with a lot of natural light.

Designed and made in Australia, crafted from continuous fibres, Langhorne Hut is resistant to pilling and tracking, which ensures that it will look new even after many years of use.

Choose Langhorne Hut for a long-lasting and stylish carpet that will provide a comfortable foundation for your home for many years to come.

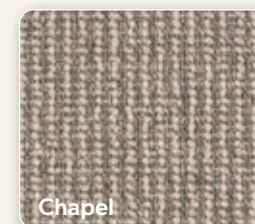
Features & Benefits

- Compact weave
- Wheel friendly
- Stain resistant
- UV fade resistant
- Suitable for stairs
- Won't pill or shed
- Won't track or shade
- Insect + mould resistant
- Made in Australia
- Healthcare impervious backing (optional)

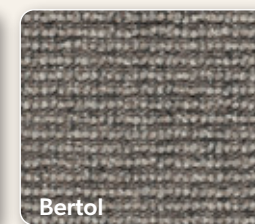
Specifications

Finish:	Textured Tufted Loop Pile
Composition:	100% Solution-dyed Nylon
Total Height:	8.5mm
Weight:	30oz
Gauge:	1/10"
Width:	3.66m
ACCS Rating:	Residential: Extra Heavy Duty (6 Stars) Contract: Extra Heavy Duty (4 Stars)
Primary Backing:	Woven Polypropylene
Secondary Backing:	Blue Stripe Synthetic backing
Pattern Repeat:	Length: 20mm Width: 10mm

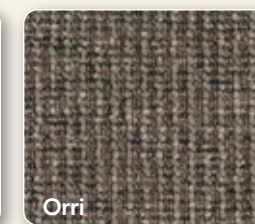
Range



Chapel



Bertol



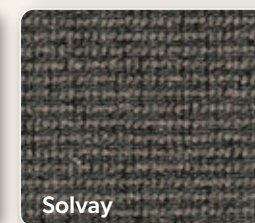
Orri



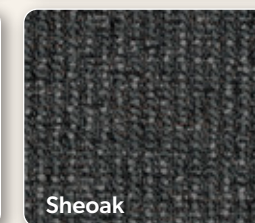
Hanok



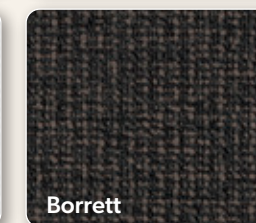
Arbol



Solvay



Sheoak



Borrett





Recyclable
Recycled

Genesis



Stain
Resistant



UV Fade
Resistant



Suitable
for Stairs



Non
Pilling



Tracking
Resistant



Environmentally
Friendly



Insect
Resistant



Made in
Australia



Anti
Static

Genesis Textured Carpet

Genesis — The Sustainable Choice

Made from 100% recycled fibres, Genesis is the ultimate sustainable choice. Designed with our planet in mind, our new range, Genesis offers superior sustainability credentials along with effortlessly stylish and timeless design of a tufted loop pile.

The modern colour palette is sophisticated and organic, drawing inspiration from nature and designed to work as the perfect backdrop for present and emerging market trends.

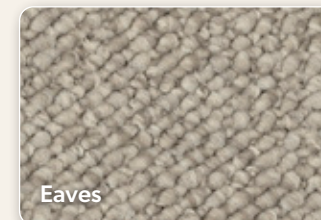
Whatever your Genesis choice, you can be rest assured that your carpet will remain stylish and on-trend, and it will be with you for years to come as it won't wear with everyday use or date over time.

Designed to perform for even the busiest of families, Genesis is made from 100% recycled yarn, meaning the fibre provides the ultimate in sustainability. Through the regeneration process **ECONYL**® yarn never loses its virgin qualities which means it can be recycled an infinite amount of times.

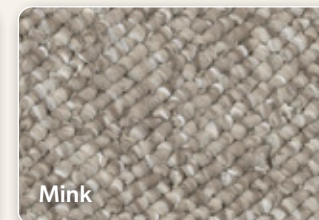
With a solution-dyed nylon fibre, Genesis also offers amazing stain and fade resistance, perfect for the harsh New Zealand conditions and the right choice for a north-facing room that is bathed in sunlight all day long. It is made to maintain its colour year after year, allowing you to rearrange your rooms as you wish without the fear of leaving patches behind.

The tufted, loop pile construction means that your carpet will always look fresh and won't show any tracking of footfall marks making it a great choice for high-traffic areas.

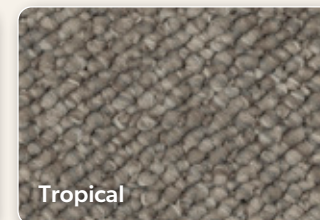
Range



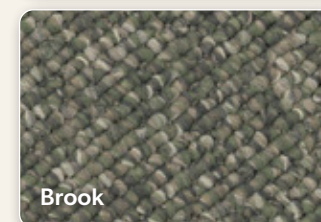
Eaves



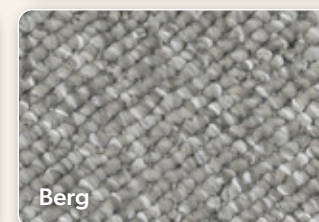
Mink



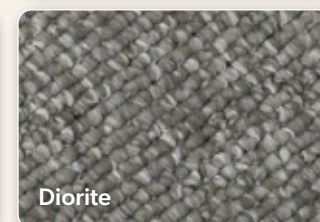
Tropical



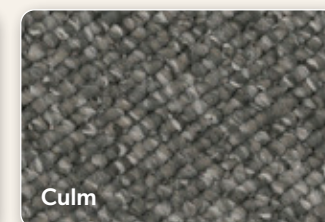
Brook



Berg



Diorite



Culm



Residential



Level Loop Pile

Features & Benefits

- **ECONYL**® 100% recycled fibre
- Padded, medium loop
- Stain resistant
- UV fade resistant
- Suitable for stairs
- Won't pill or shed
- Won't track or shade
- Insect resistant
- Mould resistant
- Made in Australia
- Healthcare impervious backing (optional)

Specifications

Finish:	Textured Tufted Loop Pile
Composition:	100% Solution-dyed Nylon
Total Height:	8.5mm
Weight:	32oz
Gauge:	3/16"
Width:	3.66m
ACCS Rating:	Residential: Extra Heavy Duty (6 Stars) Contract: Medium Duty (2 Stars)
Primary Backing:	Synthetic
Secondary Backing:	Synthetic
Pattern Repeat:	Length: 20mm Width: 10mm





Underfoot
Comfort

Bouclé



Stain
Resistant



UV Fade
Resistant



Suitable
for Stairs



Non
Pilling



Tracking
Resistant



Insect
Resistant



Made in
Australia



Anti
Static

Bouclé Textured Carpet



Residential



Textured Loop Pile

Bouclé — Modern elegance

Bouclé is a modern all-over texture that beautifully emulates the natural design and texture of wool.

Bouclé, along with the other Jacobsen textured solution-dyed nylon carpets, is the best on the market. They have been expertly delustered, allowing the texture to speak for itself and the carpet to feel organic and as natural as possible. Paired with the neutral color palette, Bouclé is the ultimate in modern elegance.

The lighter shades of Ovie and Sarinen offer the coastal beach chic and modern lightness to your space, while the mid-tones of Jacqueline and Mokum lend stylish simplicity.

The darker tones of Atticus, Maymo, and Coco are all designed to be a soft, flexible foundation for a stylish interior.

The all-over texture is what this range is known for; it has a continuous inviting feel to it, and with its rich texture and subtle color variation, Bouclé will do a great job of hiding soiling between cleans.

This outstanding range not only beautifully resembles wool, but it also has the added benefits of being affordable and having the superior performance of a solution-dyed nylon.

No matter what color you go for, your Bouclé carpet will always look as good as the day you put it down — with its strong stain resistance qualities, amazing colour retention, as well as being extremely durable to abrasions and flattening.

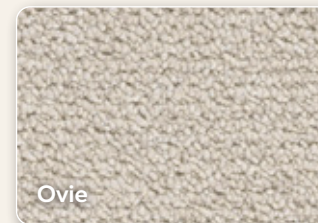
Features & Benefits

- Padded, medium loop
- Stain resistant
- UV fade resistant
- Suitable for stairs
- Won't pill or shed
- Won't track or shade
- Insect resistant
- Mould resistant
- Made in Australia
- Fire resistant for multi residential buildings
- Healthcare impervious backing (optional)

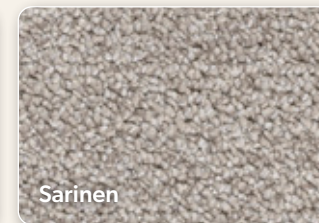
Specifications

Finish:	Textured Tufted Loop Pile
Composition:	100% Solution-Dyed Nylon
Total Height:	11.5mm
Weight:	34oz
Gauge:	3/16"
Width:	3.66m
ACCS Rating:	Residential: Extra Heavy Duty (5 Stars) Contract: Medium Duty (2 Stars)
Primary Backing:	Woven Polypropylene
Secondary Backing:	Blue Stripe Synthetic Backing
Pattern Repeat:	Random, Mock-match

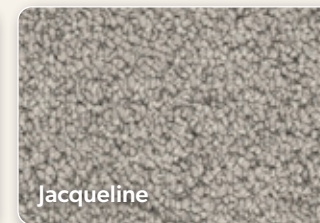
Range



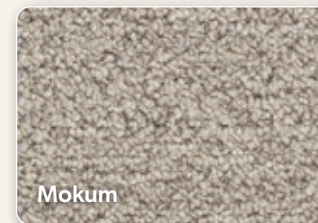
Ovie



Sarinen



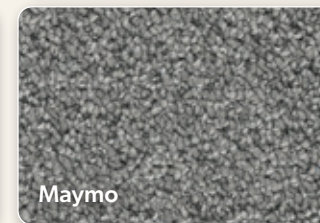
Jacqueline



Mokum



Atticus



Maymo



Coco





Underfoot
Comfort

Orchard Textured Carpet



Residential



Textured Loop Pile

Orchard — Structured Luxury

Orchard is a unique textured carpet with a graphic, lineal design which adds a sense of structured luxury to any space. With the neutral colour palette and modern texture, Orchard pairs beautifully with modern interior themes.

The lighter hues of Calville, Sansa, and the caramel undertones in Melrose and Cortland create an inviting a serene atmosphere. For those seeking a bolder statement, the darker tones provide depth, intensity and exude an air of timeless elegance.

The hallmark of Orchard lies in the meticulously crafted, delustered fibres, which add a distinct sense of luxury, a touch of opulence and refinement, effortlessly elevating your living spaces.

The Orchard range is a testament to a seamless fusion of artistry and functionality. The carefully selected colors and design are not only aesthetically pleasing but also complemented by outstanding durability and performance.

Orchard is the epitome of sophistication, making it the ideal choice for those with an appreciation for timeless beauty and exceptional quality.

Features & Benefits

- Padded, medium loop
- Stain resistant
- UV fade resistant
- Suitable for stairs
- Won't pill or shed
- Won't track or shade
- Insect resistant
- Mould resistant
- Made in Australia
- Fire resistant for multi residential buildings
- Healthcare impervious backing (optional)

Specifications

Finish:	Textured Tufted Loop Pile
Composition:	100% Solution-Dyed Nylon
Total Height:	9.5mm
Weight:	32oz
Gauge:	3/16"
Width:	3.66m
ACCS Rating:	Residential: Extra Heavy Duty (5 Stars) Contract: Medium Duty (2 Stars)
Primary Backing:	Woven Polypropylene
Secondary Backing:	Blue Stripe Synthetic Backing
Pattern Repeat:	Length: 20mm Width: 10mm

Range



Calville



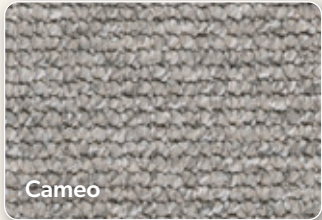
Sansa



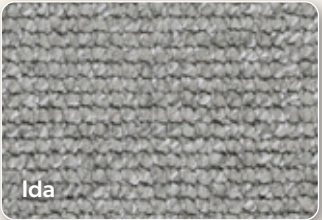
Melrose



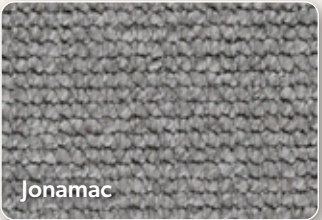
Cortland



Cameo



Ida



Jonamac



Ashmead

Orchard



Stain
Resistant



UV Fade
Resistant



Suitable
for Stairs



Non
Pilling



Tracking
Resistant



Insect
Resistant



Made in
Australia



Anti
Static





Underfoot
Comfort

Andes Peak



Stain
Resistant



UV Fade
Resistant



Suitable
for Stairs



Non
Pilling



Tracking
Resistant



Underfoot
Comfort



Insect
Resistant



Made in
Australia



Anti
Static

Andes Peak Textured Carpet



Residential



Textured Loop Pile

Andes Peak — Modern Luxury

Get the luxury look of wool, with the durability of a nylon carpet — the best of both worlds. Inspired by the chunky loop pile of modern wool carpets, Andes Peak is designed to be a stylish yet sustainable alternative providing all the style, impact and comfort without the price tag.

Andes Peak is the perfect choice for a carpet that combines style and durability. With its rich texture and subtle colour variance, this carpet adds a touch of elegance to any room.

It's rated extra heavy duty for residential use, which means it can withstand high-traffic areas such as hallways and rumpus rooms without showing signs of wear and tear.

Andes Peak is highly resistant to staining, moisture, mould, and insect damage, making it a great choice for busy households with a young family.

It's inherently colourfast and will resist fading from sunlight even in your sunniest north-facing room.

Made from continuous fibre, Andes Peak won't pill or track so it will take whatever life throws at it and still look like the day you put it down.

Andes Peak — a carpet that will exceed your expectations and stand the test of time, providing a comfortable and stylish foundation for your home for years to come.

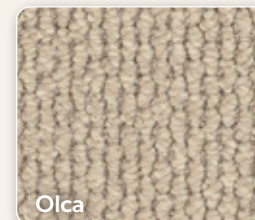
Features & Benefits

- Chunky knit style
- Stain resistant
- UV fade resistant
- Suitable for stairs
- Won't pill or shed
- Won't track or shade
- Insect resistant
- Mould resistant
- Made in Australia
- Healthcare impervious backing (optional)

Specifications

Finish:	Textured Loop Pile
Composition:	100% Solution-dyed Nylon
Total Height:	11.5mm
Weight:	35oz
Gauge:	3/16"
Width:	3.66m
ACCS Rating:	Residential: Extra Heavy Duty (6 Stars) Contract: Medium Duty (2 Stars)
Primary Backing:	Synthetic
Secondary Backing:	Synthetic
Pattern Repeat:	Length: 20mm Width: 10mm

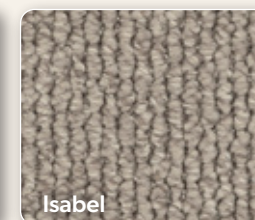
Range



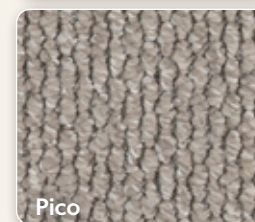
Olca



Patilla



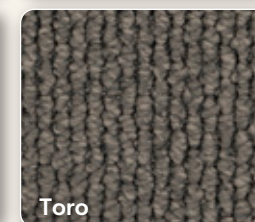
Isabel



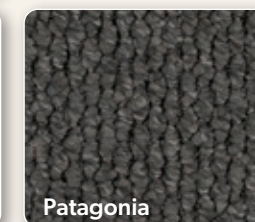
Pico



Mendoza



Toro



Patagonia





Stain
Resistant

Acacia Hill



Stain
Resistant



UV Fade
Resistant



Suitable
for Stairs



Non
Pilling



Tracking
Resistant



Underfoot
Comfort



Insect
Resistant



Made in
Australia



Anti
Static

Acacia Hill Textured Carpet



Residential



Textured Loop Pile

Acacia Hill — Sophisticated practicality

Acacia Hill expertly combines the practical benefits of solution-dyed nylon with aesthetic qualities traditionally associated with wool. Its rich, organic texture is not only beautiful, but exceptionally easy to clean and effective at concealing dirt.

Acacia Hill's tufted-loop pile is comfortable underfoot, yet rated 'extra heavy duty' for residential use, and 'medium duty' for commercial.

With contemporary heathered colours and structured texture, Acacia Hill provides an ideal foundation for modern interiors.

Designed and manufactured in Australia, Acacia Hill is colourfast, stain resistant, anti-static and meets the NZBC fire code requirements.

Features & Benefits

- Compact weave
- Stain resistant
- UV fade resistant
- Suitable for stairs
- Won't pill or shed
- Won't track or shade
- Insect resistant
- Mould resistant
- Made in Australia
- Healthcare impervious backing (optional)

Specifications

Finish:	Textured Tufted Loop Pile
Composition:	100% BCF Solution Dyed Nylon
Total Height:	8.0mm
Weight:	20oz
Gauge:	3/16"
Width:	3.66m
ACCS Rating:	Residential: Extra Heavy Duty (5 Stars) Contract: Medium Duty (2 Stars)
Primary Backing:	Woven polypropylene
Secondary Backing:	Blue Stripe Synthetic backing
Pattern Repeat:	Width 10mm Length 10mm

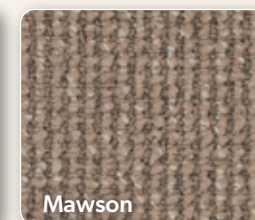
Range



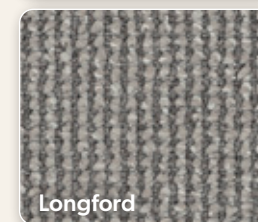
Alton



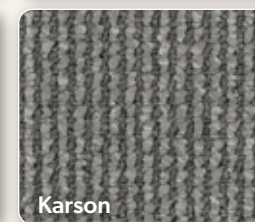
Kennedy



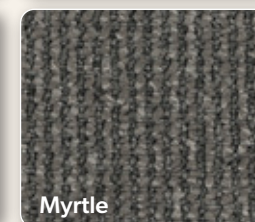
Mawson



Longford



Karson



Myrtle



Cut Pile Carpet



Benefits

WHY CHOOSE A CUT PILE CARPET?

Cut pile carpets are favoured in residential settings due to their smooth and plush texture. The shearing of looped fibres creates a luxurious feel that's easy to clean and maintain since dirt and debris don't get trapped. This construction also adds a cozy and comfortable touch to any room, making them suitable for bedrooms and cozy living spaces. Their versatility allows them to complement a wide range of interior design styles, making them an excellent choice for homeowners seeking both comfort and style.

WHAT SHOULD I LOOK OUT FOR?

Our luxurious, cut pile carpets are perfect for a relaxed home that prioritise softness and underfoot comfort over tracking and shading. While not all cut pile carpets will track, you may see some movement and tracking marks in the carpet as you go about your day to day life.

CONSTRUCTION

There are many type of cut pile carpets, and at Jacobsen we only focus on the frieze style of cut pile. It has a smooth surface achieved by shearing the looped fibres, and a textured look thanks to the tightly twisted fibres. This construction makes our cut pile carpets highly durable and the ability to hide dirt, making them suitable for high-traffic areas.

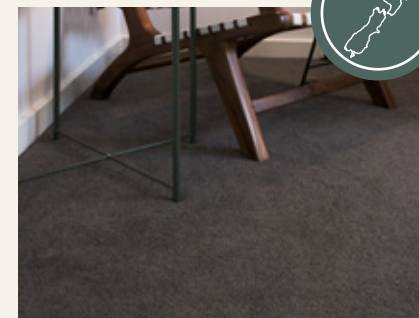


Twist Cut Pile

FIBRES

In the Jacobsen cut pile range we have two solution-dyed nylon ranges and one is piece-dyed nylon. Both are highly resistant to fading, staining as well as wear and tear, making them ideal for high-traffic areas. They also have excellent colorfastness and are easy to clean and maintain.

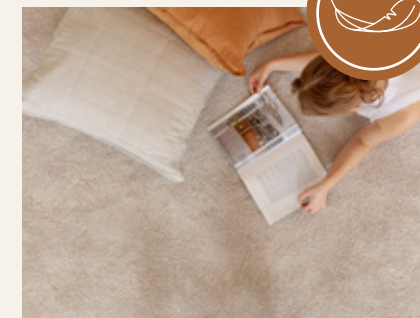
Our Cut Pile Range



AOTEAROA

Our Aotearoa range comes in two weights 55oz in the Oneroa and 36oz in the Meadowbank range. Both are made from solution-dyed nylon in New Zealand with superior stain, fade resistance, and colour fastness. It's ideal for modern households seeking high-performance carpets.

Find out more on [Page 24](#)



EXCELSIOR

Made in Belgium, the Jacobsen Excelsior carpet is a luxurious soft touch cut pile carpet. High durability, easy maintenance, and superior stain and fade resistance, ideal for high-traffic areas and contemporary homes. The ultra soft touch nylon fibres will have you taking your shoes off as soon as you get home.

Find out more on [Page 26](#)



BREATHE EASY

As an approved Sensitive Choice product, the Jacobsen range of Breathe Easy carpets comes in three weights and has been designed to improve air quality and promote a healthier indoor environment for all living spaces. For asthma and allergy sufferers this is the perfect carpet choice for their home.

Find out more on [Page 28](#)

Aotearoa

Cut Pile Carpet



Residential



Twist Cut Pile



Made in
New Zealand

Aotearoa — Made in New Zealand

Made in New Zealand exclusively for Jacobsen, the Aotearoa collection has beautifully modern colours paired with excellent performance. This premium solution-dyed nylon collection offers superior stain and fade resistance and comes in two weights; the luxurious Oneroa in the 55oz and Meadowbank in 36oz.

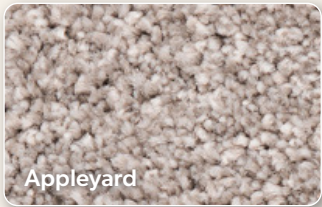
Features & Benefits

- Cozy + cushioned
- Made in New Zealand
- Stain resistant
- UV fade resistant
- Suitable for stairs
- Won't pill or shed
- Won't track or shade
- Insect resistant

Specifications (Meadowbank/Oneroa)

Finish:	Cut Pile Twist (Tufted)
Composition:	100% Solution-dyed Nylon
Total Height:	10.9mm/13.1mm
Weight:	36oz/55oz
Gauge:	1/8"
Width:	3.66
ACCS Rating:	Residential: Extra Heavy Duty (6 Stars) Contract: Medium Duty (2 Stars) ECS: Level 4
Primary Backing:	Woven Polypropylene
Secondary Backing:	Woven Polypropylene

Meadowbank Range — 36oz



Appleyard



Blackett



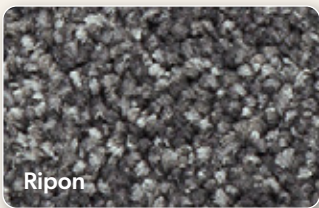
Beach



Delamore



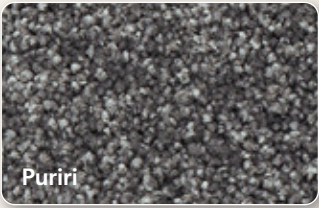
Gowing



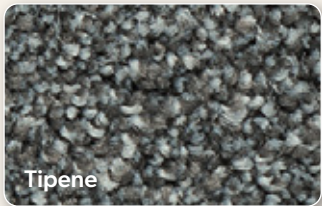
Ripon



Empire



Puriri



Tipene



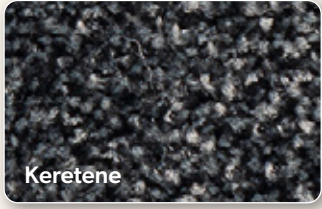
Houghton



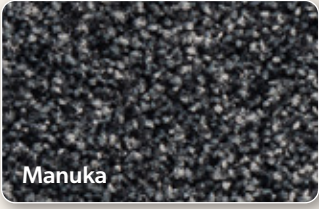
Tawa



Karaka



Keretene



Manuka



Oneroa Range — 55oz



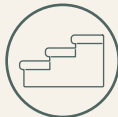
Aotearoa



Stain
Resistant



UV Fade
Resistant



Suitable
for Stairs



Non
Pilling



Easy
to Clean



Insect
Resistant



Hard
Wearing

Excelsior

Cut Pile Carpet



Residential



Twist Cut Pile



Ultra
Soft

Excelsior — Unparalleled softness

The ultimate in luxury and comfort. Once you experience the softness of Excelsior, you'll never want to leave home. With Jacobsen Excelsior Soft Touch cut pile carpet you no longer have to choose between value, style and function.

Made in Belgium, this luxurious carpet is designed to give you the best of everything. It has been constructed to be incredibly soft as well as utilising the best carpet manufacturing technology to create a carpet that is durable, won't pill, fade or stain. You will want to take your shoes off the moment you walk through the door just to experience the luxury of this special range.

The extra-heavy-duty residential use rating, means the Excelsior carpet is an excellent choice for high-traffic areas such as living rooms, hallways, and entryways, as it can withstand the wear and tear that comes with frequent foot traffic, as well as being specifically designed to be suitable for stairs.

Made from piece-dyed nylon, and continuous filament yarn construction, the Jacobsen Excelsior Soft Touch cut pile carpet is easy to maintain, won't pill or shed and because of the unique dying process and fibre make up, it is both fade and stain resistant making it a practical choice for busy households.

With a range of eight trendy colours to choose from, you will be able to find the perfect match for your style. The Jacobsen Excelsior Soft Touch cut pile carpet is an excellent choice if you want a luxurious, comfortable, and durable carpet that can withstand the demands of daily life.

Features & Benefits

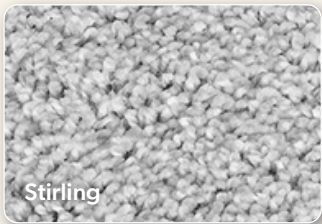
- Unparalleled softness
- Ultra soft + smooth
- Plush + heavy weight
- Stain resistant
- UV fade resistant
- Suitable for stairs
- Won't pill or shed
- Insect resistant
- Made in Belgium

Specifications

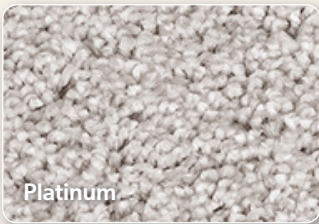
Finish:	Cut Pile Twist (Tufted)
Composition:	100% Soft Touch Piece-dyed Nylon
Total Height:	11.5mm
Weight:	1980 g/m2 (58.4oz)
Gauge:	1/10"
Width:	3.8m or 4m*
Rating	Manufacturers Residential Extra Heavy Duty
Primary Backing:	Woven Polypropylene
Secondary Backing:	Woven Polypropylene

* All colours are transitioning from 3.8m wide to 4m wide rolls. Please contact Customer Services at point of order to confirm roll width.

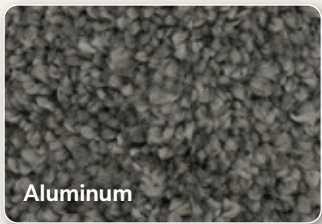
Range



Stirling



Platinum



Aluminum



Bismuth



Rhodium



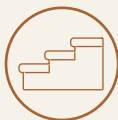
Excelsior



Stain
Resistant



UV Fade
Resistant



Suitable
for Stairs



Non
Pilling



Insect
Resistant



Underfoot
Comfort



Made in
Belgium



Breathe Easy



Stain
Resistant



UV Fade
Resistant



Suitable
for Stairs



Non
Pilling



Underfoot
Comfort



Odour
Management



Dust Mite
Resistant



Made in
Australia

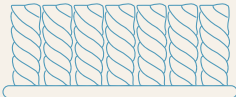


Anti
Microbial

Breathe Easy Cut Pile Carpet



Residential



Twist Cut Pile

Breathe Easy — Carpet For a Healthier Home

Breathe Easy has been specifically engineered for people who care about the air they breathe. Bringing the best of non-allergenic technology and superior comfort harmoniously together for you to enjoy in your home.

Jacobsen Breathe Easy carpets carry the Sensitive Choice logo and have been specifically engineered to improve indoor air quality, for people who care about the air they breathe.

Along with their purifying technology, Jacobsen Breathe Easy carpets are treated with Ultra-Fresh™ antimicrobial technology which make the carpet resistant to mould, mildew and insects, along with ActiveCare® which helps the carpet to naturally absorb household odours.

The Perma Soft solution-dyed nylon makes this collection so deliciously soft and touchable as well as maintaining its incredible durability and performance.

The Breathe Easy collection comes in three pile weights making it the perfect choice for any room in the house.

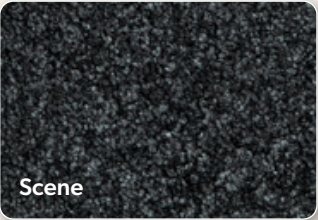
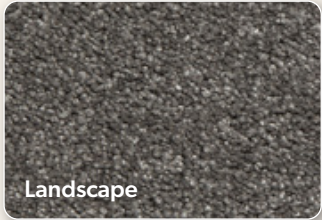
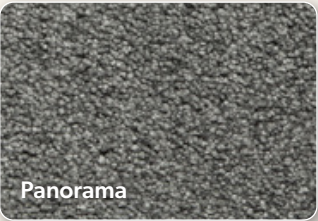
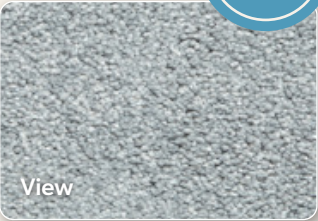
Collection Features & Benefits

- Improves indoor air quality for a healthier home
- Breathe Easy carpets are treated with Ultra-Fresh™ antimicrobial technology
- Stain resistant
- UV fade resistant
- Suitable for stairs
- Won't pill or shed
- Dust mites & insects resistant
- Made in Australia

Collection Specifications

Finish:	Cut Pile (Tufted)
Composition:	100% Solution-dyed Nylon
Width:	3.66m
Primary Backing:	Woven Synthetic
Secondary Backing:	Easybac®

Vista — 66oz

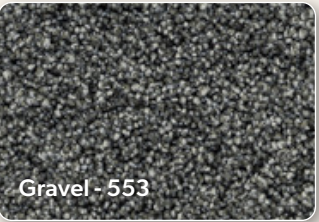
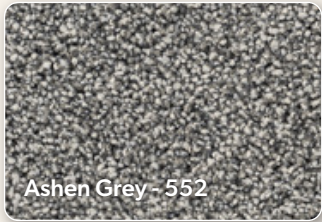
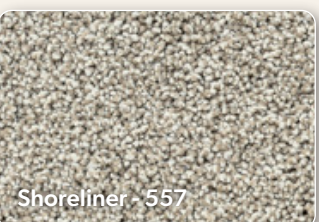


Vista Specifications

Total Height:	14.5mm
Weight:	66oz
Gauge:	1/10"
ACCS Rating:	Residential: Extra Heavy Duty (6 Stars) Contract: Medium Duty (3 Stars) ECS: Level 3



Regal Park — 55oz

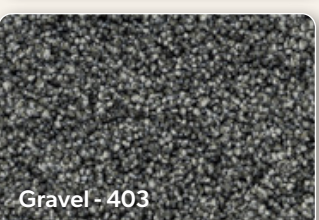
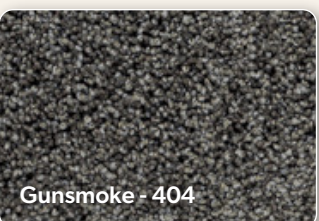
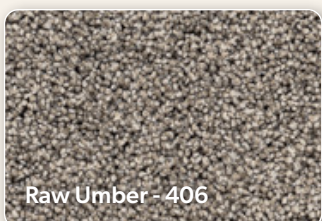
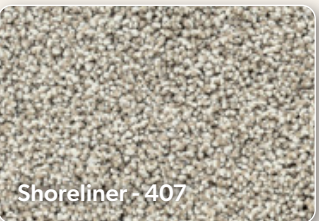
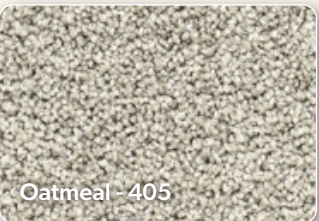


Regal Park Specifications

Total Height:	15mm
Weight:	55oz
Gauge:	1/8"
ACCS Rating:	Residential: Extra Heavy Duty (6 Stars) Contract: Medium Duty (3 Stars) ECS: Level 3



Serenity Shores — 40oz



Serenity Shores Specifications

Total Height:	11mm
Weight:	40oz
Gauge:	1/8"
ACCS Rating:	Residential: Extra Heavy Duty (6 Stars) Contract: Medium Duty (3 Stars) ECS: Level 3



Carpet Comparison

Use this graphic as a rough guide on how our carpets stack up against each other.

- 1

Andes Peak
- 2

Langhorne Hut
- 3

Genesis
- 4

Bouclé
- 5

Orchard
- 6

Aotearoa — Oneroa
- 7

Aotearoa — Meadowbank
- 8

Excelsior
- 9

Breathe Easy — Serenity Shores
- 10

Breathe Easy — Regal Park
- 11

Breathe Easy — Vista

FEEL

This is a gauge of how ‘plush’ the carpet feels when you run your hand over it.



PILE WEIGHT

The weight of the carpet can have a big influence on how ‘dense’ the carpet can feel and is measured in ounces (oz).



PILE HEIGHT

The pile height gives you the feeling of comfort, the higher the pile, the more you will ‘sink’ into the carpet.



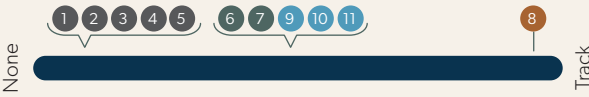
GAUGE

The gauge is the measure of how close the pile is packed together, this gives the carpet a feeling of density.



TRACKING

Tracking is measured by how visible footprints are left behind after someone has walked on the carpet.



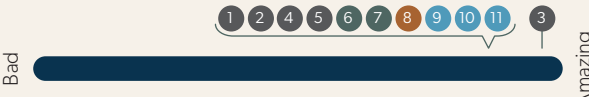
PERFORMANCE

This is measured by the ACCS or the carpet manufacturer as an industry standard for residential carpet performance



SUSTAINABILITY

While all our products are sustainably sourced and manufactured, some are in a league of their own.



CARPET WIDTH

The width of the carpet is important and should be considered to minimise either wastage and joins in your space.



FEATURES	1. ANDES PEAK	2. LANGHORNE HUT	3. GENESIS	4. BOUCLÉ	5. ORCHARD	6. AOTEAROA ONEROA	7. AOTEAROA MEADOWBANK	8. EXCELSIOR	9. BREATHE EASY SERENITY SHORES	10. BREATHE EASY REGAL PARK	11. BREATHE EASY VISTA
WIDTH	3.66m	3.66m	3.66m	3.66m	3.66m	3.66m	3.66m	4m	3.66m	3.66m	3.66m
COMPOSITION	SDN	SDN	ECONYL®	SDN	SDN	SDN	SDN	Nylon	SDN	SDN	SDN
FINISH	Loop	Loop	Loop	Loop	Loop	Cut Pile	Cut Pile	Cut Pile	Cut Pile	Cut Pile	Cut Pile
PILE HEIGHT	9/4mm	6/4mm	6/3mm	6.5/5mm	7/3.5mm	10.2mm	8.5mm	8.5mm	9mm	13mm	11.5mm
TOTAL HEIGHT (EXCLUDING UNDERLAY)	11.5mm	8.5mm	8.5mm	11.5mm	9.5mm	13.1mm	10.9mm	11.5mm	11mm	15mm	14.5mm
WEIGHT	35oz	30oz	32oz	34oz	32oz	55oz	36oz	58.4oz	40oz	55oz	66oz
GAUGE	3/16th	1/10th	3/16th	3/16th	3/16th	1/8th	1/8th	1/10th	1/8th	1/8th	1/10th
PRIMARY BACKING	Synthetic	Synthetic	Synthetic	Synthetic	Synthetic	Synthetic	Synthetic	Synthetic	Synthetic	Synthetic	Synthetic
SECONDARY BACKING	Synthetic	Synthetic	Synthetic	Synthetic	Synthetic	Synthetic	Synthetic	Synthetic	Synthetic	Synthetic	Synthetic
PATTERN REPEAT	20x10mm	20x10mm	10x10mm	None	10x10mm	None	None	None	None	None	None
EASY TO REPAIR	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ANTI-STATIC	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ANTI-ODOUR	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
FIRE TEST AVAILABLE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
SUITABLE FOR											
ASTHMATICS & ALLERGIES	✗	✗	✗	✗	✗	✗	✗	✗	✓	✓	✓
PETS + YOUNG FAMILIES	✗	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓
HIGH TRAFFIC AREAS	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓
DIRECT SUN	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
STAIRS	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓
WHEELS	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
SUSTAINABILITY ACCREDITATIONS											
ENVIRONMENTAL MANAGEMENT SYSTEMS - ECS	EMS 14001	EMS 14001	EMS 14001	EMS 14001	EMS 14001	—	—	EMS 14001	EMS 14001	EMS 14001	EMS 14001
RESIDENTIAL RATING	6	6	6	5	5	6	6	EDH	6	6	6
CONTRACT RATING	2	4	2	2	2	2	2	No	2	2	3
VOC EMISSION RATING	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low
ECS LEVEL	—	—	—	—	—	4	4	—	3	3	3

Comparison Chart

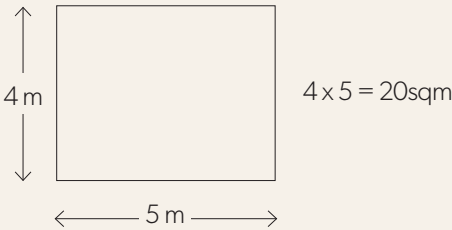
All our carpets are very competitively priced but just like nylon, not all prices are displayed as equal. When looking at the price of carpet it’s important to look at the installed price to make sure you are comparing apples with apples.

Features	Carpet One	Carpet Two	Carpet Three	Carpet Four
Carpet Name				
Stain Resistant				
Fade Resistant				
Anti-microbial				
Tracking / Shading				
Pilling				
Low VOC emissions				
Easy to maintain				
Easy to repair				
Warranty				
Suitable for				
Pets				
High traffic areas				
Direct Sun				
Under floor heating				
Residential				
Stairs				
Wheels				
Price				
Product per sqm cost				
Install price				

HOW TO CALCULATE YOUR SPACE

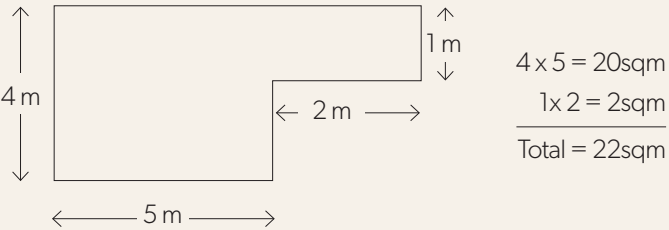
To calculate the square meter (sqm) measurement of your space, you will need to measure the length and width of the area in meters using a tape measure or measuring tool.

Once you have these measurements, simply multiply the length by the width to get the total square meters. For example, if your space is 4 meters long and 5 meters wide, you would multiply 4 x 5 to get 20 square meters (4 x 5 = 20sqm).



If your space is an irregular shape or has multiple sections, you can divide it into smaller, more manageable sections and calculate the square meter measurement of each section separately, then add them together for a total.

It’s important that your space is accurately measured by an installer to ensure that your carpet is ordered and laid in the most efficient way possible.



Caring For Your Carpet

CLEAN UP SPILLS AS SOON AS THEY HAPPEN

Fast action to any spillages will limit the penetration of the spill into the carpet fibres and pile. In the case of spills, remove the excess spillage by first scraping away any solids and blotting any liquids with a white cloth or paper towel. Do not scrub, always blot; never rub or scrub abrasively as a fuzzy area may result.

Always begin at the outer edge and work towards the middle of the affected area. Follow this treatment with cold water, apply the cold water with a sponge to rinse out as much of the spill as possible, then blot with a white cloth or paper towel. If the spill is serious or you are unsure of what it is, it’s best to call in the experts straight away rather than tackling it yourself.

TREATMENT

Never scrub or rub at your carpet.

1. Cold water
2. Detergent solution or carpet shampoo solution
3. Laundry detergent (non-biological)
4. Solvent - use only on dry carpet
5. Chill with aerosol freezing agent or ice cubes in a plastic bag. Pick or scrape off gum or chocolate
6. Vinegar solution (1/3 cup white vinegar with 2/3 cup water)
7. Warm water
8. Clear nail polish remover (preferably acetone) no lanolin
9. Alcohol, methylated spirits or mineral turpentine
10. Rust remover
11. Vacuum
12. Mineral turpentine
13. Laundry detergent (non-biological) - 1 tsp in 250mls warm water
14. Clear household disinfectant

Note: We DO NOT recommend the use of any bleach based cleaning products, such as Softly Wool detergent or similar.

SPOT TREATMENT	SPOT TREATMENT STEPS		
	STEP 1	STEP 2	STEP 3
Alcoholic Beverages	1	2	
Bleach	1	3	
Blood	1	2	
Butter	4	2	
Candle Wax	Absorbent Paper & Hot Iron		
Chewing Gum	5	4	
Chocolate	5	2	
Coffee	14	2	
Colas & Soft Drinks	1	2	
Cooking Oils	4	2	
Cream	2	4	
Egg	2		
Faeces	2	13	14
Floor Wax	4	2	
Fruit Juice	1	2	
Furniture Polish	4	2	
Gravy & Sauces	7	2	
Ink (Fountain Pen)	1	2	
Ink (Ball Point)	4	9	2
Ink (Felt Tip)	7	2	3
Lipstick	4	2	
Milk	7	2	4
Mustard	2		
Nail Polish	8	4	
Oil & Grease	4	2	
Paint (Latex)	1	2	4
Paint (Oil)	12	4	2
Rust	4	10	
Salad Dressing	2	4	
Shoe Polish	4	2	
Soot	11	4	2
Tar	4	9	4
Tea	1	2	4
Tomato Sauce	7	2	
Urine (Fresh)	1	2	
Urine (Old)	2	3	6
Vomit	2	13	
Wine	1	1	6
Unknown Material	4	2	3

REGULAR VACUUMING

The most important step in caring for your carpet is regular vacuuming. Vacuum thoroughly and frequently, particularly in high-traffic areas. A good quality vacuum cleaner is vital to prolonging the life of your carpet. A light vacuum is recommended at least twice a week and a thorough vacuum weekly.

Carpet Performance

To ensure that you have a good understanding of your carpet and what to expect from it over time, it is important to consider some key characteristics. Below we have provided a summary of some of the main features that you should be aware of, although we recommend consulting the individual product warranties for further details.

COLOUR VARIATION

It is normal for installed carpet to show minor colour variation from selling samples. There can be a minor variation between dye lots. Colour appearance can vary depending on the type of light under which a sample is viewed and the light sources where the carpet is installed. Viewing of the sample at your residence and under different light conditions prior to making your final decision is recommended.

TRACKING & MATTING

All carpets will change in appearance over time, primarily due to foot traffic. Tracking and matting are wear-induced characteristics that are more likely to occur on stairs, in front of chairs and in other high-traffic areas. Regular vacuuming and immediate cleaning of spillages are the greatest aid in preventing tracking and matting. Placing rugs in these areas will assist in its prevention.

HIGH USE AREAS & HALLWAYS

All carpets will change in appearance over time, especially in high-traffic areas. Matting and pile flattening can occur, resulting in the entanglement of fibres from tuft to tuft. This can be minimised with periodic professional cleaning and regular vacuuming.

WRINKLING & RUCKING

Wrinkling may occur after installation due to excessive humidity or not using the recommended installation procedures. This is not considered a carpet fault and can usually be corrected by a competent installer.

FADING & COLOUR CHANGE

Carpets will gradually lose colour over time when exposed to direct sunlight, and pile flattening through use can also give the appearance of fading. It is recommended to protect carpets from prolonged periods of direct sunlight and other environmental factors that can cause colour change.

SHEDDING

All carpets will shed a small amount of fibre when they are first installed. It is caused by some residual fibres left over from the manufacturing process. However, nylon will stop this shedding process after a short time unlike natural fibres that will continue to shed for the duration of their lifetime.

PATTERN MATCHING & SKEWING

Repeating patterns may not precisely match along the length or width of the carpet. Installation of patterned or textured carpet requires more time and effort. A competent carpet layer should be able to obtain a close pattern match in most circumstances, however some irregularities may still be visible. All carpets are subject to some degree of bowing and/or skewing. Bowing of up to 40mm over any single width of carpet is generally acceptable.

MISSING OR DAMAGED TUFTS

Pets can damage your carpet by scratching at the pile. Moving furniture can also damage your carpet. This damage can be repaired by a skilled installer or professional repairer. It is advisable to retain a small section of new carpet for this purpose.

Warranty Information

All Jacobsen carpets are covered by the NZ Consumer Guarantees Act 1993. Jacobsen endorse and recognise all rights of the consumer under the Consumer Guarantees Act. Therefore, the carpet must be fit for purpose and free of manufacturing defects.

JACOBSEN CARPET WARRANTY

Jacobsen carpets are designed and are suitable for Extra Heavy Duty use in private residential homes. General wear and tear should be expected and is excluded from this warranty.

No carpet is completely stain proof, but the Jacobsen range has been specifically selected to offer superior stain resistance. This will increase your ability to clean up stains, not prevent stains.

This warranty expressly excludes and does not extend warranty coverage to any of the substances or causes of damage identified below:

- Failure to follow the care and stain removal procedures contained in this guide.
- All non-food and non-beverage substances.
- Food and beverages which contain dyes (e.g. curry, soy sauce and mustard).
- Extremely hot liquids.
- Substances which destroy or change the colour of the carpet (e.g. food colouring, bleaches, drain cleaners, plant food, very strong dyes, acids, faeces, urine, vomit and pet stains).
- Soiling in very heavy traffic areas such as stairs and staining which becomes permanent due to the failure to carry out the care and stain removal procedures contained in this guide.

To qualify, the carpet must have been first grade, installed professionally, on new underlay and the claim must be made by the original purchaser.

You must have attempted to clean the stain using the recommended guidelines. If the affected area remains unsatisfactory after using these cleaning procedures, then have the affected area professionally cleaned. If the affected area is still unsatisfactory after professional cleaning then you must, within 30 days, make a claim to the retailer you purchased the carpet from.

For the expected life of your Jacobsen carpet, will not generate static greater than 3.5 kilovolts.

WARRANTY REPLACEMENT VALUE

If your carpet has been determined as unable to be repaired, we will offer replacement of a new carpet of the same or comparable type available through Jacobsen.

Like any asset, the value of your carpet also depreciates over time and with wear. Our warranty allows for the following depreciation table to determine the value of replacement materials:

1-5 years	100%
6 years	70%
7 years	50%
8 years	30%
9 years	10%
10 years	5%
10+ years	0%

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