



imagine[®]
floors by Airstep.

Brand Book

*More than just a
flooring company*

Who is Imagine Floors by Airstep?

Founded by Airstep Australia – one of Australia's largest underlay manufacturing companies for over 40 years – Imagine Floors by Airstep extends our product offering into the hard flooring category.

Imagine Floors by Airstep is a leading supplier of flooring solutions for commercial and residential use across Australia. Our product suite of flooring options includes Laminate, Vinyl, Hybrid and Engineered Timber flooring in a variety of classic and contemporary Australian hardwood and European oak designs, with a mix of hues, textures and styles.

We have an extensive range of decors which have been carefully developed by our colour specialist with a close eye-to-detail on current and future trends, that you are sure to find a floor to suit your individual interior style.

Imagine isn't just an Aussie flooring company though, we're in the home improvement business.

We're not here to simply sell you some flooring and send you on your way we're here to inspire you to *Imagine the Possibilities* and empower you to create your dream home.





About us

OUR VISION

Imagine Floors by Airstep will be a substantial business, through passionate and innovative people, superior industry expertise, responsive service and trusted business relationships.

OUR MISSION

Imagine Floors by Airstep is continually evolving to lead the way our end-users engage with flooring products.

OUR UNIQUE SELLING PROPOSITION

We inspire creativity and the opportunity to 'Imagine the Possibilities' when using our floors.



Imagine Floors by Airstep is:

THE FOUNDATION OF YOUR STYLE

Flooring is the cornerstone of your room's look and feel – without a solid foundation, your entire design aesthetic can fall flat.

At Imagine Floors by Airstep, we are dedicated to bringing our customers a range of options to suit any interior style and inspire them to *Imagine the Possibilities* for their space.

We are committed to providing only the best, most innovative flooring and our desire for constant improvement means continually developing and advancing our product options.

ENVIRONMENTALLY RESPONSIBLE DESIGN

We only have one planet so it's important to look after our environment. Here at Imagine Floors by Airstep, we strongly believe in working with, rather than against, nature.

All of our flooring is produced as sustainably as possible and we are always looking for ways to conduct business in a more eco-friendly manner.

For example, our Engineered Timber flooring provides a luxurious style that is uniquely yours – with far less environmental impact than Solid Hardwood flooring. This is thanks to the composite core that improves stability while also reducing the amount of wood that needs to be harvested.

We have also invested in ensuring that our online activities are causing no harm – with every view on our website certified carbon neutral.

SUPPORTING MORE THAN THE FURNITURE

Just as your floor plays an integral role in supporting your room, we believe that businesses play an integral role in supporting our communities.

As such, we are dedicated to doing right by society and uplifting those who have found themselves in less than fortunate situations, and we're constantly engaging in ways to help make the world a better place, both for current and future generations.

Two of our philanthropy projects are supporting families in Kenya and partnering with Floorworld to help raise funds for the Pancare Foundation. Our parent company – KPJ Group has also opened a medical centre in Nairobi, Kenya which provides free care for those in need.

Plus, we also grant employees additional leave each year to permit them to volunteer for causes close to their hearts and encourage team members to suggest organisations to support.

Each donation that an employee makes to an approved cause will also be matched by Imagine Floors by Airstep up to a set amount each year.



CREATING HEALTHIER HOMES

Another commitment that we have made to ourselves and our customers is that our flooring will assist in creating healthier homes.

Not only are all of our floors low-allergenic, but they're also quick and easy to clean. This alone helps create a healthier environment but it isn't the only way.

For example, our waterproof and water resistant floors help protect against mould and other nasties. We also work hard to ensure that our floors pass and exceed slip-resistant standards testing, so everyone can move freely and confidently through your home without the risk of taking a fall.

Plus, the durability of our floors helps in keeping your home in better shape, with floors that are low maintenance and can stand up to life's unpredictabilities.

DESIGNED WITH THE WHOLE FAMILY IN MIND

Imagine Floors by Airstep started out as a small family business and although we've grown a lot along our journey, we haven't forgotten our roots.

Waterproof, scratch and wear resistant, Imagine Floors by Airstep floors are designed to be enjoyed by the whole family – including little ones who like to make a mess and pets with sharp nails on their little paws.

Scratch and wear resistant materials help ensure that your floors stay looking fantastic no matter what is thrown at them, and waterproofing for our Vinyl and Hybrid collections means that if the family dog has an accident, all you need to do is wipe up the mess.

Plus, because our floors are designed with slip resistance in mind, they are safer for those that need the added protection and are a good choice to care for your family's safety if the little ones get a burst of energy.

Beautiful but Tough

When durability and design meet, Laminate flooring is born. Discover the beautiful finish of these tough as nails flooring options and create your dream space with confidence.

Kind on your budget, yet tough on scratches, dents, fading, and stains due to a durable top coat to ensure longevity, our Laminate flooring options are crafted from High Density Fibre Board (HDF) and come to life through our environmentally responsible manufacturing practices.

Our laminates are also recyclable – making it a kind choice for our planet's future.

Imagine Floors by Airstep offers an extensive Laminate range with boards at varying sizes including wide planks and long boards, which feature a wide variety of design options including Chevron and Herringbone. With on-trend colour selections curated by our specialist, you're sure to find a Laminate to complement your interior style.

LAMINATE FLOORING IS IDEAL FOR:

Due to its hard-wearing and easy to maintain nature, Laminate can be added to any home with confidence. It is, however, particularly suited to active households, busy workplaces and the homes of those with pets. Laminate flooring is also your best option for high traffic areas within the home – remember, the higher the AC rating, the more resilient your flooring will be.

Natural. Timeless. Unique.

If you're hunting for a floor that is as unique as you are, but still kind to the environment and your back pocket, look no further than our exquisite Engineered Timber range. Providing a timeless elegance that can only be achieved with an authentic Timber finish, our Reclaimed Wild Oak collection is the perfect statement flooring to showcase your personality.

Crafted from carefully selected, genuine European Oak, our Engineered Timber floors have been curated for their ability to bring individual flair to your space, while adding personality that grows and develops with your family over the years.

The best bit? The European Oaks we've selected are strong varieties that are resistant to everyday wear, a feature that is too often missed with hardwood.

ENGINEERED TIMBER FLOORING IS IDEAL FOR:

Due to the luxurious look and feel of Timber floors, our Engineered Timber range is perfect for bedrooms, formal dining areas and anywhere else in the home that you want to add a touch of class.

Out performing Solid Hardwood floors in terms of both stability and durability, they are also the ideal flooring option for those who want genuine Timber floors but do not live in an ideal climate.

The finest blend of strength and luxury

Vinyl floors are rich with the true-to-life detail of real Timber. Experience a warmer, softer touch and the added confidence Vinyl flooring is 100% waterproof, you can rest assured your floor is prepared for the unpredictability of real life!

Imagine Floors by Airstep offer an extensive range of Vinyl floors with over 30 decors which have been carefully developed by our colour specialist. With a large selection of classic and contemporary Australian hardwood and European Oak designs you are sure to find a floor to suit your individual interior style.

VINYL PLANK FLOORING IS IDEAL FOR:

Thanks to its gorgeous looks and waterproof construction, Vinyl Plank flooring is the ideal choice for those who want a high-end finish that they can carry across every room of their home. Particularly well suited to wet areas such as bathrooms, kitchens and laundries, Vinyl Plank flooring allows you to create a cohesive design throughout your entire space (excluding shower bases).

The best of both worlds

Imagine Floors by Airstep's Hybrid is your flooring wishlist come true. All the features you want in a floor wrapped up into one product. With its natural hardwood look, 100% waterproof guarantee, dent resistance and superior stability in all climatic conditions. This is what the innovation of Hybrid brings to your home.

Hybrid's eye-catching designs are created using superior imaging technology, with textures and edges that mimic the real look and feel of traditional hardwoods. Hybrid is the perfect flooring option to handle the Australian lifestyle in every room of your home.

HYBRID FLOORING IS IDEAL FOR:

Hybrid flooring is great for those who live in humid or rapidly fluctuating climates. Because these floorboards are happy in any environment, they are also an ideal choice for those who want authentic hardwood but do not live in a suitable area.



1800 803 545 VIC/TAS
1800 802 926 NSW
1800 806 375 WA/SA/NT/QLD
flooring@airstep.com.au

20 South Gippsland Highway
Dandenong South, Melbourne
Victoria 3175, Australia

ABN 97 604 980 798

www.imaginefloors.com.au

• MELBOURNE • SYDNEY • BRISBANE • ADELAIDE • PERTH • LAUNCESTON •