



beaulieu
A U S T R A L I A

Carpets
designed
for

Real Life



Welcome.

At Beaulieu, we understand the demands of Australian living, which is why our **carpets are crafted to suit many lifestyles.**

Discover the full range of benefits that make our carpets the perfect choice for any Australian home.

These icons highlight the key features of our carpets, helping you easily identify what makes each one unique. Explore them to uncover the advanced technology thoughtfully designed to enhance your living space.

Our carpets are designed for:



Families



Pets



Allergies



Comfort



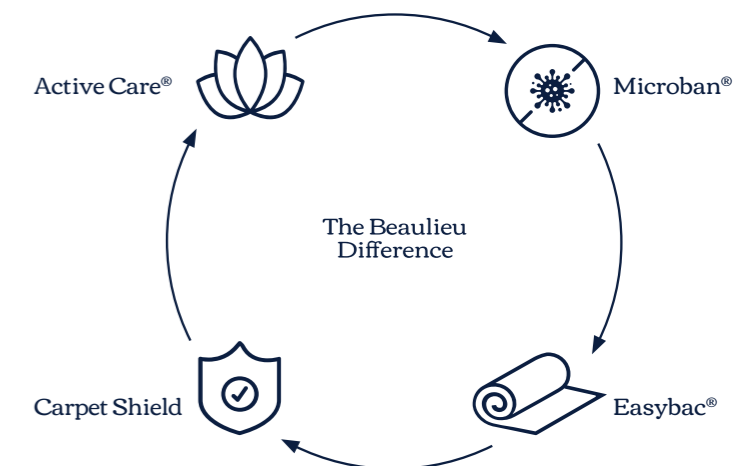
Sustainability



Why choose Beaulieu carpets?

Designed for real life demands, our carpets are made to withstand everyday challenges. From allergen-resistant properties to pet-friendly durability.

Featuring advanced technologies like Active Care®, Microban®, Carpet Shield, and Easybac®, they provide exceptional benefits that enhance your home. Whether you're looking for added softness underfoot or long-lasting protection against daily wear, our innovative solutions ensure a cleaner, healthier, and more comfortable living space.



Certified quality you can trust

Beaulieu carpets are crafted with quality and durability in mind. Our carpets undergo rigorous testing and when certified by the Carpet Institute of Australia, the trusted Australian Carpet Classification Scheme (ACCS) ensures quality and sustainability.

To ensure your carpet is certified, look for the ACCS label on the carpet sample in store—it's your mark of assurance that you're selecting a product independently graded for its durability and performance.

Carpets
designed for

Real Australian Living



Carpets designed for *families* 

Make *Memories*

At Beaulieu Australia, we know family life is full of unforgettable moments—and a little bit of chaos, too. That's why we've created carpets that are up for the challenge.

Engineered to withstand the active Australian lifestyle

With our industry leading fibre-lock technology anchoring the fibres securely in place, you can trust Beaulieu carpets to handle everything from pets and toddlers racing down the hallway to teens stomping in after training.

Spill resistant technology

Designed to resist dirt and liquids for longer, our advanced Carpet Shield stain-resistant technology makes cleaning up spills easier than with a regular carpet, keeping them cleaner for longer.

Low maintenance

With a bustling family, you have better things to do than worry about your floors. Our carpets are easier to maintain than regular carpets, requiring routine vacuuming and spot cleaning to stay in top shape. See our care and maintenance guides for further instructions.

Variety to match every home's vibe

Practical doesn't have to mean plain. We offer a variety of colours, textures, and patterns. Whether your space is sleek and modern or cosy and traditional, we've got a carpet that complements your décor while standing up to family life.



Life is messy, unpredictable, and full of joy—with Beaulieu, you'll get the perfect mix of durability, comfort, and style to create a home for making cherished memories.

Carpets designed for *pets* 

Made for *paws & people*

Welcome your furry friends into your home with confidence. Our carpets marked pet-friendly* blend durability, easy maintenance, and everyday comfort to help your home feel fresher than standard options.

Odour neutralising and anti-microbial technology

Integrated directly into the carpet, Active Care® and Microban® technology neutralise most odours at the source. From food spills to pet accidents, this self-renewing treatment keeps your carpets feeling fresher and cleaner. Plus, Microban® antimicrobial technology works 24/7, providing an added level of product protection for long-lasting freshness.

Advanced stain resistance with Carpet Shield

Our pet-friendly carpets are designed to repel dirt, pet hair, and spills, making clean-ups more efficient. Advanced stain resistance helps your carpet stay fresher and more vibrant, with a quick vacuum or spot clean.

Durability and resistance to wear

Our carpets are made with robust, high-quality fibres and industry-leading fibre lock technology that helps resist pet play, keeping your carpet looking better for longer.

With Beaulieu carpets, you can enjoy the perfect balance of comfort, style, and performance, designed to stand the test of time for years to come.

*For optimal performance and longevity, a pet-friendly carpet underlay must be used. Find out more about our warranties and care and maintenance guides at beaulieu.com.au.

A healthier home starts here

Carpets designed for *allergies* 

Beaulieu carpets are changing the game, offering innovative features with advanced hypoallergenic technology and thoughtful design that prioritise your health, while delivering all the warmth, comfort, and style you love about carpeting.

Engineered to minimise allergens

Our dense, non-porous carpet fibres capture allergens like dust mites, pollen, and pet dander, making them easier to remove with regular vacuuming. Integrated directly into the carpet, Active Care® technology acts as a self-renewing odour neutraliser, purifying the air and reducing common household odours for a fresher indoor environment.

Advanced anti-microbial protection

Our carpets are equipped with Microban® anti-microbial technology, forming a powerful shield against bacteria, mould, and mildew. This 24/7 protection helps maintain a cleaner, healthier living space, even in humid climates.

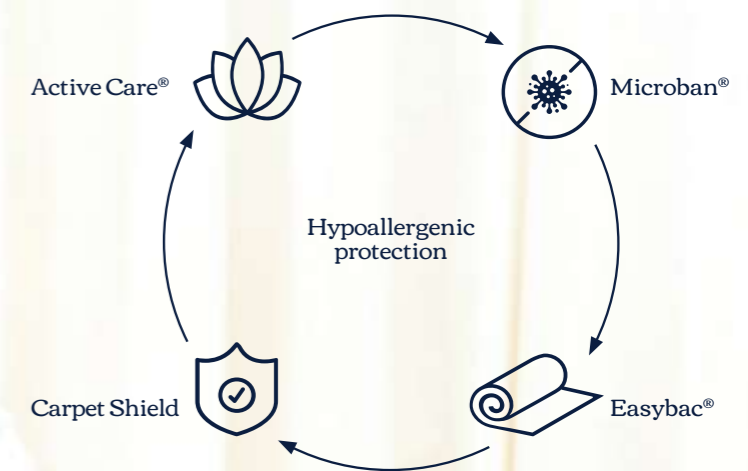
Carpet Shield: stain & dirt resistance

Designed for lasting cleanliness, Carpet Shield creates a strong barrier that repels dirt, dust, and liquids keeping carpets looking cleaner and smelling fresher for longer.

Low VOC = better air quality

The quality of your indoor air is significantly important, that's why Beaulieu carpets are crafted with low VOC (Volatile Organic Compounds) emissions reducing chemical smells and irritants. This means better air quality for your home and a safer choice for those with sensitivities.

Now you don't have to choose between style, comfort, and a healthier home. Beaulieu delivers peace of mind and elevated living underfoot.





Step
towards

comfort

Beaulieu carpets ensure you are creating a safer, quieter, and more comfortable environment for your family.

Carpets designed for *comfort* 

Transform your space into a cosy retreat with Beaulieu carpets. Thoughtfully designed to create a warm, inviting atmosphere in every room, our carpets are perfect for those who value comfort, insulation, acoustic control, and lasting warmth.

Reduce unwanted noise

Beaulieu carpets naturally absorb noise, softening harsh sounds and creating a quieter, more peaceful indoor environment. Findings from the Carpet Institute of Australia show that carpets have the ability to reduce noise levels by over 20 decibels, helping to eliminate floor impact sounds such as footsteps, scraping chairs, and dropped objects.

Soft and cosy underfoot

Our carpets deliver unmatched comfort underfoot at a price that fits every budget. Designed to suit any space in your home, they provide the perfect combination of softness and lasting durability, adding warmth and cosiness to your floors. With plush textures and styles to match every need, they are an ideal choice to elevate your home's comfort and style, keeping your spaces warm and inviting all year round.

Thermal resistance

Our carpets are more than just a stylish addition to your home, they act as an exceptional thermal insulator, offering up to ten times the insulation value of hard flooring options. This impressive feature helps to significantly reduce energy costs by keeping your home naturally warmer in winter and cooler in summer.

Exceptional performance

Our carpets are crafted to deliver both durability and comfort, thanks to the innovative Easybac® backing system. This market-leading technology ensures your carpet stays in place and performs beautifully in any space, while also enhancing overall resilience and adding an extra layer of comfort underfoot. Additionally, Easybac® provides resistance to mould and mildew, further extending the life and cleanliness of your carpet.

Carpets designed for *sustainability* 



Eco-Conscious

at every step of the process

At Beaulieu Australia, sustainability is at the heart of everything we do. Our carpets are manufactured to meet the highest environmental standards, with a focus on reducing greenhouse gas emissions, sourcing responsibly, improving energy efficiency, and minimising waste.

We proudly adhere to the principles of the Environmental Certification Scheme (ECS) and ensure our products reflect these values. Through ongoing innovation and continuous improvement, we strive to minimise our environmental impact and contribute to a more sustainable future.

For carpets certified under the Environmental Certification Scheme, look for the ECS label on the back of the product—a trusted mark of our commitment to ethical and environmentally responsible practices.



Made right here in



Australia

We're proud to design and manufacture our carpets right here at home. With over 50 years of experience and a commitment to quality, our locally made carpets are crafted to suit the unique needs of Australian homes and lifestyles.

When you choose Beaulieu, you're not just choosing beautiful, high-performance carpets—you're supporting an Australian brand that's as invested in your home as you are.

Supporting local jobs
and strengthening community
connections

Continued investment
in sustainable manufacturing
innovation

Australian-designed,
manufactured, and tested for
Australian homes





We're here to help.



info@beaulieu.com.au
1800 777 007

Scan to find
your perfect carpet.

Our goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and compensation for any other reasonably foreseeable loss or damage. You are also entitled to have the goods repaired or replaced if the goods fail to be of acceptable quality and the failure does not amount to a major failure. To find out more about our warranties and care and maintenance guides visit beaulieu.com.au.