



FRANCHISE INFORMATION



Welcome

Thank you for your interest in becoming part of the Andersens group. You've taken an important first step toward joining a trusted and long-established Australian brand – and it may well be one of the most rewarding decisions of your career.

By becoming an Andersens Franchisee, you have the opportunity to leverage the steady growth of a multi-billion-dollar industry while benefiting from the strength, systems and support of a proven national network.

Starting a business from the ground up can feel overwhelming, and that's exactly why we've created this document – to clearly outline what you can expect, what you'll receive, and how we'll work with you to help make your business a success. Our goal is to show you that running your own store is not only achievable, but an exciting and genuinely empowering next chapter.

Success doesn't happen by accident. It takes commitment, consistency and the willingness to learn and grow. With Andersens, you won't be doing it alone – you'll have the backing of a knowledgeable team, robust processes, comprehensive training and an organisation that is genuinely invested in your long-term success.

Our franchise model has been refined over decades, built on real-world experience, strong partnerships and a deep understanding of what works. We combine industry-leading systems with hands-on support to give every franchisee the best possible foundation.

So if you're motivated, driven and ready to take on a challenge that brings both personal and financial reward – and if you're keen to join a brand that Australians trust in homes and businesses across the country – then I invite you to read on.



Jodie Cramer
CEO



The Andersens name has been synonymous with trust, high service standards and an unwavering commitment to customer satisfaction for over 65 years - that's why we are 'The respected name in floors, windows and more.



Our Story

Originating in the small country town of Gatton, west of Brisbane, Andersens was founded in the late 1950's on a set of principles that still drive the core philosophy of the company today. Those principles are honesty, integrity and respect. When combined with professional, cutting-edge operational practices, it is clear to see how we've earned the reputation as 'The respected name in floor coverings' for over 65 years. From humble beginnings, Andersens has grown to boast 55 showrooms in QLD, NSW, ACT and SA with plans to increase that number significantly; expanding across the nation in the coming years.

As we've grown over time, so has our determination to supply our customers with superior products and quality brands. Many of the products that can be found in our stores have been exclusively developed for Andersens by Australia's leading flooring manufacturers.

Not only that, but our product range has been expanded from, carpet and vinyl flooring to include timber, hybrid, laminates, bamboo, cork and window furnishings. Allowing us to cater to all our customers' flooring and window fitting needs.

Andersens is dedicated to providing a high standard of service and having an ongoing commitment to our customers. Because of this, we are the preferred choice for floor coverings, both for first time customers referred to us by others, and repeat clients who appreciate our old-fashioned service principles.



OUR COMMUNITY

Andersens is proud to be actively involved in the communities our stores serve. Many of our locally owned and operated stores support local sports clubs, schools, and community initiatives through sponsorships, donations, and fundraising efforts.

Across the network, our franchisees take great pride in giving back and building strong connections within their local areas. This can include supporting junior sporting teams, assisting schools with community projects, or contributing materials such as flooring to help refurbish local charity and community buildings.

At Andersens, being part of the community is at the heart of what we do. Our stores are passionate about supporting the people and organisations that help make their communities strong, and we're proud to play a small role in helping them thrive.

OUR PEOPLE

We began as a family business, and we've never lost sight of the good, honest values that helped the company become the success that it is today. Our culture is one that is built on respect, encouragement, hard work, and recognition of achievement. These values can be seen in the high standard of service and our fervent commitment to our customers. In store, our expert consultants can help with inspiration, design tips and maintenance advice.

And once you find that perfect product, you can rest assured our team of experts have primed it for maximum performance and durability upon installation because our people are the best in the business. They're specifically trained to carry out the job. You'll find them to be fast, reliable and courteous, and they know how to make sure their work has minimum impact on you, your family, and your home.

Our Guarantees

We stand behind every product and every installation with guarantees you can trust.

Enjoy complete confidence with our 100 Day Peace of Mind Guarantee, giving you the reassurance that if you're not entirely happy with your new flooring, we'll work with you to make it right.

Our Lifetime Installation Guarantee means your flooring is professionally installed to the highest standard - and backed for life.

We also make the process easy from the very beginning with a Free In-Home Measure and Quote. Our experienced team comes to you with samples, expert advice and accurate measurements, so you can choose the perfect solution for your space with clarity and confidence.

From selection to installation and beyond, Andersens is committed to quality, service and peace of mind - every step of the way.





Project Green

As part of the Andersens network, franchisees are involved in initiatives that support both the community and the environment. One of these is our One Project, One Tree program.

Through this initiative, a tree is planted for every project completed by an Andersens store. The program contributes to reforestation efforts, helping restore natural habitats, reduce carbon emissions and support a more sustainable future.

For franchisees, it's a simple but meaningful way to demonstrate environmental responsibility while also giving customers another reason to feel good about choosing Andersens. It reflects our broader commitment to operating a business that not only improves homes, but also contributes positively to the world around us.

To date, the program has helped plant over 200,000 trees and continues to grow with every project completed.



CARPET

Carpet is a timeless flooring choice that brings warmth, comfort and style to any home. Soft underfoot and naturally insulating, carpet helps create a cosy and inviting atmosphere while also reducing noise and improving comfort throughout your living spaces.

Available in a wide range of colours, textures and styles, carpet can be tailored to suit everything from busy family homes to luxurious bedrooms and relaxing living areas. Modern carpets are designed to be durable and easy to maintain, making them a practical choice for everyday living.

Whether you're looking for plush comfort, hard-wearing durability or a stylish finishing touch, carpet offers a versatile flooring solution that enhances both the look and feel of your home.



VINYL

Vinyl flooring has evolved considerably and has transformed into a beautiful, authentic and highly durable flooring option. Vinyl flooring replicates the natural textures and colours of traditional timber and stone, providing the look of their ageless beauty without the hassle.

New multi-layer technologies mean that vinyl is suitable for all rooms in your house, providing a genuine flooring alternative in your kitchen, bathroom, laundry or hallway. Its scratch, shock and water resistant PU polyurethane treated surface is able to withstand high levels of traffic over long periods.

Vinyl also provides excellent heat and sound insulation for your home: it's quieter than wood flooring, warmer than tiles, and its comfortable walking surface adds to the luxury feel.



HYBRID

Hybrid flooring is a stylish, durable and practical option for modern homes. Combining the best features of laminate and vinyl, hybrid floors are designed to be highly water-resistant, making them ideal for busy households and areas where spills and moisture are common. Built with a rigid core for added strength and stability, hybrid flooring is tough enough to handle everyday wear while remaining comfortable underfoot.

Available in a wide range of realistic timber-look designs and colours, hybrid flooring offers the natural beauty of wood with the added benefits of low maintenance and easy care. It can also be installed over many existing subfloors, making it a versatile and convenient choice for renovations or new builds. With its durability, practicality and contemporary style, hybrid flooring is a smart flooring solution for any home.



LAMINATE

Laminate flooring is a stylish and affordable option that delivers the look of natural timber with added durability and easy maintenance. Designed to withstand the demands of busy households, laminate floors feature a tough wear layer that helps resist scratches, stains and everyday wear.

Available in a wide range of realistic wood-look designs and colours, laminate flooring offers a modern and versatile solution that complements many interior styles. It can also be installed over a variety of subfloors, making it a practical choice for both renovations and new homes.

Combining durability, value and great design, laminate flooring is a smart choice for homeowners looking for a beautiful floor that's built to last.



ENGINEERED TIMBER

Engineered timber flooring offers the natural beauty of real timber with enhanced stability and durability. Constructed from a genuine timber surface layered over a strong engineered core, this flooring option provides the warmth, texture and timeless appeal of hardwood while being designed to better handle changes in temperature and humidity.

Available in a range of stunning wood species, finishes and colours, engineered timber allows you to achieve a sophisticated, natural look that complements both modern and classic interiors. It can also be installed over a variety of subfloors, making it a flexible option for both new builds and renovations.

Combining elegance with practicality, engineered timber flooring is a stylish and long-lasting choice that brings the character and charm of natural wood into your home.



WINDOW FURNISHINGS

Custom-made window furnishings are a stylish and practical way to enhance comfort, privacy and light control in your home. From elegant curtains and modern blinds to classic shutters and outdoor awnings, each solution is tailored to suit your space, style and lifestyle.

Designed to perfectly fit your windows, custom window furnishings not only look better but also perform better than off-the-shelf options. With a wide range of fabrics, colours and finishes available, you can create a look that complements your home while improving insulation and reducing glare. Whether you're after a soft, luxurious feel with curtains, the clean lines of blinds, the timeless appeal of shutters or the added shade of awnings, custom-made window furnishings provide a beautiful and functional finishing touch for any room.

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The respected name in floors and more

