

CARPET 101

With its many styles, textures and types of construction, carpet is the right choice for everyone, from first-time homeowners, to retirees, to families with kids and pets.

CARPET FIBER ATTRIBUTES

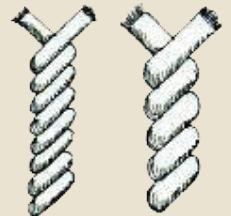
Nylon carpet fiber is the strongest and most durable carpet fiber manufactured. Nylon is a very strong material that is also used for parachutes, air bags, seat belts and fire fighter gear. Nylon carpet fiber is very stain and soil resistant, and overall extremely resilient against high traffic use.

Polyester carpet fiber provides a comfortable feeling underfoot. It is known for its natural stain resistance and great color clarity. Polyester is a popular choice among consumers thanks to the great selection of styles available at affordable price points.

FIBER TWIST

Higher Twist is Better

Twist level is the amount of twist that two plies (or more) of fiber are given. The higher number of twists and the tighter the twist of the individual yarns, the better the carpet will perform and retain its appearance. Products with higher twist levels have the tendency to hold their original appearance longer than lower twist products. Lower twist products tend to untwist or “blossom” at the yarn tips creating a trafficked appearance.



CONTINUOUS DYE METHOD COMPARED TO SOLUTION DYE FIBER

Continuous Dye Method is the process of dyeing carpet fiber during the manufacturing process.

Solution Dyed Fiber is the process of extruding carpet fiber from color pigment chips.

Type	Continuous Dye	Solution Dye
Color Options	Excellent	Good
Stain Resistance	Good	Excellent
Soil Resistance	Good	Excellent

DURABILITY RATING

The Higher the Rating, the Better the Expected Performance

The durability rating serves as a guideline for assessing the carpet's expected durability and appearance retention over the life of the product under normal use. Several factors, such as fiber type, twist, and traffic testing results all factor into this rating.



STYLING



Plush - This style of carpet reflects the look and feel of a refined surface. You will find that it works well with traditional interiors.



Textured Saxony - Textured surfaces help hide footprints and vacuum marks. This is the preferred style for busy households and works great as a whole-house carpet.



Frieze - A type of textured carpet with highly twisted tufts that curl at the pile surface. It shows much less shading and foot printing than Saxony-type carpets. Frieze carpets offer great durability and ease of maintenance.



Loop (Berber, Equal Height or Multi-Level) - This style is a loop pile carpet using loops that are the same height or multi-level, creating an informal, casual look.



Pattern Cut Pile (Cut/ Uncut) - This carpet style combines both cut and looped yarns. Its unique construction provides a variety of patterns in the carpet.

CARE AND MAINTENANCE

Vacuum carpeting a minimum of two times a week, using an upright machine as routine maintenance. Hot water extraction, more commonly known as steam cleaning, is the industry preferred method. This should occur every 12-18 months. Insist on a company that has Institution of Inspection Cleaning and Restoration Certification (IICRC).

WARRANTY INFORMATION

MANUFACTURER WARRANTY INFORMATION

Stain / Soil Resistance

As long as the carpet is properly cared for, it will RESIST common household soil and staining. This warranty can be for a specific length of time or a lifetime warranty, depending style chosen.

Definition of Soiling and Staining

Soil is the marking on carpet caused by common household soil from foot traffic and dust.

Staining is the marking on carpet caused by common household food and beverages.

Quality Assurance

This warranty covers any manufacturing defects that could occur in the length of warranty period. Manufacturing defects are defined as any defect in the material or workmanship of the product.

Texture Retention

This warranty covers the twist of the fibers in the carpet. This statement addresses significant loss of twist or texture due to foot traffics over the defined warranty period.

Abrasive Wear

The Abrasive Wear warranty statement overs loss of carpet fiber, no more than 10% over the specified warranty period.