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DALTON, GA 30721

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CARPET | HARDWOOD | LAMINATE | TILE | AREA RUGS

*Introducing SmartStrand Silk™*

## The World's Most Luxuriously Soft Carpet

- The only premium soft carpet with built-in stain and soil protection that never wears or washes off
- Luxurious softness due to three times the fiber of ordinary soft Nylon
- Remains beautiful three times longer compared to soft nylon carpets\*
- Preferred 5 to 1 over premium soft nylon\*\*

SmartStrand  Silk  
with DuPont® Sorona®\*\*



DIRT-RESISTANT AND EASY TO CLEAN\*

\*Based on independent hexapod wear testing of SmartStrand Silk to comparable soft nylon carpets.  
\*\*Result of blind comparison testing based on independent consumer research

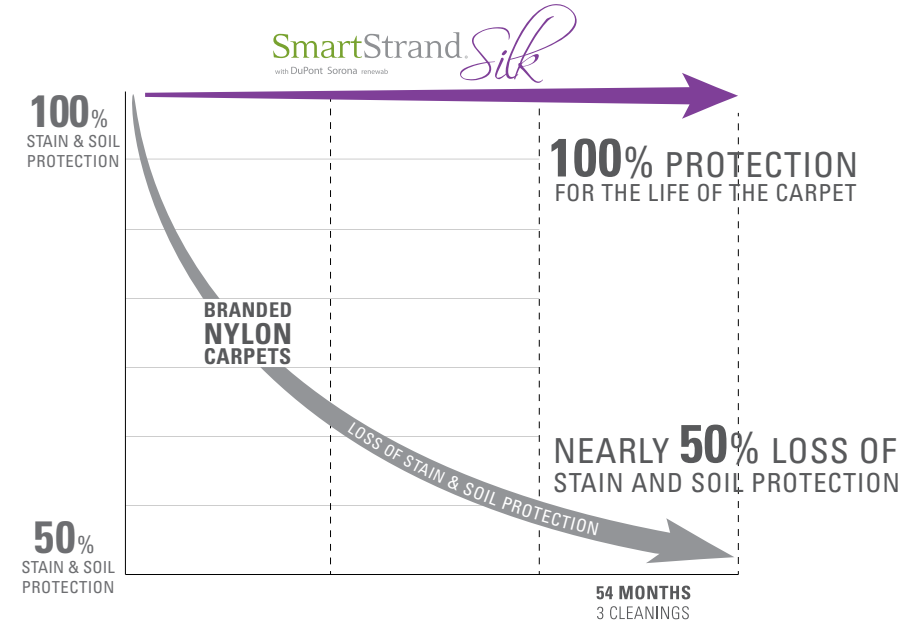




### The Truth About Stain and Soil Protection

SmartStrand is the **ONLY** carpet that contains permanent, built-in stain and soil protection that never washes or wears off.

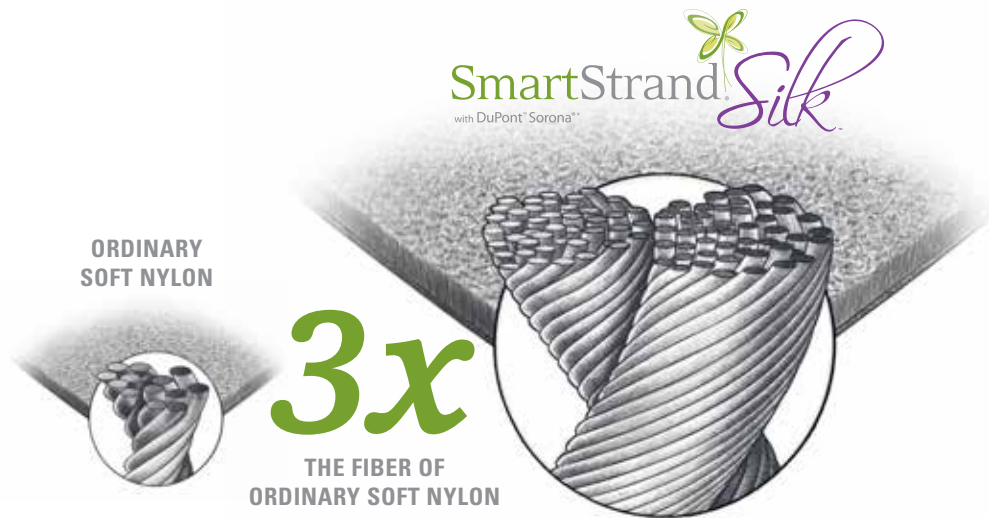
The stain and soil protection on all other carpets is temporary and has to be reapplied when it wears or washes off. In fact, in an independent study, nylon carpets lost on average nearly 50% of their stain and soil protection after just three steam cleanings. That's why other carpets become difficult to keep clean over time. SmartStrand Silk eliminates this problem so you can enjoy 100% protection for life.



**THE ONLY PREMIUM SOFT CARPET WITH BUILT-IN STAIN AND SOIL PROTECTION**

## Entirely New Category of Luxury Soft Carpet

The introduction of SmartStrand Silk creates an entirely new category of luxury carpets. Achieving the soft, luxurious feel requires a new yarn with three times the amount of finely refined fiber than found in ordinary soft nylon carpets.



*Amazingly, each yarn contains more than 700 luxuriously soft, "silk-like" fibers.*



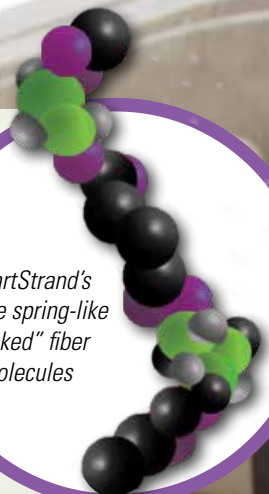
WORLD'S MOST LUXURIOSLY SOFT CARPET



## Extraordinarily Different Carpet

This breakthrough in soft carpet can only be achieved with SmartStrand Silk due to the "elastic recovery" naturally built into the fibers. This inherent bounce back means SmartStrand resists and deflects crushing at a level of softness well beyond in polyester or nylon.

*SmartStrand's  
unique spring-like  
"kinked" fiber  
molecules*



## Remains Beautiful 3x Longer\*

This amazing performance boost means that SmartStrand Silk carpets remain beautiful three times longer compared to soft nylon carpets. In performance tests, SmartStrand Silk endured the equivalent of 60,000 footsteps before beginning to show recognizable traffic patterns.

REMAINS BEAUTIFUL AFTER

SmartStrand *Silk*  
with DuPont Sorona

**60,000**  
FOOT STEPS

SOFT NYLON

**20,000**  
FOOT STEPS



LUXURIOUSLY SOFT AND EXTRAORDINARILY DURABLE

\*Based on independent hexapod wear testing of SmartStrand Silk to comparable soft nylon carpets.

\*\*DuPont™ Sorona® is made, in part, with annually renewable plant-based ingredients

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## SmartStrand is Rated #1 in Consumer Satisfaction

SmartStrand Silk is preferred 5 to 1 over competitive premium soft nylons. But don't take our word for it...



### Great for Dog, Family Location

*Clackamas, OR*

I had read articles about this product and have a friend who had it in her home. I loved the look and feel of her carpet and how well spills cleaned up for her. We have a dog and live in Oregon, so I was worried about muddy dog feet tracking in soil for many months of the year. No need to worry! It is an awesome product!



### Plush, Soft and Rich

*Indiana*

I LOVE the SmartStrand Silk carpet. I can't tell you how plush and soft it is. It lays perfectly and looks very rich!



### Matches Dog, Hides Hair

*Bellaire, MI*

Love this carpet so far. I picked it out for its color (it matches my dog) and the stain resistance. I can't even see the dog hair on it, which I totally love. I vacuum it every other day just because I know the hair is there, even though I don't see it. Seems to be repelling even the dirt the dog brings in. In other words, I am totally happy with this carpet!



### Mom of Four Loves Floor

*Ohatchee, AL*

I love my new carpet. As a mother of four young children, I wanted a very durable and stain-resistant carpet. This carpet has been everything I wanted and more.



“I LOVE SMARTSTRAND SILK CARPET”