



The Basic Styles

- **Saxony:** A velvet plush look with a luxurious feel. Has a uniform twist and finish. Footprints and vacuum marks may be visible. Beautiful look for a master bedroom or formal living room.



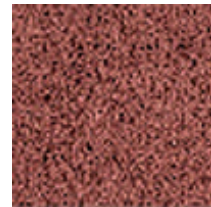
Saxony

- **Textured:** Very popular cut pile carpet that has alternating twists of yarn creating a two-tone appearance. This construction helps in hiding footprints and vacuum marks. Available in a broad price range and is great for all areas.



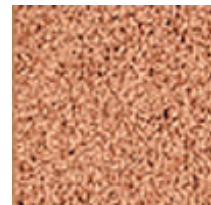
Textured

- **Frieze:** Cut pile carpet with a very high twist level. Great performance in high traffic areas and is available in various pile heights creating different looks.



Frieze

- **Cable:** Constructed of a thicker, typically longer yarn. Beautiful and comfortable underfoot, yet it may mat or crush in high traffic areas. Nice for a bedroom or living room.



Cable

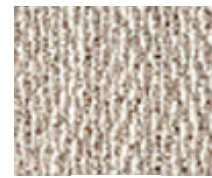
- **Cut & Loop:** Combination of cut and looped yarns that create pattern effects by the variation in surface textures. Great for high traffic areas and a nice addition to any room.



Cut & Loop



- **Looped:** A long lasting performer sometimes referred to as a “berber”. Durability is the result of not cutting the yarn tips. May be able to see seams. Great for family room. Comes in solid colors, berber fleck and patterns with varying levels of loops.



Looped



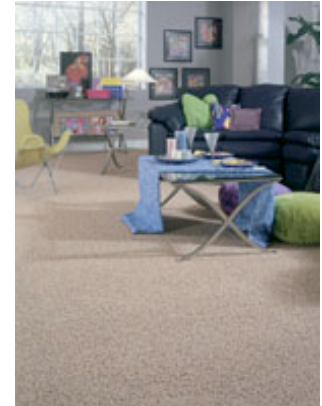
Textured Style



Cut and Loop Style



Looped

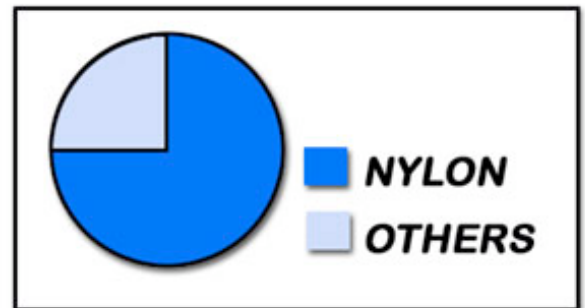


Frieze

Quality Construction and Fiber

- Thicker is not always better. Be sure to look at the construction of the carpet. You want a tight twist in each yarn, not loose and frayed at the end. You also want a firm, dense pile. To check a carpet’s density, bend a corner of the carpet and see how much of the backing shows. The more backing that shows, the less dense and durable the carpet.

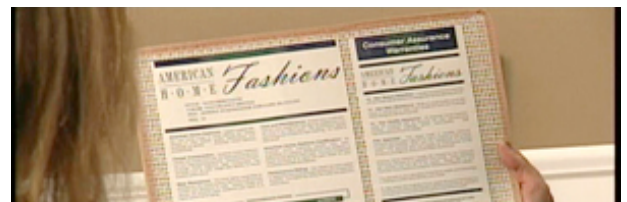
- Almost 75% of today’s carpet is made of nylon. Nylon is the leader in:
 - appearance retention
 - fade & heat resistance
 - soil & stain resistance
 - color & styling



- Highest performing nylon is Type 6.6 which has a tighter molecular construction making the carpet more resistant to stain penetration.
- Other fiber options are:
 - Polyester
 - Polypropylene
 - Wool

Stain Protection and Warranties

- As you go up in quality the stain protection and warranty levels



increase. Be sure to ask your design consultant to explain to you what is included in the products you are considering. Many fiber manufacturers offer stain protection and warranties that will extend the life of your carpet.



Color Tips

- Once installed your carpet will appear lighter in color than the sample you saw in the design center.
- Lighter color carpet will visually expand a room, whereas darker colors bring the walls in and create a more intimate feeling.
- Neutral colors are your best bet if you change your decorating schemes often or if you are trying to incorporate existing furniture. If reselling your home is in your near future, a neutral colored, good quality carpet is a solid investment.



Lighter



Darker

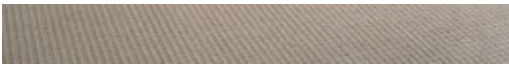


Neutral

The Value of Upgrading

- Larger selection of styles and colors
- Extended warranty coverage
- Greater pile density and tighter twist construction
- Increases your resale value





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