

## **About Beaulieu of America Proprietary Carpet Features**

*The following brief feature descriptions represent some of the proprietary innovations for carpeting made by Beaulieu of America.*

### **Magic Fresh**

For a clean, fresh smelling home, let your *carpet* do the work with built-in Magic Fresh odor reducing carpet treatment. It's completely safe and natural and lasts for the life of the carpet. It does the job of expensive room air fresheners and deodorizers and is always working continuously to rid your home of common household odors, such as odors from pets, cooking or smoking. When odor molecules come into contact with the carpet, Magic Fresh breaks them down and releases them back into the air as harmless and odorless carbon dioxide. The result is a cleaner smelling home, thanks to Magic Fresh.

### **Silver Release**

Silver Release antimicrobial carpet treatment safely and naturally inhibits the growth of odor and stain causing bacteria, mold and mildew in your carpet. It's exclusive to carpets made by Beaulieu of America and is added to select Bliss carpets during the manufacturing process. The effectiveness of Silver Release lasts for the life of the carpet.

Silver has long been recognized as a powerful antimicrobial element and has been used in water preservation since ancient times. In fact, the saying "born with a silver spoon in one's mouth" is largely based on the fourteenth century practice of placing silver spoons in the mouths of wealthy children as a means of preventing disease. More recently, zinc and copper have been found to have strong antimicrobial properties as well. This technology is used today in items such as surgical masks, bandages and laundry equipment.

The key to its effectiveness is a unique, balanced combination of silver and either zinc or copper ions. Moisture in the air initiates the binding of ions to microbes, thereby inactivating the microbes.

### **Green Smart**

Green Smart eco-friendly carpet fiber is made exclusively by Beaulieu for select Bliss carpets. We call it "eco-friendly" because Green Smart fiber uses discarded plastic water and soda bottles to make its beautifully vibrant and luxuriously soft P.E.T. polyester filament fiber. In fact, approximately 1.6 billion bottles that would otherwise go into landfills are used annually to make Green Smart fiber by Beaulieu.

### **LuxuryBac**

Only Beaulieu makes carpet installation so smooth, so perfect, so wrinkle-free with Beaulieu LuxuryBac premium carpet backing. As a pliable, non-abrasive backing system, LuxuryBac is easy to handle and won't scratch walls and woodwork during the

installation process. You'll notice the difference between LuxuryBac and ordinary carpet backing the moment you see it and feel it. It's made of a unique blend of synthetic materials and provides added underfoot comfort, excellent sound absorption and noise reduction, as well as increased thermal insulation.

### **Nexterra**

Nexterra eco-friendly carpet backing, made exclusively by Beaulieu, has set the standard in the use of post-consumer content in floor covering. We call Nexterra "eco-friendly" for good reason. Nexterra eco-friendly carpet backing is made with 84% post-consumer recycled content made up of post-consumer recycled water and soda bottles and post-consumer recycled glass. It's also 40% lighter than conventional carpet backing, which means less fuel is required to transport it. Nexterra is also 50% stronger than conventional carpet backing with vastly improved bind performance. Used in modular carpet tiles, Nexterra is also more dimensionally stable, making installation easier and more precise. (It also cuts easier, too.) And Nexterra is manufactured with 100% renewable green energy. Its LCA (Life Cycle Analysis) has been third party certified for your assurance.

### **PermaShield**

PermaShield advanced stain protection, developed exclusively by Beaulieu engineers, ensures your carpet is well protected from most common household spills and accidents. PermaShield makes it easier to keep your carpet clean and looking newer, longer. This advanced stain protection carries residential stain resistance warranties of 5, 7, 10 or even 15 years, depending on the carpet.

### **SoftSense Fiber**

The super-soft sensation of Beaulieu SoftSense fiber for Bliss carpets could well be your dream come true for a wonderfully soft floor. SoftSense fiber for Bliss HealthyTouch carpet is created by a special fiber extrusion process that makes its polyester fibers extremely soft. These soft fibers are then densely packed together by Beaulieu for a carpet with a satisfying cushiony, buttery-soft feel.

#### *About Beaulieu of America*

*Beaulieu of America, a leader in floor covering, was founded in 1978 and is based in Dalton, Georgia. It has grown to become the third largest flooring manufacturer and the largest carpet-only producer in the world. As a privately held company, it employs over 6,000 associates in more than 30 facilities and offices across North America and around the globe. Annual sales are over \$1 billion. Visit [blissflooring.com](http://blissflooring.com) for more information.*

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