About Beaulieu of America Residential Carpets

As the largest carpet-only producer, Beaulieu has developed residential carpets and solutions specifically designed to meet the unique needs of its markets: residential replacement, main street commercial, multi-family housing and new home construction.

Bliss by Beaulieu

Bliss carpet – the carpet that's designed by and for consumers, replaces existing flooring in any home with trend-setting designs and features that they have asked for:

- Simplified shopping experience in an easy-to-understand display.
- Unique features that address real life issues, like a clean smelling home, bacteria, mold and mildew protection or stain resistance.
- "You'll love it or we'll take it back" Guarantee that means if you're not happy, we'll make it right … no questions asked.
- Colors, textures and designs that fit your lifestyle, whatever your tastes or needs.

Bliss collections include:

- The Bliss Magic Fresh Collection. The most popular Bliss styles with Magic Fresh that reduces common household odors.
- Bliss HealthyTouch. This collection makes sense out of choosing soft. Made with SoftSense fiber and comes with Lifetime Stain Protection.
- Bliss STAINMASTER with Magic Fresh. Combines the #1 stain-resistant fiber plus the #1 odor reducer and it's only from Beaulieu.
- Bliss Healthy Home. Perfect choice for active families. The best selling Bliss collection with Magic Fresh and Silver Release antimicrobial treatment.
- Bliss Ultimate Home. Made with Beaulieu's own PermaSoft Plus BCF solution-dyed nylon for the ultimate in luxury and durability.
- Bliss Natural Comfort. With P.E.T. filament polyester and lifetime stain warranty.
- Bliss Flirtation. Trend-setting styles and patterns for stylish décor.
- Bliss for Kids. Rich, vibrant colors kids love with PermaShield advanced stain resistance.

Hollytex Main Street Commercial

Businesses such as retailers, doctor's offices, and shops; as well as rooms at home like offices, workout rooms and sun rooms, have special needs. That's why Beaulieu created Hollytex main street commercial carpet. The Hollytex carpet brand brings the look, durability, features and style of specified commercial carpet used in larger commercial settings to main street businesses and homes. Hollytex carpets come in broadloom and modular tiles and are made with solution-dyed nylon or olefin fibers for maximum durability. Features include Magic Fresh, Nexterra eco-friendly backing and anti-static protection.

Beaulieu Property Management Solutions

Beaulieu Property Management Solutions carpets were developed to serve the special needs of the multi-family housing industry, whether you are a property owner, manager, buyer or subcontractor retailer anywhere in the U.S. In Beaulieu Property Management Solutions carpets, the most popular color pallets and most proven carpet weights and textures for apartments, condos, common spaces, club houses and the like, are represented. All carpets feature Magic Fresh that reduces apartment odors to help maintain the value and desirability of the rental property.

FashionSmart by Armstrong Flooring

In partnership with Armstrong Flooring Products, Beaulieu of America is the exclusive supplier of FashionSmart new home construction carpet. As a unique flooring collection created solely for the new home market, FashionSmart is showcased exclusively by new homebuilders to their buyers in model homes and in showroom displays and provides a wide range of styles, colors, features and performance options.

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 maker 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 for more information.

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