BEAULIEU® of AMERICA

Beaulieu Press Kit Information 2011

About the Bliss HealthyTouch Carpet Collection

- New for 2011
- The Bliss HealthyTouch carpet collection makes sense out of choosing soft.
- Made with Beaulieu SoftSense™ polyester filament fiber, the softest ever from Beaulieu to live "Blissfully ever-after"
- 20 styles
- Housed in a new display design that features a built-in Magic Fresh demonstration kit
- HeathyTouch combines super-softness, durability and a clean, fresh feeling with the following features:
    - SoftSense BCF polyester fiber
    - Magic Fresh odor reducing treatment
    - Silver Release antimicrobial treatment
    - 3M Scotchgard Protector
    - Lifetime Stain "No Exclusions" Warranty
    - "You'll love it or we'll take it back" Guarantee
- All Bliss HealthyTouch carpets are warranted for Wear, Lifetime Stain "No Exclusions", Texture Retention, Fade Resistance and Manufacturing Defects

About Silver Release

- It's exclusive to carpets made by Beaulieu of America
- Added to select Bliss carpets during the manufacturing process
- Uses silver, zinc and/or copper ions fixed to carpet fibers to deactivate microbes
- Safely and naturally inhibits the growth of odor and stain causing bacteria, mold and mildew in your carpet
- Lasts for life of the carpet

About Bliss by Beaulieu
"The nicest carpet in the world" is residential replacement carpet made by Beaulieu of America, the largest carpet-only producer in the world, and sold by floor covering retailers nationwide. Bliss was developed "by women for women" to address their desires of an improved shopping experience and performance in their home. Visit blissflooring.com for more information.

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