BEAULIEU® of AMERICA

Beaulieu Press Kit Information 2011

About New Hollytex Collections for 2011

Hollytex Main Street Commercial carpets by Beaulieu will have six new collections for 2011:

- Anthology is an eco-friendly Nexterra backed modular tile made with solution-dyed nylon fiber that resists fading and features built-in Magic Fresh odor reducing treatment. Ideal for main street commercial or home office installations. Styled with a linear pattern and a color palette that give Anthology a dynamic look and excellent color separation. Warranted for wear, static and dimensional stability.

- Victor is a cut and uncut broadloom style utilizing the color palette from our highly successful loop style Iconic. The cut and uncut pattern creates the appearance of a finely crafted European wilton. Victor is designed for both corporate settings as well as hospitality room environments.

- The new Hollytex Timeless Collection features four new products:
    - Reunion and Perpetual are small scale cut and uncut graphic patterns featuring vibrant public space colorings as well as subtle corporate colors. These styles are produced from Solution Dyed Nylon for outstanding performance and superb color clarity.
    - Lateral and Inhabit are larger scale patterns definitely created with the hospitality client in mind. The bold colors and aggressive patterns give these cut and uncut styles a real presence in both room settings, restaurants, and executive suites. These styles are 32 oz. yarn weight and manufactured from solution-dyed nylon to give excellent wear characteristics and exceptional cleaning ease.

About Hollytex by Beaulieu
Beaulieu created Hollytex Main Street Commercial Carpet especially for businesses such as retailers, doctor's offices, shops and home offices. This durable, versatile brand brings popular modular carpet tile solutions with the look, wear-ability, features and style of specified commercial floor covering to main street commercial and homes. Visit blissflooring.com for more information.

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