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## NEWS RELEASE

High resolution digital images on enclosed CD

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### **“ABSTRACT” BY PACIFICREST CARPET FEATURES ANTRON<sup>®</sup> BRILLIANCE NYLON WITH STAINRESIST<sup>™</sup> TECHNOLOGY**

*PacifiCrest, the GREEN manufacturer of GREEN carpet.*

PacifiCrest launches **ABSTRACT**, a recyclable commercial carpet created to emulate art with a dimensional design in a level loop product made of Antron<sup>®</sup> Brilliance<sup>™</sup> nylon fiber. The unique StainRESIST<sup>™</sup> fiber technology featured in **ABSTRACT** exhibits outstanding stain resistance, soil resistance and appearance retention qualities to enhance the life-cycle of the carpet. Antron<sup>®</sup> fiber is EPP (Environmentally Preferable Product) third-party certified to have a lesser or reduced effect on human health and the environment when compared to other products that serve the same purpose.

**ABSTRACT** by PacifiCrest offers aesthetic differences produced with twists and turns that accentuate the overall texture of the type 6,6 nylon yarn. Select from a pattern palette of 36 excellent colors for flexibility and design options. This innovative sustainable carpet by PacifiCrest uses the unique Antron<sup>®</sup> StainRESIST<sup>™</sup> fiber technology to its best advantage. It withstands frequent spills and stains, as well as heavy soiling. Superior appearance retention characteristics include: resistance to dry soil and liquid stains; pile height retention; and resistance to matting, crushing and abrasive wear. It is recommended for use in office buildings, retail, public spaces and hospitality facilities.

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Matching textured cut and loop products with the same color palette, **ART NOUVEAU** and **DECO** will also be shown at NeoCon space 8-4093. A stripe pattern, **DECO** and **ART NOUVEAU**, a small scale organic are distinguished by accents of Antron® Primers™ fiber.

### *GREEN CARPET*

PacifiCrest provides architects and designers with many superior carpet choices to attain the maximum impact on the environmental goals of their projects. PacifiCrest carpets are Green Label +Plus third-party certified and they contribute to specific LEED credits. PacifiCrest and Antron® are committed to reducing our environmental impact throughout the life-cycle of carpet. These products can be recycled at the end of their useful life through the third-party certified INVISTA™ reclamation program.

Specifying PacifiCrest carpets with the appropriate E-LOK Bio-Bak™ polyurethane backing also contributes to the total building materials requirements for rapidly renewable materials under the Materials and Resources Section of Version 2.0 of the LEED guidelines. Made with BioCel™ polyurethane backing system of bio-based polymers using soybean oil and Celeram, a highly refined recovered mineral, this backing is 64-68% green by weight, excluding carpet face weight.

The new **PacifiCrest Green Product Guide** is a handy reference chart that lists every product and the specific green attributes. This is available by request, email [info@pacificrest.com](mailto:info@pacificrest.com) or call (800) 522-8838 ext. 72506.

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*GREEN MANUFACTURER*

PacifiCrest has a well-established leadership position as an environmentally responsible manufacturer of recyclable sustainable carpets made in California. PacifiCrest's *One Earth, One Chance* program states the corporate environmental mission. PacifiCrest is a member of the U.S. Green Building Council and supports the LEED (Leadership in Energy and Environmental Design) Green Building Rating System™.

**The Mayor of Irvine, California praises PacifiCrest for being an integral part of the first certified project in the Irvine Green Building program.**

PacifiCrest Carpet and its parent company Royalty Carpet Mills was commended by the Mayor of the City of Irvine Beth Krom for being an integral part of the first certified project in the Irvine Green Building Program. "Your efforts in resource efficiency, low impact manufacturing practices, and recycling in your plants and offices all contribute greatly to the goal of our Green Building program," the Mayor said in a letter of thanks and appreciation received by Mike Derderian, president. Irvine, California is one of the nation's largest planned urban communities.

Contact PacifiCrest at 17111 Red Hill Avenue, Irvine, CA 92614, phone (800) 522-8838 ext. 72506, (949) 474-5343, fax (949) 833-2161 for fast sample service. Go online to [www.pacificrest.com](http://www.pacificrest.com) for product specifications, with applicable LEED points and data.

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