



17111 Red Hill Avenue Irvine, California 92614 949.474.5343 800.522.8838 Fax 949.222.0748

## NEWS RELEASE

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media contact:  
Bobbi Rice  
BPR Company  
bobbi@bprco.com  
(562) 926-5861 x222

### **BATIK AND FRESCO BY PACIFICREST CARPET HAS IT ALL – Sophistication, Performance and Sustainability**

*Go certifiably green with PacifiCrest Carpet!*

PacifiCrest creates an exciting geometric carpet pattern and interprets it in two sophisticated styles with visibly different textures for introduction at NeoCon Space 8-4093. Masters of manufacturing distinctive carpets, PacifiCrest gets the maximum artistry and product performance through engineering their yarn systems, advanced technology and craftsmanship. BATIK and FRESCO features Antron® Brilliance™ nylon fiber combined with Antron® Primers™ to produce crisp clean colors and vibrant shades. Both products have the benefits of Antron® StainRESIST™ fiber technology for long-lasting performance and EPP certified carpet fiber for environmental sustainability.

BATIK is a patterned cut and loop construction carpet that contrasts tip-sheared, cut loop rectangles with alternating textured loop rectangles of color. Five different yarns are integrated into five tonal and accent colors forming 17 different colorations in all. “The organized combination of color provides greater design flexibility to work with other interior finishes,” said PacifiCrest President Andrea Greenleaf. Due to the contrast of textures and luster variation, BATIK appears to have 10 shades of color in each coloration. The block of rectangles pattern repeat is 8" x 6".

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FRESCO is a patterned, all loop construction carpet that will maintain its appearance in the most demanding interior environment. The pattern presents a dimensional variation by alternating high loop with low loop rectangles of color. This pattern is subtle and sophisticated with its blend of colors and texture definition. Five different yarns form 17 unique colorations to match those in BATIK.

### *CERTIFIABLY GREEN CARPET*

The unique StainRESIST™ fiber technology benefit in BATIK and FRESCO provides outstanding stain resistance, soil resistance and appearance retention qualities to enhance the life-cycle of carpet especially for use in corporate, senior living, hospitality and retail facilities. The Antron® fiber is EPP (Environmentally Preferable Product) certified to have a lesser or reduced effect on human health and the environment when compared to other products that serve the same purpose. The carpet itself is tested and third-party certified by CRI Green Label +Plus.

Specifying PacifiCrest carpets with the appropriate E-LOK Bio-Bak™ Laminate or Bio-Bak™ 18 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.

“PacifiCrest makes it easy to specify sustainable products that meet increasingly exacting ecological standards,” said Vice President of Sales and Marketing Larry Pope. “We offer the PacifiCrest Green Product Guide, a reference chart that lists each product with corresponding environmental attributes and LEED credit points.

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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. The company earned the "Water Winner Award" from the Irvine Ranch Water District for use of reclaimed water in the manufacturing process. Co-generation of thermal and electric energy using clean burning natural gas powers the manufacturing facility and provides heat for the water in the dyeing process. Through these proactive steps, and many more, the company exceeds all environmental compliance regulations and is a Clean Air Partner with the South Coast Air Quality Management District, which is among the strictest environmental regulatory agencies in the United States.

**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. "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 of Royalty Carpet Mills, Inc. Irvine, California is one of the nation's largest planned urban communities.

PacifiCrest has dramatically reduced the environmental impact of producing carpet as a result of our unparalleled two-decade commitment and leadership. The company is committed to transforming the built environment toward one that is profitable, healthy and environmentally responsible as a member of the U.S. Green Building Council.

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 to [www.pacificrest.com](http://www.pacificrest.com) for product specifications and LEED data.

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