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NEWS RELEASE

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CARPET FOR SENIOR LIVING WITH STYLE

*PacifiCrest's LEGENDS Collection:
Swing, Rock 'N Roll, R&B, Jazz Masters, Motown*

PacifiCrest responds to Senior Housing demands with the launch of LEGENDS, a collection of five color-coordinated carpet patterns, designed and engineered especially for senior living facilities. Design Consultant Cynthia Warner, Principal of Warner Design Associates who has specialized in healthcare design for 20 years, said the rationale "was to develop different looks for different areas in a range of price points." Warner explained, "We didn't want to be restricted to the usual color palettes...we wanted the colors and style to be versatile." There are seven neutral colorways in each of the five styles. LEGENDS is a universal theme for all people and it has multi-generational appeal.

The carpet is patterned cut and loop construction of 100% DSDN® solution dyed nylon, with the exception of **Motown** which is XTI® nylon, offering highly engineered performance. Swing, Rock 'N Roll, R&B and Jazz Masters feature E-Lok BioBak™ Laminate Backing, a high-performance moisture-barrier and environmentally-responsible backing system for heavy traffic. **Motown** has an Actionbac® secondary backing that increases appearance retention.

Much like the great jazz legends themselves, **Swing** and **Rock 'N Roll** are rhythmic non-directional patterns designed for large spaces such as lobbies, reception and lounge areas. **Swing** features a large-scale pattern repeat of 18" by 21.5" while **Rock 'N Roll** boasts a medium scale pattern repeat of 12" by 10.25".

(more)

a subsidiary of Royalty Carpet Mills, Inc.

R&B and **Jazz Masters** are small-scale patterns. **R&B** is great for stairs, corridors and border treatments, while **Jazz Masters** is an upbeat textured loop pattern, ideal for heavy traffic areas such as dining rooms.

Motown is a harmonious style, solid color cut pile for private rooms or apartments. This commercial performance carpet has a residential appearance.

PacifiCrest’s *One Earth, One Chance* program takes corporate environmental leadership to a new level. 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. PacifiCrest’s E-LOK BioBak™ performance backing is produced with a revolutionary chemistry that incorporates soybean oil, a 100% renewable resource; sheared nylon fiber is reclaimed; hard waste is recycled; and packing materials are reused. PacifiCrest produces commercial carpet that can be recycled. 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.

For fast sample service, architect folders or for sales information, contact PacifiCrest at 17111 Red Hill Avenue, Irvine, CA 92614, www.pacificrest.com, phone: 800.522.8838 or 949.474.5543, fax 949.833.2161.

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Editors Notes:

- *Please email bobbi@bprco.com for digital images, press releases and product information.*