



ENDLESS POSSIBILITIES



dateline: Irvine, CA
effective: Immediately

NEWS RELEASE

High resolution digital images on enclosed CD

media contact:
Stephanie Lesko/BPR
stephanie@bprco.com
(310) 322-2210 x213

A New Loop Trio Captures the Handcrafted Look

Inspired by the rising trend of handcrafted items, PacifiCrest has launched an exciting trio of loop products: **Box Stitch**, **Knit One**, and **Twin Rib**. The designs coordinate with each other emphasizing style and durability, and are made of Ultron[®] Type 6,6 Nylon in a 26 oz., 1/8 gauge, dense construction. A stylish color palette consists of 24 colorways, which are mostly neutral, yet a few feature a memorable pop of color.

Knit One takes center stage as the feature product, spotlighting a random stria high-low pattern. The pattern repeat is (W x L) 24" x 22". **Box Stitch** creates a distinctive, small square multilevel loop with a pattern repeat of (W x L) .75" x .75". **Twin Rib** distinguishes itself with a nearly level cord and a pattern repeat of (W x L) .25" x Stripe.

"Handcrafted items are currently seen everywhere, as in the explosion of DIY offerings," says Libby Cook, Senior PacifiCrest Designer. "With these new loop products, we have interpreted the handmade concept into commercial application. Our designs were inspired by the appearance of the yarn. The interplay of the three ply and two ply yarns creates a hand-knitted aesthetic."

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Ms. Cook adds, “Of course, in keeping with the handcrafted theme, the name **Knit One** is a common knitting stitch, **Box Stitch** and **Twin Rib** are also names of knit patterns. Color names are taken from knitting stitches as well. Although the carpet is manufactured to the strictest of quality guidelines, the way the accent color end is twisted imparts a handcrafted textile appearance. The irregularity results in a color play on the floor that is organic regardless of the pattern.”

As another advantage, **Box Stitch**, **Knit One**, and **Twin Rib** are piece dyeable products and can be custom colored for the standard minimums and overage. Demonstrating complementary patterns and colors, it is clear these excellent PacifiCrest loop products can be used individually or together in an open space to define work areas, and are highly suitable for corporate office, retail, and selected healthcare spaces.

CERTIFIABLY GREEN CARPET

As a master of manufacturing distinctive carpets, PacifiCrest maintains maximum artistry and product performance through engineering their own yarn systems, utilizing advanced technology and superb craftsmanship. The carpet itself is tested and third-party certified by CRI Green Label +Plus. Specifying PacifiCrest carpets with the appropriate BioCel™ Laminate Plus or Cushion 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. These backings feature a BioCel™ polyurethane backing system made of bio-based polymers using soybean oil and Celceram®, a highly refined recovered mineral. They range up to 60-70% green by weight, excluding carpet face weight.

PROJECT YELLOWSTONE – Recycle USA. Restore Jobs.

PacifiCrest is proud to be associated with Universal Textile Technologies’ (UTT) involvement in its partnership with Yellowstone National Park. Project Yellowstone takes recycled plastic bottles from the park and converts them into a non-woven fleece used to manufacture BioCel™ and EnviroCel™ carpet backings. Diverting plastic bottles from entering landfills, Project Yellowstone creates and protects jobs for the American Workforce.

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GREEN MANUFACTURER

PacifiCrest is renowned as an environmentally responsible manufacturer of recyclable, sustainable carpets made in California. We have dramatically reduced the environmental impact of producing carpet as a result of our unparalleled two-decade commitment and leadership. As a member of the U.S. Green Building Council, we support the LEED (Leadership in Energy and Environmental Design) Green Building Rating System™.

Contact PacifiCrest at (800) 522-8838 ext. 7-2010, (949) 474-5343, fax (949) 833-2161 for fast sample service. Go to www.pacificrest.com for product specifications and LEED data.

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17111 Red Hill Avenue, Irvine, California 92614
800.522.8838 • tel 949.474.5343 • fax 949.833.2161
info@pacificrest.com • www.pacificrest.com
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