



NEWS RELEASE

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Power Patterns Heat Up New PacifiCrest Collection Fire in nature inspires new designs

Dramatic striation created by intense heat in nature has inspired the latest PacifiCrest Collection of three dynamic cut loop products: **Lava**, **Molten**, and **Ember**. The collection is comprised of three hot patterns created from **Ultron Ombré™** Nylon 6,6 in a 24-color palette that can coordinate with each other demonstrating both style and durability.

Describing the uniqueness of Ombré, Julie Baird, PacifiCrest Senior Designer says, "We liked that the Ombré fiber creates a very natural and beautiful effect by having the gradient shades of color within one yarn."

Lava, a 40 oz., 1/8 gauge, is a tribute to igneous rock created by cooled lava with a pattern repeat of (W x L) 1" x Stripe. **Molten**, a 40 oz. 1/10 gauge, takes its inspiration from the brilliance of a molten lava flow. The pattern repeat is (W x L) 14.4" x 15.4". Also weighing in at 40 oz. and 1/10 gauge, **Ember** is reminiscent of the glowing ash of a smoldering fire and features a pattern repeat of (W x L) 18" x 16".

The PacifiCrest Collection of **Lava**, **Molten** and **Ember** are all made in California and represent examples of high-performance value and sophisticated styling that can be integrated separately or together in any quality project.

CERTIFIED SUSTAINABLE PRODUCT

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

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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.

ENVIRONMENTALLY RESPONSIBLE 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™.

AIR QUALITY AND REDUCING OUR FOOTPRINT

Dedicated to improving and maintaining our air quality, PacifiCrest, a division of Royalty Carpet Mills, Inc., complies with stringent California standards outlined by the South Coast Air Quality Management District (SCAQMD), the strictest environmental regulatory agency in the USA. PacifiCrest also makes real investments in energy/footprint reduction. We utilize three methods for energy co-generation that produce electrical and thermal energy. (1) The generators' engines use natural gas to create electricity. (2) Engine exhaust is used to heat the finishing ovens. (3) The water used to cool the engines is recirculated to preheat the boiler water, saving even more gas.

Contact PacifiCrest at (800) 522-8838 ext. 2827, (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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