

“Home is where I want to be.”



By LISBETH CALANDRINO

Come fall, the sentiments of these lyrics seem strongest to us.

As we move back home again for the fall season, carpet seems particularly cozy. Even if you reside in an area that is warm all year round, there is most likely at least one room in your house with carpeting. Why? Nothing beats the homey look and soft feel under-

foot, not to mention a new palette of luscious patterns and colors available these days.

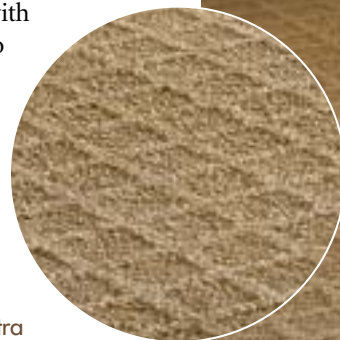
Color continues to rule the carpet world. Even if you want to stay on the safe side with the old standby, beige, be aware that every shade of beige actually is composed of another color and “whited out” until it results in a beige with a hint of color. Shop with a fan deck of paint colors so you will know the family color of carpet to look for.

Consumers are becoming bold, just look at the growing love of colors underfoot (for a look at the coming color palette, see the next pages). We’re exercising our tastes in color by trying out colors that we’ve loved in clothing and shoes and deciding to use these colors in our carpet. It seems that there could hardly be more colors or shades available, yet I recently spied a frieze, short pile with kinked fibers, in the most unusual shade of black-purple. As with most colors, they are taken from nature, and it reminded me of a poppy that was also very unusual and in the same black-purple family.

With fall at our doorstep, perhaps you’ll be looking at off-white with a terracotta, butterscotch or oregano tint.

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From CarpetsPlus Color Tile comes this exquisite trellis pattern, Rutherford, featuring Stainmaster Xtra Life® with Tactesse® nylon, available 24 colors.





Luxury & Color

The color experts at Honeywell Anso® nylon are forecasting an “evolution” of color for 2006, colors ebbing and flowing like the tide. The best colors will carry over, to be joined by fresh, new surprises, new hues in harmony with more established colors.

Anticipating the trends of customization through color, “uber luxury” and generational-driven tastes, the following 11 are expected to be the rising stars for the 2006 Anso nylon color palette:

LAZURITE — a gemstone-quality deep blue, a brighter alternative to traditional navy, inspiring tranquility in thought and being (for both clothing and home fashion).

CAMEO BLISS — reminiscent of heirloom, sculpted cameos, a retro pastel drawing its hue from hybrid roses, a blending of golden pink and soft ivory.

CLAYDOUGH — deeper than Cameo Bliss, these two colors can be used together for monochromatic emphasis or paired with deep browns or rich aquas.

CHINA ROSE — a vibrant accent color with rich ethnic influences, capturing the spice and flavor of the orient in a coral inspired by all the colors of the sunset.

CONIFER — reflective of the nature’s opulent, blue-touched emerald of juniper and spruce trees, this is one of the more saturated colors for 2006.

GOLDEN GODDESS — buttery yellows continue their popularity in 2006 with a deeper version, Golden Goddess, a luxury color with a reflection of aged pirate’s gold.

EXPRESSO KISS — this is a deep-roasted brown and laced with subtle red undertones which elevate this color to luxury status.

BORDEAUX — as the name implies, reds have taken a turn toward luxury with wine-influenced hues to counterbalance the pastel side of the palette.

SEAGLASS FIZZ — a blend of substance and sass, this aqua tone color has a dimension to its chroma in the form of a soft glitter; a look introduced by the automotive industry.

CRISTALE — another auto trade crossover, this champagne neutral is dusted with golden flecks to complement “living finishes” (that’s when metallic design elements develop a soft patina after contact with oils in human hands.)

NIMBUS — this newest gray is a complex mix of gray, brown and purple(!) but deep and soft, inspired by gathering storm clouds

For more information, visit www.anso.com

The color experts at Honeywell Anso® nylon told us that the coming thing is “customization through color,” interior design inspired by the movement to luxury and to expanded carpet palettes created to meet the need for “luxe” colors. According to Ann Merino, Residential Merchandising and Brand Marketing Manager, “We’ll see deep, rich colors like mid-tone and deep chromatic browns, deep blues and rich greens.” (For a peek at what’s in store for 2006, see the Anso® nylon color palette at left). These kinds of colors are seen as the building blocks of luxury, and they are expected to be joined by colors inspired by nature’s hard looks — granite, marble and stone.

Merino added that the company also projects trends in “uber” or extreme luxury, defined by cleaner, simpler looks focusing on classic designs and sensory-pleasing elements like the soft fibers of Anso Caress® nylon. Another trend is the “generational catalyst,” meaning fashion dictated by practicalities for aging adults, desire for better acoustics, warmth and luxury for “Baby Boomers” and attraction to “glam baroque” by 35-ish “Echo-Boomers” wanting dramatic design, luxury finishes and colors and contemporary styling.

Speaking of daring, you may be part of a trend toward combining your carpet with other products for some striking results. Take carpet borders, which have always been available, but not in such striking possibilities as we are experiencing. If you are planning on being daring like this, it is important to tell your flooring professional up front so you can be shown the carpets with the stunning factory borders arriving in the showrooms. If the carpet that you have taken a liking to does not have ready-made borders, a specialty flooring retailer will have no problem designing what you need.

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Custom creations. Vesantri®, carpet and rug line manufactured by C.W. Industries, offers a novel way to create a unique area rug. Select from any of the 18 display styles and add a border ranging from tapestry to leather to wool. Or create a rug from one pattern and color and drop in an inset of that pattern in a different color. In popular sizes (6x9, 8x10, 9x12 and 10x10, nominally), or your dealer can order custom looks in sizes direct from the mill.



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Not only should you think about carpet with borders of the same materials, consider combining styles of carpet. A cut pile can be combined with a loop pile carpet or even a cut and loop pile carpet for a custom effect. These days there are no rights or wrongs; it's all about personal taste.

If you want to really mix media, inset carpet into a wood floor that you've been thinking of replacing. These are not do-it-yourself projects but can be customized by a store that specializes in flooring. We suggest that you take photos, paint chips or actual samples of whatever you are working with as you shop for new flooring. Magazine articles and photos that are particularly appealing are also good to take on your shopping trip.

Asking about the type of fibers is also important on your shopping trip. Technology has grown in leaps and bounds in the carpet industry, sweeping away old myths about different types of fibers. Polyester, which consists these days often of recycled plastic bottle material, has improved resiliency as well as stain resistance. Olefin is being purchased for its outstanding stain resistance and brilliant patterns. Nylon has always been known for its resiliency and ability to resist crushing.

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From CarpetsPlus Color Tile is Santa Lucia, a frieze featuring Stainmaster® Xtra Life® with Tactesse® nylon, available in 40 colors.

Below is Adagio from the Vesantri collection featuring Stainmaster® Tactesse® textured nylon, combined with a lower twist velvet saxony yarn, giving this carpet a silky wool effect with subtle linear contemporary design. Also, available in custom rugs (see Page 6), from Floorco.



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Shown at right is the Foundation style from Blue Ridge Home, illustrating what's really happening to beige tones. All of a sudden, they seem to have color and texture. The company features numerous styles and colors, and because it is a specialty manufacturer, it can produce any of its looks in custom colors just for you ... 60 square yards at a time.

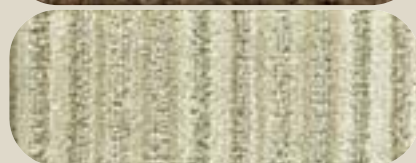
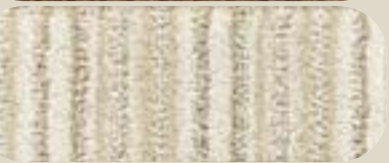


Got A PASSION For PATTERN?

Consumers have been calling for new looks and for carpets tough enough to stand up to a rigorous life and still remain fashionable. By making available to residential consumers carpet capable of thriving in commercial settings, a new flooring type has emerged. It's called "resimercial."

Blue Ridge Home is a specialty manufacturer of uniquely designed and engineered carpet for residential applications and operated under the theory that "not all carpet is created equal." To illustrate its point, the company offers several lines of elegant residential carpet featuring subtle variations in pattern, scale and texture, so the effect flows from room to room gracefully. Blueridge calls it "ART FOR YOUR FLOOR™."

"Unlike typical residential carpets," company designers say, "our styles are manufactured to the same exacting standards as commercial carpets, with lower pile heights and tighter, denser constructions." The objective is to allow the designer and homeowner to have the same level of performance and appearance retention in an upscale home interior which businesses and institutions require for their demanding environments. That's achieved largely through the use of Anso Caress™ which is an extremely soft-feeling nylon fiber, yet extremely durable and soil and stain resistant. 🏡



*Sixteen distinctive carpet styles inspired by commercial designs,
now from Blueridge Home.*



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and artists and designers.

Your watch is 50 years old and
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At left, Blue Ridge Waves featuring Anso® nylon fiber. Below, Augustus from CarpetsPlus Color Tile, features different color yarns which have the effect of marble using texture and frieze with Anso Caress®, and available in 10 colors with SoftBac® Platinum Backing.

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Ask your flooring professional to get you information on “walk tests,” simulated with special machines that duplicate actual traffic, and see how the carpet has held up. If you haven’t bought carpet in a while or need an update on a previous fiber, ask for the information. Soft carpets continue to grow in popularity, and they are startlingly durable. If you’re concerned about the performance of such a lux-feeling product ask your sales professional for advice.

All carpet requires regular vacuuming, preferably daily in high-traffic areas and most likely annually by professional cleaning with a truck-mount steam cleaning system. Always ask about cleaning methods when shopping for carpet, what you can do as a consumer to see that your carpet looks better longer and what needs to be done to keep up that warranty.

We know that the “face” of the carpet (the style side) is the most exciting, but the back is also something for you to examine. Carpet backing adds to the dimensional stability of the carpet (so it holds its shape). SoftBac® Platinum has been added to many of Shaw-brand premium carpets and helps the carpet maintain its shape and improve the longevity of a wrinkle-free installation.

As you are looking at carpet, another thing to ask your flooring professional to show you are the types of cushion available. There’s so much that goes into a great carpet and great carpet design, and carpet cushion is one — and it’s so easily overlooked. Like the backing, it’s never seen again after it’s installed, so, as fashion buyers we rarely if ever think of what lies beneath.

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Your carpet's beauty ...*more* than skin deep.

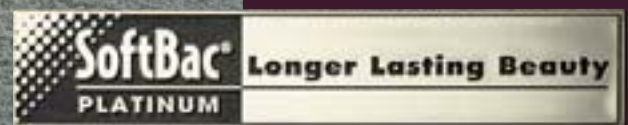
Finally, A Foundation For Your Carpet That Provides Longer Lasting Beauty

A lot goes into beauty that lasts. Carpet included. The nature of your carpet's foundation, or backing, is what ultimately determines its lifetime strength, softness and lasting beauty.

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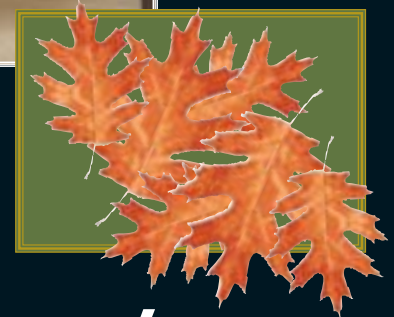
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We care about our customers, and make it easy to “Come home to beautiful floors” by offering you quality selections, excellent customer service and expert installations. The Flooring Network - We can make nicer things happen for you – One room at a Time...



Come Home to Beautiful Floors

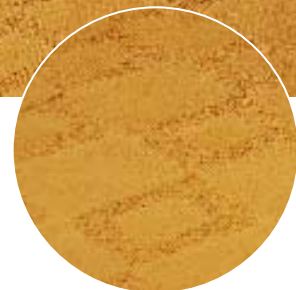


One room at a time...
We can make it happen!

Carpet | Hardwood Flooring | Ceramic Tile | Laminate | Vinyl



Above, Varick, part of the Prince Street House and Home Collection is a study in sophistication, here shown in a retro-contemporary setting. At left is Lineage in Dune, a subtle, rippled short pile texturized carpet from Liz Claiborne in a traditional grouping.



USE CREDIT TO YOUR ADVANTAGE

Credit is a money management tool, no longer just a way to spread out payments. Consider the prevailing philosophy. Many stores offer discounts connected to their credit cards, and they may also have simultaneous offers for delayed, interest-free payments over a specified period, like one or two-year-same-as-cash offers. Flooring store credit can also get you window treatments, counter tops, backsplashes, bathroom floors, showers, wallpaper, paints, and design services as well as the labor. Before you shop, go online and fill out a credit card application so you'll know what you can spend before you get to the store. Using credit means you can buy when the deals are right for you. And finally, credit allows you to keep cash in your pocket and "room" on your regular cards and home equity line for every day and emergency needs.



PRINCE STREET House & Home Collection

A COLLECTION OF RESIDENTIAL FLOORCOVERING

STAINMASTER
GRAND LUXURA *carpet*

Prince Street House & Home Collection, manufactured by Bentley Prince Street, Inc.
14641 East Don Julian Road City of Industry, California 91746 USA
800 423 4709 Made in USA © All rights reserved

10 THINGS TO KNOW ABOUT CHOOSING STAIR CARPET

1. **Carpet for your house may not be applicable for the stairs** because stair carpet takes more of a pounding. Special care is needed to make this selection.

2. **Considering the type of traffic** that your home has (kids, pets, the size of both), will you need more of a “dirt-friendly color” design or more clean-ability?

3. **Ask your retailer if you need thin, flat, less “bouncy” cushion** than what’s under your regular carpet. (You want the stair carpet to fit properly, to look good and to be safe.)

4. **Staircase carpet warranties are rare.** Better quality cushion helps carpet last by absorbing foot traffic. Ask the Carpet Cushion Council (Find Flooring Fast, Page 70-71).

5. **How does your carpet flow?** “Waterfall” style cascades. It is not attached under the nose of each step and leaves a slight gap in front of the riser. “Hollywood,” sometimes called the “Chicago Wrap,” is attached under the nose, and there is no gap. Your preference is important; Hollywood-style requires more carpet.

6. **How about a runner down the middle of the staircase** or a “boxed” application where the entire stair is covered?

7. **How will you finish part of a stair that shows?** Will you paint it a contrasting color, use a natural stain or will you stencil a border along side the runner?

8. **Factor in the spindles,** attached to the outside of the stairs and the banister. You can install carpet up to or around the spindles, even “upholster” them.

9. **Do you have free-floating stairs you can fully wrap?** If stairs are visible from below you need to think about the look underneath. Measure extra for wrapping or upholstering.

10. **Stair rods add detail, elegance and drama and make a staircase the focal point of the house.** Available in finished or prefinished wood and the most up-to-date looks of brass, pewter, copper and silver metal stair rods aren’t complete without finials attached to the ends. They’re available in glass and metal for a jewel look. 🎁



Zoroufy Grand Dynasty rod with stair holds.



JUST AHEAD IN CARPET STYLING

“Consumers are looking for carpet styles that can make a fashion statement and stand up to their active lifestyles in terms of performance,” says Steve Griffith, Vice President of Residential Flooring for Invista, maker of STAINMASTER™ carpet.

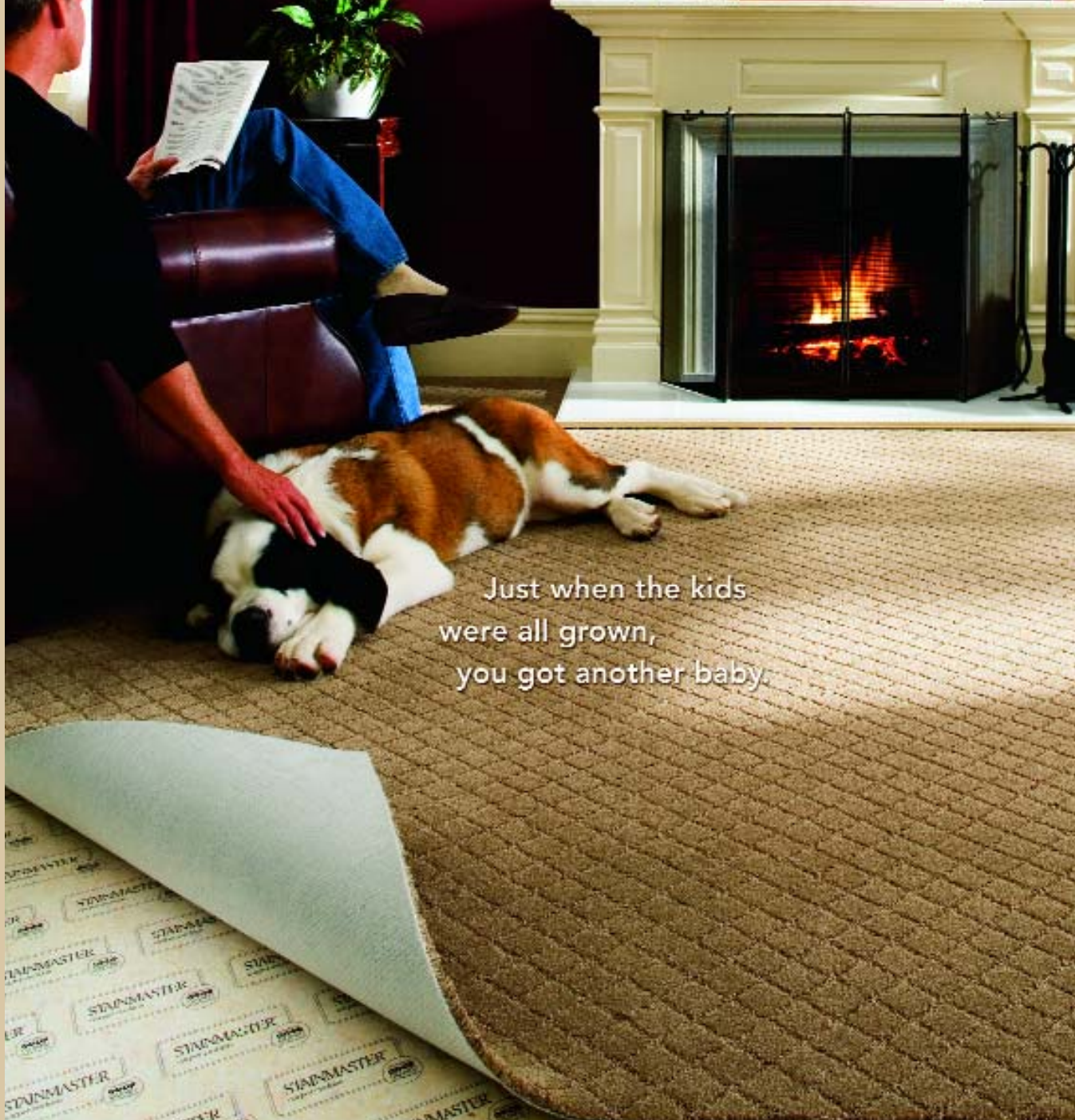
He expects pattern trends achieved by loops of varying heights or a combination of cut pile and loops. They allow designers to create broad floral looks and geometric shapes. Frieze, loops and patterned cut pile styles should remain very popular, he says.

“Consumers also want the wool-like look along with the exceptional performance of a man-made fiber,” he said. “That explains the popularity of the soft, durable Tactesse® nylon fiber which has virtually eliminated roughness in loop constructions.” In terms of color, Griffith says “New fiber innovations specifically for STAINMASTER® carpet with Tactesse® nylon allow for richer, more vibrant colors and pattern definition. We also feature new looks in Tactesse® nylon loop construction — loops with variable dye technology for a heathered look in carpet.”

5 THINGS TO LOOK FOR WHEN PURCHASING CARPET

Griffith says...

1. **TWIST.** The tighter it is, the more a carpet resists crushing, matting and texture changes.
2. **CONSTRUCTION.** With the explosion of new styles and fashion in carpet in recent years, go beyond just textures; explore stylish construction types like loop and level-cut looks.
3. **FIBER.** The tight molecular structure of Type 6,6 nylon bulked continuous fiber resists stains and is strong enough to stand up to heavy traffic.
4. **STAIN AND SOIL PROTECTION.** Not all stain and soil protection is the same. Select a brand you know and trust, and look for a carpet featuring both a soil and stain warranty.
5. **ANTI-STATIC.** Lifetime anti-static is important for your comfort — and your electronics.



Just when the kids
were all grown,
you got another baby.

STAINMASTER
carpet

Always Beautiful™



STAINMASTER
carpet cushion

Life is unpredictable. Fortunately, STAINMASTER® carpet and STAINMASTER™ carpet cushion can keep your home looking great through it all. The famous stain resistance of STAINMASTER® carpet protects from the top, while STAINMASTER™ carpet cushion provides additional protection underneath. By keeping liquids above the cushion, STAINMASTER™ carpet cushion with Odor Guard Technology allows spills to be more thoroughly cleaned while eliminating odors caused by pet accidents as well as most food and beverage spills. So you can enjoy life's surprises, not stress over them.

For more information on the ultimate carpet system and how it can extend your STAINMASTER® carpet warranty, call **1-800-438-7668** or visit stainmaster.com

<< continued from pg 14

Though we think of cushion as “padding” for under the carpet, truth is that cushion is actually a part of your carpet “system.”

It affects how your floor feels when you walk on it (so there’s a personal preference attached to your selection) and how your carpet fits and performs over the long term. Some will help block moisture from penetrating to the floor below and fight stain and odor, depending on treatments added at the time of manufacture. Cushion also helps keep that floor clean. How? It increases air flow between floor and carpet for more efficient vacuuming

Other than a rare few, most carpet and cushion-makers will not warrantee carpet that is installed on the stairs, so don’t forget to ask your flooring professional about stair warrantees and the types of cushions. (The wrong cushion may affect your warranty. Ask the pros.)

In terms of spills, whether you have kids or pets is not really the issue. Statistics from the carpet industry tell us that the average family averages seven spills a year. So it’s not a question of if you’ll spill but more a question of when you will spill and let’s not forget, what you will spill. (See Pages 62 and 63 for 15 tips on how to care for, clean and provide first-aid for your carpets)

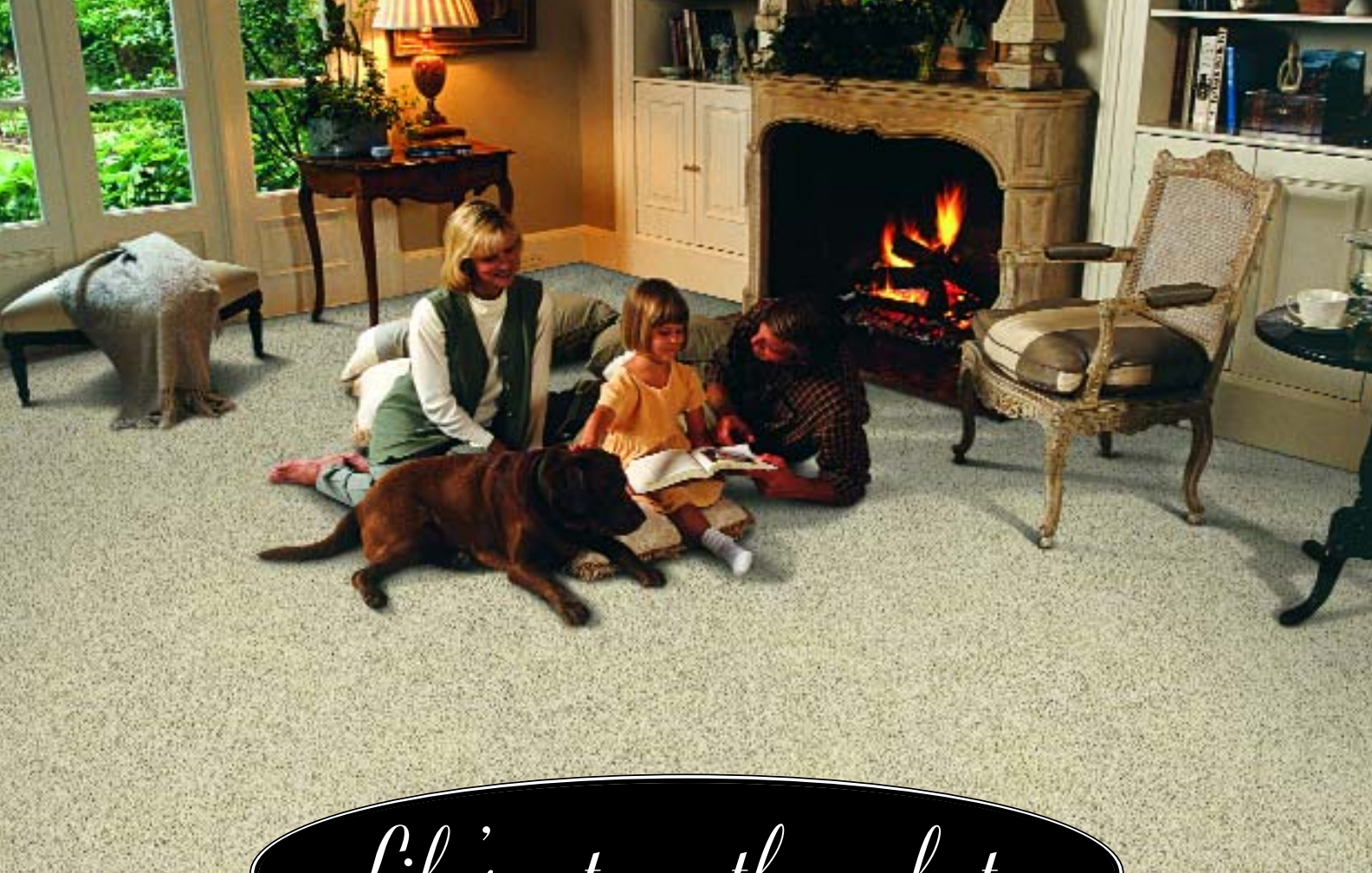
Because life isn’t always tidy, manufacturers like Mohawk are producing carpet with technologies built in that will protect your carpet from the long-term effects of life’s mishaps. The Forever Fresh Carpet Collection features the Odor-Eaters™ capability, moisture activated enzymes that start breaking down organic residue on contact.

One last word on spills. Investigate purchasing a cleaner offered by your flooring retailer. Ask for ones made specifically for carpet and which will not leave a residue to attract grime and grease. Use of improper cleaning solutions could affect your warranty. 🐾



At right, Mohawk
Forever Fresh
Hidden Secret.





Life's not exactly perfect...

And yours is a busy life.

**So, how can you protect your carpet from 'events' like
Kids... Pets... and Spills?**

Ask for the Forever Fresh Carpet Collection featuring Odor-Eaters™ technology, exclusively from Mohawk.

- Moisture-activated natural enzymes
- Eliminates odors caused by organic materials that penetrate your carpet
- Odor Control for the useful life of your carpet
- Repels soil and stains. Helps retain texture.

It's as good as life gets for your carpet.

MOHAWK®
Forever Fresh
AN EXCLUSIVE COLLECTION OF  CARPETS

Call 1-800-2-MOHAWK or log onto www.mohawk-flooring.com to find a dealer near you.