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NEWS RELEASE

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**PACIFICREST LAUNCHES AMBIENTE HRC SERIES
OF SUSTAINABLE CARPETS AT NEOCON**

"Fashions for Sustainable Design"

PacifiCrest Carpet rolls out the **Ambiente HRC Series** of eight styles constructed of Antron® Legacy High Recycled Content nylon fiber for sustainable design projects. The fiber is an 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. It has 90 percent or more recycled content.

Ambiente, *Italian for environment*, product names and styles are inspired by the Tuscan hillsides, azure waters, dolomite cliffs, and country landscapes that are part of the natural beauty surrounding Italian culture and creativity. Cobblestone streets, Roman cathedrals, Renaissance paintings, Venetian canals, Ravenna's mosaics, Agrigento's temples, Milano fashions, fast Ferraris and Chianti vineyards remind us of Italy. We associate the environmental movement today with the ItaliaNostra, an organization long dedicated to the preservation of Italy's historical buildings and artistic heritage as well as its natural environment.

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a subsidiary of Royalty Carpet Mills, Inc.

"The **Ambiente HRC Series** of eight handsome color-coordinated, textured tip-sheared loop construction carpets can be integrated for maximum design flexibility while achieving higher ratings for sustainable design projects," according to Larry Pope, vice president of marketing. "You must see and touch the carpets to appreciate their styling, quality and value engineering," Pope said as he described each new product.

BELLINI, a large scale geometric and **RAPHAEL**, a large scale organic make a fashion statement in 17 colors.

LUCIA, a small block with horizontal stripe and **PIERO**, a sophisticated vertically striped texture, are offered in 27 colors.

TURIN, **RAVENNA** and **SALERNO** are level cut loop tonal patterns coordinating with **MASSINA**, a dense solid cut pile carpet – each available in 36 matching colors.

Ambiente products range from 33.7 percent to 45.6 percent recycled content by *total weight per yard*, a consideration for earning LEED points towards the level of certification of the building. The collection offers high-performance and high-fashion flooring especially for use in corporate, hospitality, retail, senior living and educational facilities. Antron® Legacy High Recycled Content nylon fiber provides unsurpassed soil resistance in high-traffic environments and built-in antistatic protection warranted not to exceed 3.5kV.

As momentum builds in the design community for sustainable design practices, PacifiCrest provides architects and designers with many superior carpet choices to attain the environmental goals of their projects. PacifiCrest is a member of the U.S. Green Building Council and supports the LEED (Leadership in Energy and Environmental Design) Green Building Rating System™.

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PacifiCrest and Antron® are committed to reducing our environmental impact throughout the life-cycle of carpet. **Ambiente HRC Series** products can be recycled at the end of their useful life through the third-party certified INVISTA™ reclamation program.

PacifiCrest has a well-established leadership position as an environmentally responsible manufacturer of recyclable sustainable carpets made in California. Contact PacifiCrest at 17111 Red Hill Avenue, Irvine, CA 92614, phone (800) 522-8838 ext. 72506, (949) 474-5343, fax (949) 833-2161 for specifications and fast sample service.

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Note: The Antron® fiber is an EPP (Environmentally Preferable Product), certified by Scientific Certification System (SCS), an internationally recognized third-party evaluation and certification organization. Antron® is a registered trademark of INVISTA for carpet fiber.

Sidebar:

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 sustainable 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.

Editors Notes:

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