



17111 Red Hill Avenue Irvine, California 92614 949.474.5343 800.522.8838 Fax 949.222.0748

NEWS RELEASE

High resolution digital images on enclosed CD

media contact:
Bobbi Rice
BPR Company
bobbi@bprco.com
(562) 926-5861 x222

dateline: Irvine, CA
effective: Immediately

ART NOUVEAU AND DECO BY PACIFICREST BRING PERFORMANCE AND ENVIRONMENTAL SUSTAINABILITY

Go certifiably green with PacifiCrest Carpet!

PacifiCrest Carpet introduces ART NOUVEAU and DECO companion products made of Antron® Billiance™ fiber accented with Antron® Primers™ fiber to create two unusual textured cut and loop styles. Both products feature Antron® StainRESIST™ fiber technology for long-lasting performance and EPP certified carpet fiber for environmental sustainability.

ART NOUVEAU is a small scale organic design and DECO is a textured striated pattern. Both are offered in a palette of 36 vivid colors that will perform brilliantly.

CERTIFIABLY GREEN CARPET

The unique StainRESIST™ fiber technology featured in ART NOUVEAU and DECO provides outstanding stain resistance, soil resistance and appearance retention qualities to enhance the life-cycle of carpet especially for use in corporate facilities. The Antron® fiber is 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. The carpet itself is tested and third-party certified by CRI Green Label +Plus.

(more)

a subsidiary of Royalty Carpet Mills, Inc.

Specifying PacifiCrest carpets with the appropriate E-LOK Bio-Bak™ Laminate or Bio-Bak™ 18 polyurethane 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. Made with BioCel™ polyurethane backing system of bio-based polymers using soybean oil and Celeram, a highly refined recovered mineral, this backing is 64-68% green by weight, excluding carpet face weight.

“PacifiCrest makes it easy to specify sustainable products that meet increasingly exacting ecological standards,” said Vice President of Sales and Marketing Larry Pope. “We are committed to reducing our environmental impact throughout the life-cycle of carpet.” **ART NOUVEAU** and **DECO** products can be recycled at the end of their useful life through the third-party certified INVISTA™ reclamation program.

GREEN MANUFACTURER

PacifiCrest has a well-established leadership position as an environmentally responsible manufacturer of recyclable sustainable carpets made in California. PacifiCrest’s *One Earth, One Chance* program states the corporate environmental mission. 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.

(more)

Vice President Larry Pope said, “PacifiCrest has dramatically reduced the environmental impact of producing carpet as a result of our unparalleled two-decade commitment and leadership. We are committed to transforming the built environment toward one that is profitable, healthy and environmentally responsible as a member of the U.S. Green Building Council and we support the LEED (Leadership in Energy and Environmental Design) Green Building Rating System™.”

Contact PacifiCrest at 17111 Red Hill Avenue, Irvine, CA 92614, phone (800) 522-8838 ext. 72506, (949) 474-5343, fax (949) 833-2161 for fast sample service. Go to www.pacificrest.com for product specifications and LEED data.

###

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.