



NEWS RELEASE

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FASHION COLLECTION II CARPETS PRESENTED BY PACIFICREST *PacifiCrest's Venice and Monaco Make a Style Statement*

The French call it *mode*, the Italians call it *moda* and we call it fashion. Regardless of how you say it, PacifiCrest's new **Venice** and **Monaco** commercial carpet patterns are inspired by European fashion capitals throughout the continent. Geometric shapes tufted in a tip sheared pattern loop construction of Ultron® type 6,6 nylon, these companion carpets are an excellent complement to corporate suites, corridors and commercial environments. Both styles feature a 34 ounce per square yard tufted yarn weight and a color palette with a fashion-forward choice of multicolor or tonal effects. Made in the USA, the Fashion Collection II is the second introduction in a series of forward-looking designs from West Coast based PacifiCrest Carpets. Paris, London and Milan comprise the trend setting Fashion Collection I.

Much like the grand canal itself, **Venice** emphasizes striking perpendicular design elements with narrow reed-like vertical lines. **Monaco** features the illusion of squares in a large-scale pattern repeat of 12" by 12.75" with a .187" pile height. Together they are stunning!

Secured by a 10-year fiber wear and 10-year anti-static warranty, Fashion Collection II comes with the standard ActionBac® while offering users the option of PacifiCrest's environmental E-LOK BioBak™ performance backings. When specified with E-Lok BioBak™ polyurethane secondary backing, Venice and Monaco contribute to the total building materials requirements for rapidly renewable materials under the Materials and Resources Section of Version 2.0 of the LEED guidelines. The Collection's piece-dyed carpets also offer Royalguard soil protection to ensure a long lifecycle.

(more)

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 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.

For fast sample service, architect folders or for sales information, contact PacifiCrest at 17111 Red Hill Avenue, Irvine, CA 92614, www.pacificrest.com, phone: 800.522.8838 or 949.474.5543, fax 949.833.2161.