





Flooring America[®]

Where Friends Send Friends[™]

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Whether you're looking for carpet that indulges your feet, expresses your personality, or is built to withstand the demands of your active family, we have what you're looking for. Flooring America offers luxury, style, performance, and value.

We look forward to guiding you through the carpet fibers, types and warranties that meet the demands of your lifestyle.

**We look forward to
helping you turn your
decoration dreams
into reality!**

Carpet Types



PLUSH OR CUT-PILE Loops trimmed off with yarn bundles standing straight up. Repeated pre-shearing creates a luxurious appearance. A great 'whole house' carpet, medium durability. Popular varieties include saxony plush: short, densely packed tufts; textured plush: decoratively versatile, textured surface helps hide footprints and vacuum marks; velvet plush: lightly twisted cut-piles with a uniform color and luxurious appearance that's ideal for formal areas.



BERBER LOOP-PILE High, closed level loops stand upright, creating a nubby, rugged texture that looks natural and handcrafted. Tight loop texture helps hide foot and vacuum marks. Uncut loops tend to wear better than cut-pile.



BERBER CUT-PILE Newer berber look with color and interest of traditional loop berbers and the great plush feel of thick, cut-pile carpet. Very versatile. Ideal for casual rooms and kids rooms. Subtle color flecks help hide soil.



CUT-&-LOOP PILE combined cut and looped fibers provide a variety of surface textures or carved/sculptured effects for medium durability. Multiple colors and levels hide dirt and footprints in formal or informal areas. Also available in solid colors.



COMMERCIAL LOOP Versatile styles in a durable, long-wearing surface pile engineered for high-traffic areas. Captivating color choices and textured surfaces suitable for professional and practical installations.

Fiber Types

NATURAL FIBERS

WOOL Comfortable, durable, naturally beautiful, and generally considered the 'ultimate' fiber. Soil-resistant, but set-in stains may be difficult to remove. More expensive than synthetics.

SISAL Made from fiber derived from a cactus plant. Stronger and more durable than other natural fibers, earthy and rough-textured like jute. Sisal carpets usually contain jute, hemp, sea grass, and coconut fibers.

SEA GRASS Adds a wonderful natural look and feel to any room. Can be damaged by chemicals and is susceptible to mold and insects.

COIR Extracted from the husks of coconuts, coir is one of the most environmentally-friendly fibers. Tough, hardwearing, and versatile, with natural aesthetic appeal. Rich and bold textures. Often blended with sisal.

SYNTHETIC FIBERS

NYLON considered the most versatile fiber. Durable, excellent soil resistance, less costly than wool but one of the most expensive of synthetics. Can be damaged by prolonged exposure to sunlight.

POLYESTER Softer, slightly less durable, and less expensive than nylon. The softer fiber accepts dyes well, making brilliant colors possible. Stain resistance superior to other, more popular fibers.

POLYPROPYLENE (OLEFIN) Extremely durable, colorfast, absorbs no moisture, with superior stain resistance. Ideal for loop pile carpets, also made into ribbon-type yarn used in outdoor carpet. Low cost, limited colors.

ACRYLIC Resembles wool more than other synthetic fibers and resists fading.





Types of Carpet Cushion

Carpet cushion extends the life of your carpet. By reducing pile-height loss and pile crushing, carpet cushion can help keep a carpet looking new and thereby stretch its usable life span. In addition, cushion imparts resiliency and resistance to pressure, which contribute to a carpet's feeling of luxury. And with cushion, it is possible to select the degree of luxury or firmness of tread you desire.

Most are available in varying weights, densities, and thicknesses to accommodate your desired feeling underfoot and level of traffic.

FOAM

PRIME Similar to the type of cushion used in furniture, mattresses, and car seats; recommended for light to moderate traffic.

BONDED OR REBONDED Made from recycled foam; most often features a surface net for easy installation and improved performance.


RUBBER


WAFFLED A soft, resilient cushion with a luxurious feel.


FLAT A firm, dense cushion often used in large commercial applications and with loop carpet.


Five Star Selection System


The Five Star Selection System is an independent rating system designed to guide you in choosing the right floor for your needs. These stars indicate levels of performance and durability to ensure your satisfaction. Look for the Star Rating on all product labels.

 **ULTIMATE** Five Star ratings are awarded only to the best products in their category. These carpets are all performance tested to give you quality that surpasses the toughest industry standards.

 **PREMIUM** The Four Star collection offers a high level of performance. These carpets give you the high standard of luxury and performance you desire. The Four Star combination includes extended performance warranties.

 **BEST** Our Three Star group offers the broadest selection of performance-tested carpets meeting high standards for durability critical to busy families. These products feature a wide selection of nationally known brands.

 **BETTER** The Two Star group contains an impressive array of quality carpets, in a wide range of colors for any room. The collection offers a good value where performance is desired but where budget restraints are also important.

 **GOOD** One Star carpets are the most economical solution where price is key. This basic product combination offers the minimum level of performance at very affordable prices.



CARPET

STAR RATING	TEXTURE RETENTION	STAIN RESISTANCE	SOIL RESISTANCE	WEAR WARRANTY	FADE RESISTANCE*
★★★★★	25 Years	Life Of Carpet	Life Of Carpet	25 Years	25 Years
★★★★☆	20 Years	Life Of Carpet	Life Of Carpet	20 Years	20 Years
★★★☆☆	15 Years	Life Of Carpet	15 Years	15 Years	15 Years
★★☆☆☆	10 Years	10 Years	10 Years	10 Years	N/A
★☆☆☆☆	N/A	5 Years	N/A	5 Years	N/A

STAR RATING	PET STAIN RESISTANCE*	CUSHION	STAIRS & HALLWAYS	INSTALLATION	REPLACEMENT WARRANTY
★★★★★	25 Years	Life Of House	Yes	Life Of Carpet	90 Days (Labor Included)
★★★★☆	20 Years	Life Of House	N/A	Life Of Carpet	60 Days (Labor Included)
★★★☆☆	15 Years	Life Of House	N/A	Life Of Carpet	30 Days
★★☆☆☆	N/A	Life Of House (Labor Excluded)	N/A	Life Of Carpet	30 Days
★☆☆☆☆	N/A	N/A	N/A	Life Of Carpet	30 Days

* See Warranty Guide for complete details.



Bedford Mills
CARRIAGE HOUSE COLLECTION

Bedford Mills™

The Carpet You Were Meant To Own.

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Constructed with the most exquisite fibers and made by the most skilled hands, Bedford Mills carpets are the epitome of style, design, and elegance. Bedford Mills sets a new standard for carpet luxury through its dedication to the highest standards of quality and meticulous workmanship.

WARRANTY



Downs®

Softly, Superbly Constructed. Uniquely Styled.

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One of the oldest and most respected names in the carpet industry, Downs has been synonymous with superbly constructed, elegant, and uniquely styled carpets for nearly 150 years. Today, the Downs tradition of quality, integrity, and unsurpassed luxury continues to be appreciated and enjoyed by active families who require silky softness underfoot, unbeatable performance and superior stain protection.

WARRANTY



est. 1865
Downs®



Design Distinctions™

High Fashion. High Performance.

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Visionary designers from the trend-setting studios of Design Distinctions passionately gather the boldest colors, the most transitional and contemporary patterns, and the most inspiring textures to create a unique collection of definitive flooring products.

The Design Distinctions carpet includes naturals and woven fibers, in multilevel cut-pile carpets featuring tone-on-tone, animal prints, and bold geometrics. The sophisticated high-design evokes exotic locales and motifs — ideal for expressing your personal style.

WARRANTY



Design
DISTINCTIONS™



Stainmaster®

Always Stylish. Always Beautiful.®

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The Stainmaster brand is synonymous with performance, confidence, and fashion. Plus, Stainmaster carpets feature a special Advanced Repel System, providing revolutionary stain and soil repelling action that keeps carpets up to 30% cleaner, making Stainmaster carpets easier to maintain. The carpet fibers actually work to repel soil and quick-release stains so your floor is always stylish, always beautiful.

WARRANTY



STAINMASTER
carpet®



Tigressá®

Exceptional Strength. Ultimate Softness.

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If you are looking for a luxuriously soft carpet that offers ultimate comfort and style but also want exceptional strength and durability for long-term wear, your hunt is over. Tigressá carpets offer advanced yarn engineering that produces a pleasant, luxurious touch while maintaining a smooth appearance.

Plus, Tigressá's dense, resilient carpet fibers provide superior durability with less matting, crushing and wear. Not only is this carpet softer and stronger, you'll find that Tigressá is also greener. Specially manufactured as an eco-friendly flooring option, all Tigressá carpets can be recycled over and over again.

Tigressá

WARRANTY



Tigressá
SoftStyle

Tigressá
cherish



Innovia™

Blending Long-Lasting Beauty And Ultimate Softness.

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Eco-friendly Innovia and Innovia Touch carpets are crafted using cutting-edge, natural-based Innotex, which gives you an outstanding combination of softness and durability. Breakthrough Innovia is exceptionally soft and resilient, featuring crush resistance and built-in stain protection that won't wash or wear off. Next generation Innovia Touch has a uniquely fine fiber system that is ultra plush and luxurious, withstands heavy foot traffic, and repels liquids and spills.

WARRANTY





ResistA® SoftStyle

Liquid Spills Bead Up And Blot Away.

ResistA SoftStyle adds supreme softness to the unparalleled performance of the ResistA collection, offering the perfect carpet for today's active households. Its advanced fiber technology repels liquids, making cleanup a snap. This innovative stain resistant carpet features a 10-year no exclusion stain warranty* against all food and beverages, so you can live, play, and relax with true comfort and durability beneath you.



WARRANTY



**See Warranty Guide for complete details.*



Hearth & Home™

Designed To Fit Your Budget.

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Hearth & Home carpets provide a broad range of design solutions for today's value-conscious customer. Discover the exciting variety of Hearth & Home carpets made from the most popular and easy-to-maintain carpet fibers available today. With great choices like plushes, textures and saxonomies, you'll easily find the style that perfectly fits your lifestyle.

WARRANTY



HEARTH & HOME™



Just Shorn®

Natural. Sustainable. Beautiful.

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Just Shorn is a collection of farm to floor wool carpet – from the best and most durable wool – found only in New Zealand. Our wool is hand-selected, all natural, flame retardant, and moisture repellent. Just Shorn gives you access to an exclusive collection of product within an exclusive brand.







GIBRALTAR

Gibraltar™ Commercial Carpet

The Peak Of Performance.

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Gibraltar Commercial carpets are the perfect solution for many residential spaces. Constructed of the highest-performance fibers, they are available in rolls or modular carpet tiles in an array of patterns, textures, and colors. Gibraltar's modular system combines versatility, easy care, and extraordinary value with guaranteed performance. Bring this performance to your home office, basement, breezeway, media room, play room, or whole house.

WARRANTY



HomeCraft™

Affordability From The Ground Up.

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The HomeCraft collection of floor covering showcases a complete selection of surfaces and styles to satisfy your decorating plans and to meet your family's requirements. You'll find an attractive and affordable variety of carpet styles. Each is suited for long-wearing performance in every room of your home.

WARRANTY



HOMECRAFT







Mixed Sources

Product group from well-managed
forests, controlled sources and
recycled wood or fibre

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Carpet
— FLOORING FOR THE WAY YOU LIVE —

FlooringAmerica®

