



BENEFITS OF CARPET

Adds Beauty & Style

You can choose from many thousands of carpet styles and colors. That means your ultimate choice will reflect how you want to personalize your living space. Carpet can be a neutral foundation, or it can be a focal point with vibrant colors and stronger bolder patterns and textures.

Improves Indoor Air Quality

New carpet is the lowest VOC-emitting flooring choice available. It actually acts as a passive air filter, trapping dust, pollen and other particles and removing them from the breathing zone. Studies have shown that people with asthma and allergy problems have seen symptoms improve with carpet.

Provides Warmth and Comfort

Carpet provides actual thermal resistance, or R-value. In colder climates or seasons, it retains warm air longer, an energy conservation benefit. Carpet also provides a comfortable place to sit, play or work and gives a room an overall warmer feeling.

Softens Slips and Falls

Carpet is ideal for cushioning our footsteps, reducing slips and falls and minimizing injuries when falls do occur. Carpet provides safety protection for the whole family, but especially for toddlers and older individuals.

Reduces Noise

Big screen TVs, speaker phones, computers and modern sound systems make our homes noisy places. Carpet helps absorb these sounds. Adding a cushion pad beneath your carpet reduces noise even further. Carpet also works as a sound barrier between floors by helping to block sound transmission to rooms below. And carpet on stairs helps mask the sound of constant foot traffic.

Carpet Is A Sustainable Choice

The carpet industry is minimizing carpet's impact on the environment through the "3 Rs" – Reduce, Reuse, Recycle. When carpet reaches the end of its long life, it is reused to make new carpet or is recycled into a variety of products, ranging from roofing shingles and railroad ties to automotive parts.

******Information provided by The Carpet & Rug Institute******
www.carpet-rug.org