

New Standard Carpet Selections: 25oz PET: New Wave

Tweads



Burnt Ash



Creamy Silk



Weathered



Salt & Pepper

Tonals



Owl



Rodeo

PET vs Nylon

What is PET?

PET is short for Polyethylene Terephthalate, which is a type of polyester fiber used to make a lot of popular carpets today. Polyester fiber provides exceptional softness.

Why did we make this change?

Material Shortages - raw materials for nylon yarns are very constrained which means that Nylon is going up 15%+ in pricing. Nylon is made from petroleum.

Box Stores and Builders have switched to PET carpet already.

We can elevate standard offering from 11oz to 25oz

Features of PET Carpet:

Made from recycled plastic drink bottles

Increased softness which will feel wonderful to sink your feet into

PET is slightly less absorbent than Nylon so it is better for pets due to being among the most stain resistant of carpets. It is composed of closed-cell fibers that prevent stains from adhering. They are naturally stain resistant and do not require the chemical treatments used on most nylon carpets and they retain color and resist fading from exposure to the sun or harsh cleaning. It will also still have our R2X stain resistant technology.

2021 suggested crossover to 2022 Selections

Spirit	New Wave Rodeo
Delight Warm Sand	New Wave Rodeo
Delight Washed Silk	New Wave Weathered
Delight Russet	New Wave Rodeo
Delight Rock Ridge	New Wave Burnt Ash
Preference Pewter Solid	New Wave Burnt Ash
Preference Cottage	New Wave Creamy Silk
Preference Bungalow	New Wave Weathered
Preference Almond	New Wave Weathered
Preference Pewter Tweed	New Wave Burnt Ash