

**Media Contact:**

Matt Spaulding
Spaulding Communications
(404) 270-1010
matts@spauldingcommunications.com

FOR IMMEDIATE RELEASE**BLOOMSBURG CARPET INTRODUCES FOUR NEW COMMERCIAL CARPET PRODUCTS**

Each Highly Sophisticated Product Made with Premium Zeftron® Nylon

BLOOMSBURG, Pa. – April 22, 2015 – [Bloomsburg Carpet](#), a maker of highly styled and superior woven broadloom carpet, is introducing four new sophisticated products through its Tuva Looms line: Broadcloth, Veneer, Lineage and Visage. Each product is made with [Zeftron nylon](#), a fully renewable nylon 6 fiber that offers the best in style, performance and recyclability.

Inspired by natural textures and the stylistic creativity available through natural tones, the woven products can serve as the foundational piece for the design of any commercial interiors space. The coordinating patterns and common colorways work together seamlessly, enabling designers to create spaces that are dynamic yet also complementary. The new products bring an elevated sense of style and a unified aesthetic to areas such as private offices, conference rooms, hallways and lobbies.

Central to each product's unique design is the utilization of solid Zeftron nylon colors twisted together to create a more complex and dynamic texture. Visage uses a subtle metallic nylon pinstripe to create a tailored vertical accent. Veneer brings a modern furrowed design for added dimension. Broadcloth utilizes a cut-pile and loop-pile to add a simple yet elegant pattern over the textured background. Lineage integrates solid colors from the twisted background of Visage, Veneer and Broadcloth in a cut and loop meandering, organic pattern.

Broadcloth, Visage and Veneer are available in 10 colorways, while Lineage comes in eight. The colors range in tones from warm to cool and feature multiple different tones of hue. Woven on Bloomsburg's double heddle velvet looms, each product is available in 12-foot broadloom.

"Our mission is to develop great looking products that perform to the highest standards and are environmentally responsible. With Zeftron, we are able to achieve all three criteria," said Bloomsburg Vice President of Sales Jim Cody. "By fully utilizing Zeftron's outstanding color palette and styling versatility, Broadcloth, Visage, Veneer and Lineage will have an incredible lifespan, while maintaining its sophisticated color and appearance. Designers will also appreciate Zeftron's multiple sustainable attributes."

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2—Bloomsburg-Zeftron Introduce Broadcloth, Veneer, Lineage and Visage

Products made with [Zeftron can contribute to LEED](#) points in several ways. Zeftron nylon is a closed-loop, MBDC Cradle to Cradle certified brand that comes standard with a minimum of 25 percent recycled content in each yarn system. Zeftron nylon also offers lifetime performance and stain removal guarantees.

For samples or sales questions, architects, designers and specifiers can contact a Bloomsburg Carpet agent in their area by visiting www.bloomsburgcarpet.com/agents or calling 800-575-8084.

About Bloomsburg Carpet

Founded in 1976 by Raymond P. Habib and continued today through the leadership of Raymond's son, Thomas Habib, Bloomsburg Carpet Industries is dedicated to producing highly styled carpets of superior quality. Bloomsburg Carpet combines American weaving craftsmanship with premium fibers to create carpet textures and designs that are unparalleled in the industry. They are passionate about the tradition of American manufacturing and are committed to keeping the long history of carpet weaving alive and thriving in the U.S.A. They stand behind the *environmental responsibility of their products* and will continue to design and produce with attention to sustainability. Bloomsburg Carpet is recognized as the only mill in the world to offer Wilton, Axminster and Velvet weaving all under one roof.

About Tuva Looms

Tuva Looms is named for a remote region in the heart of Central Asia with a heritage rich in rugs and textiles. These carpets are renowned for their unique weaving pattern of face and back as one. Colors, textures and patterns are conceived to work together, creating refined juxtapositions and seamless transitions. Bloomsburg Carpet and the Tuva Looms alliance creates thoughtfully designed and richly woven broadloom made of durable synthetic fibers with the eclectic appeal of organic materials. It boasts a sophisticated aesthetic influenced by modern architecture, a refined neutral palette and the outstanding quality essential to coalesce with Bloomsburg Carpet Industries.

About Zeftron® Nylon

For more than 40 years, Zeftron® nylon has continued to deliver more value-added opportunities and advantages to the commercial interiors marketplace through dedicated partnerships, a premium branded nylon 6 product and superior service. Based in Dalton, Ga., the brand brings a history of innovations and unparalleled style, performance and environmental attributes. All Zeftron nylon yarns are closed-loop recyclable, MBDC Cradle to Cradle certified and come standard with a minimum 25 percent recycled content. As part of the brand's commitment to environmental stewardship, Zeftron nylon makes recycling easy with its 6ix Again Recycling Program – a simple to use, all-inclusive carpet recycling initiative. Zeftron nylon is a part of Shaw Industries Inc., a Berkshire Hathaway company. For more information, visit www.zeftronnylon.com.

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Editor's Note: High resolution photos are available by contacting Matt Spaulding at matts@spauldingcommunications.com or 404-270-1010.