



PREMIUM NYLON 6IX FIBER SYSTEMS

zeftron

Media Contact:

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

FOR IMMEDIATE RELEASE

BRUMLOW MILLS LAUNCHING ENCORE HOSPITALITY CARPET

Zeftron® Nylon Selected as Exclusive Partner for Custom and Running Line Products

CALHOUN, Ga. – March 9, 2016 – Brumlow Mills, a family owned manufacturer of exceptional carpets and rugs since 1981, announced today that it is launching a new hospitality division called [Encore Hospitality Carpet](#). Industry veteran Richard Heaver has been named president and is responsible for setting the division’s growth and strategy. [Zeftron nylon](#) has been selected as Encore’s exclusive partner for its custom and running line multi-level, cut-loop solution dyed products. The initial launch consists of eight collections comprised of 56 stunning products manufactured with Encore’s innovative Colortec system.

Encore will be making its official public debut during the [BDwest](#) boutique trade fair in Los Angeles March 31 and April 1. Several of Encore’s forthcoming Zeftron-made running line styles will be featured at the Pix Lounge (booth #901), a space designed by noted hospitality designer Trisha Poole, president of Design Poole Inc.

Zeftron’s superior color quality and consistency – key requirements for the hospitality industry – further strengthens Encore’s impressive go-to-market advantages. These include an unmatched dedication to customer service and multiple industry-leading manufacturing capabilities that can deliver exceptional running line and custom styles for public space and guest room areas. In selecting Zeftron as its exclusive partner, Heaver also cited Zeftron’s extensive warranties, deep knowledge of the industry and willingness to be a partner rather than just a supplier.

“Brumlow has built a highly successful business by emphasizing customer service, increasing speed of delivery and driving innovations in color and design technology,” said Heaver. “By adapting these same principles to the hospitality industry, and by partnering with Zeftron who shares these same principles, we’re offering designers and specifiers a fresh alternative when it comes to carpet options for hospitality environments.”

“We are delighted to have such an important role in Brumlow’s business as they expand into the hospitality sector,” said Zeftron Business Leader Tim Blount. “We look forward to leveraging all of our resources, not only our colors, to create a distinct advantage for Encore and their customers who specify Encore products made with Zeftron nylon.”

-MORE-

2—Brumlow Launches Encore Hospitality Carpet

The introductory set of highly styled and color-forward Zeftron-made running line products are being developed using Encore's Colortec system. One of the company's many innovative technologies, Colortec is an advanced yarn placement process that offers the luxurious look and feel of a woven carpet, but with the added benefits of a tufted and solution-dyed nylon product, which features exceptional color quality, durability and cost-effective pricing.

In addition to all running styles using the Colortec system, Zeftron nylon will also be the exclusive nylon for Encore's custom carpets. Encore will utilize Zeftron nylon in its other technologies, such as MLCL (multi-level cut loop), enhanced loop and cut-pile graphics to create even more options for its customers.

Zeftron brings more than 40 years of expertise, 120 proven colors and lifetime warranties for stain removal, color stability, wear and static control. Closed-loop and MBDC Cradle to Cradle certified, every color comes standard with a minimum of 25 percent recycled content.

More information about Encore Hospitality Carpet is available at www.encorehospitalitycarpet.com or by calling 844-225-3100.

#

About Encore Hospitality Carpet

A family owned and operated carpet manufacturer since 1981, Encore's commitment to the latest manufacturing capabilities, processes and procedures allows customers more flexibility in providing innovative, design-oriented carpet products for Public Space and Guest Room applications. Encore is poised to service both large and small projects competitively. For more information, please visit <http://www.encorehospitalitycarpet.com>.

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.

#