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FOR IMMEDIATE RELEASE

ZEFTRON® NYLON INTRODUCES NEW *REFLECTIVE ELEMENTS* COLLECTION
Specialty Yarns Bring Added Versatility and Sophistication to Commercial Carpets

DALTON, Ga. – Oct. 14, 2015 – Light, color and luster combine to form the new *Reflective Elements* collection from Zeftron nylon. Reminiscent of the fleeting sparkle of fine jewelry, the six colors bring added styling versatility and an element of sophistication to any commercial carpet, no matter the market segment.

Developed through advanced fiber engineering techniques, each color's specially formulated hue creates a stunning reflectance effect similar to that of precious metals. The six colors in the collection are: Metallic Copper, Metallic Gold Dust, Metallic Onyx, Metallic Bronze, Metallic Silver and Diamond.

The *Reflective Elements* collection is a result of Zeftron's ongoing commitment to listening to the architect and design community and its mill partners. By actively seeking marketplace input and feedback, Zeftron is able to provide designers the exact colors, specialty yarns and inspiration they need for any commercial project, whether its hospitality, corporate, education or healthcare.

"We've taken our four decades of fiber and color expertise and put that into this new collection," said Zeftron Business Leader Tim Blount. "Without sacrificing an ounce of performance, the *Reflective Elements* collection provides designers with exciting new styling possibilities, enabling them to be unique and make their own design statement."

Every Zeftron color is rigorously tested to ensure premium performance and unsurpassed quality. Like all Zeftron yarns, the *Reflective Elements* colors are solution dyed and backed by Zeftron's lifetime warranties for colorfastness, stain removal, wear and static control.

Zeftron yarns are also a more environmentally responsible choice. Each yarn is fully renewable nylon 6, contains a minimum 25 percent recycled content and is MBDC Cradle to Cradle certified. Commercial carpets specified with Zeftron nylon can contribute to LEED points.

The *Reflective Elements* collection follows the recently introduced *Brilliant* collection and *Designers' Select* collection and brings Zeftron's total color pallet to 125 colors.

A complete listing of Zeftron's colors and tools for designer inspiration can be found at Zeftron's Style page at <http://www.zeftronnylon.com/Style.aspx>.

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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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