

**For More Information, Contact:**

Matt Spaulding or Ann Warren

Spaulding Communications

(404) 270-1010

[matts@spauldingcommunications.com](mailto:matts@spauldingcommunications.com)

[annw@spauldingcommunications.com](mailto:annw@spauldingcommunications.com)

**FOR IMMEDIATE RELEASE****ZEFTRON NYLON® SEEKING COLOR INPUT FROM COMMERCIAL DESIGNERS**

*Online Survey Aims to Meet Next Evolution of Carpet Color, Design Needs*

**DALTON, Ga. – May 22, 2013** – Zeftron nylon, a premium nylon 6 fiber brand for the commercial marketplace, today announced that it is seeking color input from designers as it plans to add new colors to its existing color line. Using its own established and proprietary methods, Zeftron has culled an expansive number of potential color offerings down to its top 12. Designers are now being asked to vote among these top 12 colors for the ones they feel best meet the future needs of the ever-evolving interiors design industry. Participating in the survey is free and only takes a few seconds by going to [www.zeftronnylon.com](http://www.zeftronnylon.com).

“Zeftron is committed to listening and soliciting input from the marketplace,” said Zeftron nylon Business Leader Tim Blount. “Our 40 year history has enabled us to develop colors that meet virtually any application. But we want to go a step further and hear from those who are making color and design decisions every day. It’s another way in which Zeftron delivers more to its customers, specifiers and end-users.”

The survey site ([www.zeftronnylon.com](http://www.zeftronnylon.com)) shows the 12 colors Zeftron has pared down from hundreds of potential colors. Designers can select up to five colors and then submit their selections for Zeftron’s consideration. The 12 colors, each depicted in a pom image, range from vibrant brights to organic-inspired to metallic-looking.

Zeftron will also be soliciting input from its mill partners and their product development teams and in-house designers. Collectively, this market input will guide the brand in determining which and how many additional colors to add to its existing 105 color line. Zeftron will not be removing any colors from its existing color line.

Zeftron anticipates announcing its new colors by the fourth quarter of this year. Carpet product introductions with the new colors could be introduced to the marketplace as early as the first quarter of 2014.

Zeftron’s current color palette consists of 105 highly popular, proven and serviceable colors. As a solution-dyed nylon, color is introduced during the manufacturing process, allowing colors to remain fast to most destructive agents. This process combines beauty and performance with stunning colors and texture. Zeftron’s colors can provide the foundation for virtually unlimited color and styling possibilities.

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## **2—ZEFTRON NYLON 2013 COLOR SURVEY**

Additionally, 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.

### **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](http://www.zeftronnylon.com).

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