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[matts@spauldingcommunications.com](mailto:matts@spauldingcommunications.com)[annw@spauldingcommunications.com](mailto:annw@spauldingcommunications.com)**FOR IMMEDIATE RELEASE****BLOOMSBURG CARPET INTRODUCES “METAL EDGE” AND “STRUCTURE”**

*Coordinating Products Made with Zeftron® Nylon Resemble a Highly Sophisticated Woven Metal Aesthetic*

**BLOOMSBURG, Pa. – Nov. 14, 2013** – [Bloomsburg Carpet](#), a maker of highly styled and superior woven broadloom carpet, is pleased to introduce two new sophisticated patterns through its alliance with Tuva Looms: Metal Edge and Structure. Both products are made with [Zeftron nylon](#), a fully renewable nylon 6 fiber that offers the best in style, performance and recyclability.

Integrating high fiber luster levels and advanced fiber processing, the new styles reflect the natural patina and visual depth of woven metals. The result is a stunning wire-like cable weave that creates a clean, modern aesthetic with a distinct nod to the beauty of architecture. Metal Edge is luxurious, classic, enduring and weighted. Structure is smooth, edgy and boasts a more casual and flowing design. The patterns can make their home together or separately in environments ranging from corporate to hospitality to retail.

Metal Edge and Structure are available in seven complementary colors, including Corrugated, Leadon, Gunmetal, Core, Foundry, Chain Mail and Plow. Woven on Bloomsburg’s double heddle velvet looms, each product is available in 12-foot broadloom. Metal Edge features a 53.6-ounce face weight, while Structure comes in a 49-ounce face weight.

“Metal Edge and Structure are the result of great design, great tooling and a highly versatile fiber system from Zeftron nylon,” said Bloomsburg Vice President of Sales James Cody. “Architects and designers will not only appreciate the appealing look of these styles, but also their ability to perform extremely well in virtually any commercial setting.”

“We are pleased we could put Zeftron’s unmatched styling versatility and rich color palette to perfect utilization for these two new products,” said Zeftron nylon Business Leader Tim Blount. “Bloomsburg’s ability to create innovative, stylish and performance-driven products makes partnering with them a pleasure.”

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## 2—Bloomsburg-Zeftron Metal Edge and Structure

Architects and designers specifying Metal Edge and Structure may also be able to achieve LEED credits. 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](http://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](http://www.zeftronnylon.com).

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**Editor's Note:** High resolution product and room scene photos are available by contacting Matt Spaulding at [matts@spauldingcommunications.com](mailto:matts@spauldingcommunications.com) or 404-270-1010.

**Bloomsburg Carpet “Metal Edge” and “Structure” Made with Zeftron Nylon**



Structure in Gun Metal

Structure

