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**FOR IMMEDIATE RELEASE****ZEFTRON® NYLON INTRODUCES NEW *BRILLIANT* COLLECTION**

*Seven New Colors Provide Greater Options, Design Inspiration for Specifiers*

**DALTON, Ga. – Oct. 6, 2014** – Zeftron nylon, a fully renewable premium nylon 6 fiber, is introducing its new *Brilliant* Collection, an accumulation of seven highly vibrant colors. The new colors bring more styling options that add a dash of energy or excitement to a hospitality, corporate or other commercial interiors project. The collection gives designers even greater options and inspiration for creating or specifying the commercial carpet product they desire.

The *Brilliant* Collection is a result of a collaborative feedback and input process between Zeftron and the in-house design teams of its mill partners. Zeftron also received input from hundreds of designers across the country through its 2013 Color Survey. Designers were asked to vote on the top five colors most important to them.

The seven colors of the Brilliant Collection are: Hot Pink, Lemon, Brilliant Orange, Lime, Electric Blue, Bay Blue and Raspberry Wine. Each new color pigment was developed and formulated to the same industry-leading standard as the other 105 colors in the Zeftron color palette. As a result, the new colors harmonize with Zeftron's other colors and perfectly complement Zeftron's existing base shades. Additionally, designers and specifiers can rest assured that each new color will meet its color and performance requirement every time. Like all Zeftron yarns, the new colors are solution-dyed, come with a minimum of 25 percent recycled content and are backed by Zeftron's lifetime warranties for colorfastness, stain removal, wear and static control.

"The optimism we're seeing in the commercial interiors industry is reflected in the way designers are using a variety of colors in multiple ways to achieve their design visions," said Zeftron Business Leader Tim Blount. "Our new colors meet the need for vibrant color variation in commercial carpet styles. We think designers will enjoy playing with these new colors to add a little more fun and creativity to the carpets they are specifying or designing."

Zeftron will soon introduce nine new base shades to further meet the demands of the marketplace. These new colors are enhancers to Zeftron's existing color palette families of blues, grays, blacks and beiges.

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## **2—Zeftron *Brilliant* Collection**

### **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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