

**Carpet**  
— FLOORING FOR THE WAY YOU LIVE —

**FlooringAmerica.<sup>®</sup>**  
**FlooringCanada.<sup>®</sup>**



# Flooring America® Flooring Canada®

Where Friends Send Friends™

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**We look forward to  
helping you turn your  
decorating dreams  
into reality!**

Whether you're looking for carpet that indulges your feet, expresses your personality, or is built to withstand the demands of your active family, we have what you're looking for. Flooring America offers luxury, style, performance, and value.

We look forward to guiding you through the carpet fibers, types, and warranties that meet the demands of your lifestyle.



# Carpet Types



**PLUSH OR CUT-PILE** Loops trimmed off with yarn bundles standing straight up. Repeated pre-shearing creates a luxurious appearance. A great 'whole house' carpet, medium durability. Popular varieties include saxony plush: short, densely packed tufts; textured plush: decoratively versatile, textured surface helps hide footprints and vacuum marks; velvet plush: lightly twisted cut-piles with a uniform color and luxurious appearance that's ideal for formal areas.



**BERBER LOOP-PILE** High, closed level loops stand upright, creating a nubby, rugged texture that looks natural and handcrafted. Tight loop texture helps hide foot and vacuum marks. Uncut loops tend to wear better than cut-pile.



**BERBER CUT-PILE** Newer berber look with color and interest of traditional loop berbers and the great plush feel of thick, cut-pile carpet. Very versatile. Ideal for casual rooms and kids rooms. Subtle color flecks help hide soil.



**CUT-&-LOOP PILE** combined cut and looped fibers provide a variety of surface textures or carved/sculptured effects for medium durability. Multiple colors and levels hide dirt and footprints in formal or informal areas. Also available in solid colors.



**COMMERCIAL LOOP** Versatile styles in a durable, long-wearing surface pile engineered for high-traffic areas. Captivating color choices and textured surfaces suitable for professional and practical installations.

# Fiber Types

## SYNTHETIC FIBERS

**NYLON** Considered the most versatile fiber. Durable, excellent soil resistance, less costly than wool but one of the most expensive of synthetics. Can be damaged by prolonged exposure to sunlight.

**POLYESTER** Softer, slightly less durable, and less expensive than nylon. The softer fiber accepts dyes well, making brilliant colors possible. Stain resistance superior to other, more popular fibers.

**POLYPROPYLENE (OLEFIN)** Extremely durable, colorfast, absorbs no moisture, with superior stain resistance. Ideal for loop pile carpets, also made into ribbon-type yarn used in outdoor carpet. Low cost, limited colors.

**ACRYLIC** Resembles wool more than other synthetic fibers and resists fading.

## NATURAL FIBERS

**WOOL** Comfortable, durable, naturally beautiful, and generally considered the 'ultimate' fiber. Soil-resistant, but set-in stains may be difficult to remove. More expensive than synthetics.

**SISAL** Made from fiber derived from the agave plant. Stronger and more durable than other natural fibers, earthy and rough-textured like jute. Sisal carpets usually contain jute, hemp, sea grass, and coconut fibers.

**SEA GRASS** Adds a wonderful natural look and feel to any room. Can be damaged by chemicals and is susceptible to mold and insects.

**COIR** Extracted from the husks of coconuts, coir is one of the most environmentally-friendly fibers. Tough, hardwearing, and versatile, with natural aesthetic appeal. Rich and bold textures. Often blended with sisal.



# Types of Carpet Cushion

Carpet cushion extends the life of your carpet. By reducing pile-height loss and pile crushing, carpet cushion can help keep a carpet looking new and thereby stretch its usable life span. In addition, cushion imparts resiliency and resistance to pressure, which contribute to a carpet's feeling of luxury. And with cushion, it is possible to select the degree of luxury or firmness of tread you desire.

Most are available in varying weights, densities, and thicknesses to accommodate your desired feeling underfoot and level of traffic.

## **FOAM**

**PRIME** Similar to the type of cushion used in furniture, mattresses, and car seats; recommended for light to moderate traffic.

**BONDED OR REBONDED** Made from recycled foam; most often features a surface net for easy installation and improved performance.

## **RUBBER**

**WAFFLED** A soft, resilient cushion with a luxurious feel.

**FLAT** A firm, dense cushion often used in large commercial applications and with loop carpet.

# Five Star Selection System

The Five Star Selection System is an independent rating system designed to guide you in choosing the right floor for your needs. These stars indicate levels of performance and durability to ensure your satisfaction. Look for the Star Rating on all product labels.

 **ULTIMATE** Five Star ratings are awarded only to the best products in their category. These carpets are all performance tested to give you quality that surpasses the toughest industry standards.

 **PREMIUM** The Four Star collection offers a high level of performance. These carpets give you the high standard of luxury and performance you desire. The Four Star combination includes extended performance warranties.

 **BEST** Our Three Star group offers the broadest selection of performance-tested carpets meeting high standards for durability critical to busy families. These products feature a wide selection of nationally known brands.

 **BETTER** The Two Star group contains an impressive array of quality carpets, in a wide range of colors for any room. The collection offers a good value where performance is desired but where budget restraints are also important.

 **GOOD** One Star carpets are the most economical solution where price is key. This basic product combination offers the minimum level of performance at very affordable prices.



## CARPET

STAR RATING	TEXTURE RETENTION	STAIN RESISTANCE	SOIL RESISTANCE	WEAR WARRANTY	FADE RESISTANCE*
★★★★★	25 Years	Life Of Carpet	Life Of Carpet	25 Years	25 Years
★★★★☆	20 Years	Life Of Carpet	Life Of Carpet	20 Years	20 Years
★★★☆☆	15 Years	Life Of Carpet	15 Years	15 Years	15 Years
★★☆☆☆	10 Years	10 Years	10 Years	10 Years	N/A
★☆☆☆☆	N/A	5 Years	N/A	5 Years	N/A

STAR RATING	PET STAIN RESISTANCE*	CUSHION	STAIRS & HALLWAYS	INSTALLATION	REPLACEMENT WARRANTY
★★★★★	25 Years	Life Of Home	Yes	Life Of Carpet	90 Days (Labor Included)
★★★★☆	20 Years	Life Of Home	N/A	Life Of Carpet	60 Days (Labor Included)
★★★☆☆	15 Years	Life Of Home	N/A	Life Of Carpet	30 Days
★★☆☆☆	N/A	Life Of Home (Labor Excluded)	N/A	Life Of Carpet	30 Days
★☆☆☆☆	N/A	N/A	N/A	Life Of Carpet	30 Days

\* See Warranty Guide for complete details.



# Downs®

Softly, Superbly Constructed. Uniquely Styled.

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One of the oldest and most respected names in the carpet industry, Downs has been synonymous with superbly constructed, elegant, and uniquely styled carpets for nearly 150 years. Today, the Downs tradition of quality, integrity, and unsurpassed luxury continues to be appreciated and enjoyed by active families who require silky softness underfoot, unbeatable performance and superior stain protection.

WARRANTY



est. 1865  
Downs®



# Stainmaster®

Always Stylish. Always Beautiful.®

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The Stainmaster brand is synonymous with performance, confidence, and fashion. Plus, Stainmaster carpets feature a special Advanced Repel System, providing revolutionary stain and soil repelling action that keeps carpets up to 30% cleaner, making Stainmaster carpets easier to maintain. The carpet fibers actually work to repel soil and quick-release stains so your floor is always stylish, always beautiful.

Choose from premier collections of Stainmaster®, Stainmaster® PetProtect® or Stainmaster® Livewell™. Each collection is designed to fit your style and household demands.

WARRANTY



**STAINMASTER** BRAND



# Tigressá®

Exceptional Strength. Ultimate Softness.

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If you're looking for a luxuriously soft carpet that offers ultimate comfort and style but also exceptional strength and durability, your hunt is over. Tigressá carpets offer advanced yarn engineering that produces a pleasant, luxurious touch.

Plus, Tigressá's resilient carpet fibers provide superior durability. Not only is this carpet softer and stronger, you'll find that Tigressá is also greener. Specially manufactured as an eco-friendly option, all Tigressá carpets can be recycled over and over again. Look for our H2O™ waterproof backing which offers supreme performance making it ideal for active homes.

*Tigressá*

WARRANTY



*Tigressá*  
SoftStyle

*Tigressá*  
cherish



# Design Distinctions™

Where Fashion Meets Performance.

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The visionary designers from the trend-setting studios of Design Distinctions have passionately gathered the boldest colors, the most contemporary patterns, and the most inspiring textures to create stunningly creative flooring that continues to look beautiful, year after year. Indulge in your personal style and revel in self-expression. You can choose from transitional looks like tone-on-tone, animal prints, and bold geometrics, or sophisticated designs that evoke exotic locales and motifs.

WARRANTY



DESIGN  
DISTINCTIONS™



# ResistA®

Softness And Stain Protection You Can't Resist.

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Perfect for active households, ResistA® carpet brings you unparalleled performance in a fashionable array of styles and textures in brighter, richer colors. The advanced fiber technology repels liquid making cleanup a snap. The exceptional durability helps retain the brilliance and softness and the revolutionary stain warranty protects you from food and beverage spills.



WARRANTY



# Resista® 3.0

## Outstanding Wear And Resilience.

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Resista 3.0 features our 10-year no exclusions stain warranty against all food and beverage. Engineered with a patented 3-ply yarn system, it offers outstanding wear and resilience at an exceptional value. The extra fiber and twist provides a cushier experience with longer wear available in natural palettes and textures drawn from nature.

WARRANTY



resista® 3.0





# Rival by ResistA®

Outstanding Durability, Exceptional Softness.

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Rival by ResistA® takes the prize. Durable and ultra soft, this fiber will look and feel brand new for years down the road. It's waterproof construction is made from a high performance fiber that will resist crushing. Outstanding durability, exceptional softness, lasting color with a waterproof backing system makes Rival the clear cut winner for children, pets and active families. Featuring a 10-year no exclusions stain warranty against all food & beverage.

**RIVAL**  
BY RESISTA

WARRANTY



# Innovia®

Blending Long-Lasting Beauty And Ultimate Softness.

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Eco-friendly INNOVIA XTREME CLEAN®, INNOVIA TOUCH XTREME CLEAN™ and INNOVIA TOUCH XTREME CLEAN™ DREAM carpets are crafted using cutting-edge, natural-based Innotex, which gives you an outstanding combination of softness and durability. Breakthrough Innovia is exceptionally soft and resilient, featuring crush resistance and built-in stain protection that won't wash or wear off. Next generation Innovia has a uniquely fine fiber system that is ultra plush and luxurious, withstands heavy foot traffic, and repels liquids and spills.

WARRANTY



INNOVIA  
XTREME CLEAN®

INNOVIA  
touch  
XTREME CLEAN™



INNOVIA  
XTREME CLEAN®



# Hearth & Home™

Designed To Fit Your Budget.

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Hearth & Home carpets provide a broad range of design solutions for today's value-conscious customer. Discover the exciting variety of Hearth & Home carpets made from the most popular and easy-to-maintain carpet fibers available today. With great choices like plushes, textures and saxonomies, you'll easily find the style that perfectly fits your lifestyle.

WARRANTY



**& HEARTH  
HOME**  
REAL STYLE. REAL VALUE.



# Your Personal Cutting Edge™

By CCA Global Partners

Custom Area Rugs.

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Express Your Style with a Custom Area Rug

Area rugs add warmth, comfort and protection to your hard surface flooring. Finding the right style, color, size and shape to best fit your room can be overwhelming and time-consuming. With our Custom Area Rug program, it's easy to design the perfect area rug option for you and your home.



YOUR PERSONAL  
**CUTTING/EDGE™**  
by CCA GLOBAL PARTNERS



# Gibraltar™ Commercial Carpet

## The Peak Of Performance.



Gibraltar Commercial carpets are the perfect solution for many residential spaces. Constructed of the highest-performance fibers, they are available in rolls or modular carpet tiles in an array of patterns, textures, and colors. Gibraltar's modular system combines versatility, easy care, and extraordinary value with guaranteed performance. Bring this performance to your home office, basement, breezeway, media room, play room, or whole house.



GIBRALTAR™

*See Warranty Guide for complete details on commercial warranties.*





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Mixed Sources

Product group from well-managed forests, controlled sources and recycled wood or fibre

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