

NEWS



The Square Yard

The Square Yard
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The Square Yard Now Offers SmartStrand[®] Carpets with DuPont[™] Sorona[®]

“Renewably Sourced Polymer made from CORN”.

Environmentally Friendly Green Product!

Summit, NJ – April 26th, 2008. *The Square Yard* is now offering Mohawk and Karastan SmartStrand[®] with DuPont[™] Sorona[®] Renewably Sourced Polymer made from corn. The Square Yard is committed to helping the environment and now offers another “Green Product” in addition to its many other green offerings.

Mohawk leads innovation in sustainable flooring with SmartStrand[®] carpet with DuPont[™] Sorona[®] renewably sourced polymer. In a partnership with DuPont, this carpet exclusively offers fiber made with Bio-PDO[™] (the key Sorona[®] ingredient), which is produced from corn sugar. By utilizing this new ingredient, 37 percent of Sorona[®] is being made from renewable resources. This marks the first time that a luxuriously soft

carpet offers durability and stain protection, while also making less of an environmental impact.

Why is this carpet environmentally smart?

DuPont™ Sorona® plays a major role in the worldwide objective of a renewable economy and represents a new frontier in sustainability. This carpet is environmentally smart because:

- The production of Sorona® polymer requires 30 percent less energy than the production of an equal amount of nylon.
- Greenhouse gas emissions from the production of Sorona® are 63 percent lower than nylon manufacturing.
- This energy reduction results in approximately one gallon of gasoline saved per every seven square yards of carpet.

The superior stain resistance of SmartStrand® carpet is engineered into the fiber and will **never, ever** wear or wash off, meaning consumers will never need to retreat the carpet with stain protectors after steam cleaning. And this engineered-in stain resistance reaches new levels of protection, allowing tough stains such as **mustard, red wine, and cherry Kool-Aid®** to be removed simply with warm water and a mild detergent. The fiber even resists discoloration from bleach! The next generation of carpet fiber is here at The Square Yard!

DuPont™, Sorona® and Bio-PDO™ are trademarks or registered trademarks of DuPont or its affiliates.

Kool-Aid® is a registered trademark of Kraft Foods.

The Square Yard, located on Springfield Ave. in Summit, NJ, is enjoying its 35th year as one of the premier design centers on the east coast. The Square Yard provides complete one-stop design service for clients in the community of Summit and as far away as The Hamptons, offering the traditional and the exotic in luxury floor coverings in wood, carpet and tile, custom wall coverings, window treatments and home furnishings.

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