

Carpet has been the most popular floor covering in America for decades for good reason - carpets feel soft, reduce noise and insulate rooms. But some common misconceptions deter people from buying carpets. Before purchasing flooring, consider the following information from Shaw Floors:



MYTH 1

Asthma and allergy sufferers should not have carpet in the home.

FACT:

EPA scientists concluded that carpet fibers, in trapping and immobilizing potential allergy-causing particulates, help people with allergies. If allergens are in the carpet, they're not circulating in the breathing zone. A number of international studies have shown conclusively that allergy and asthma sufferers fare better in homes with carpet, compared to homes with hard flooring.

Shaw recommends using a vacuum that has been tested and certified in the Carpet and Rug Institute Seal of Approval Program to insure that such particles are removed from the carpet and not blown back into the air.

MYTH 2



Carpet is hard to maintain - it stains and wears out very easily.

FACT:

Simple steps can extend the life of your carpet and keep it looking new. Frequent vacuuming removes soil particles before they get below the surface of the pile, where they are far more difficult to remove.

Carpet in a typical household should be thoroughly cleaned every 12 to 18 months. Hot water extraction systems provide the most effective cleaning. For best results Shaw strongly recommends using a professional carpet cleaner. To locate a trained and certified professional near you, see www.IICRC.org or call 800-835-4624.

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MYTH 3

Carpet is outdated and boring.

FACT:

Carpets come in patterns ranging from traditional hounds tooth to exotic zebra, and in stylish colors like chocolate or mint green. Many consumers use a mix of carpet, hardwood and tile in their homes.

MYTH 4

Carpet emits harmful chemicals that cause health problems.

FACT:

While virtually all building materials and furnishings emit VOCs (volatile organic compounds), carpet is one of the lowest emitters. All Shaw carpets meet the requirements of the industry's stringent VOC emissions standard, the Carpet & Rug Institute's Green Label Plus program.

MYTH 5

Carpet is bad for the environment

FACT:

Floor manufacturers now provide many eco-friendly options for environmentally-conscious consumers. Shaw carpets made of Anso or EverTouch nylon can be recycled at Shaw's Evergreen Nylon Recycling Facility, where they are broken down and remade into new carpet fiber. The process helps turn carpet into a renewable product and keeps carpet waste out of landfills. In fact, Shaw has collected 178 million pounds of post-consumer carpet since 2006.

For more information about Shaw's various carpet and hard surface flooring options or to view the company's online product catalog, please visit www.shawfloors.com.