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PHENIX INTRODUCES 40 NEW CARPET PRODUCTS AT TISE 2019

New STAINMASTER® PetProtect® options, fashionable styles and innovative manufacturing on display

Las Vegas, NV (January 23, 2019) – Phenix Flooring, a Pharr family company, will introduce 40 new carpet products, expanding their STAINMASTER® PetProtect® and Sure Soft Polyester programs and launching the Modern Contours collection, a fashion-forward affordable line of Polyester patterns and textures that feature unique yarn technologies to craft vivid aesthetics for the consumer’s home at the 2019 International Surface Event.

“This year at TISE we’re introducing products that speak directly to the wants and needs of homeowners. By expanding our already vast line of STAINMASTER® PetProtect® carpet options, introducing innovative new polyester choices and providing a new, fashionable yet affordable line of patterned and mixed texture carpet, we are positioning Phenix to remain a leader in the carpet category,” said Jason Surratt, senior vice president of product and design. “We’re confident this line of introductions will provide the homeowner with the options she needs to create truly custom, personalized spaces in her home.”

New carpet introductions on display at TISE, in booth 1437, include:

- **STAINMASTER® PetProtect® Products**—Adding to one of the market’s most immense offerings of carpet solutions for pet-friendly homes, eight new styles will make their debut at Surfaces. New updates to the collection feature PetProtect® performance consumers love combined with fashionable patterns and design-savvy styles she craves, including soft hushed and soft tone-on-tone color palettes that tie help pull in unique finishes in each room.

This year, new fiber developments are introduced in addition to the powerful built-in stain protection, including a metallic multicolor yarn that gives products a unique, luxurious look that delivers on the popular mixed metallic trend seen in homes across the country.

New STAINMASTER® PetProtect® products include the Boulevard Series, Gleam and Glisten, Aficionado, Connoisseur and Maven.

- **Sure Soft Polyester**—Known for providing homeowners stylish and functional polyester products she can rely on, Phenix expands their offering with 10 new styles that complement the latest color trends in home interiors. Hints of rust, deep blues and rich earth tones that provide edgy, sophisticated pops of color are complemented by a perfectly neutral palette. A specific market differentiator in this group of introductions includes a distinct textured loop pattern, seen in the product ‘Creative’, which highlights a tone-on-tone colorway with a truly unique aesthetic.

The Sure Soft Polyester technique which features new state of the art polyester fiber enhancements provides modeled tones to new styles, creating a warmth and depth to rooms that homeowners seek. The structure of the yarn allows for different dye level capabilities—a never before used technique on polyester products—that delivers an appealing tonal contrast to the final product.

New Sure Soft Polyester products being introduced at Surfaces include Creative, Rational/Resourceful, Eager/Determined/Energetic, Superb/ Snazzy/ Stupendous and Bodega Bay.

- **Modern Contours**—Developed to fill a category need in the market place, Modern Contours is a sophisticated fashionable line of flooring offered to consumers at an affordable value. Shown in three designer-curated palettes and inspired by the fashion and couture bridal industries, Modern Contours curates styles and textures that mimic the luxury fabrics, materials and knitting techniques bringing a vibrant couture look to a room.

Developed using a variety of technologies, like tonal space dye, which provides a unique melding of colors and a subtle ombre of color throughout the background of the fabric allowing the homeowner to create a visually stimulating depth and interest to a room without overpowering the overall design.

Modern Contours, which also includes carpets featuring metallic multicolor and Frieze-esque textures and a variety of patterns, comes in 14 new styles.



Santa Monica Blvd.



Maven



Connoisseur

“Each of our new introductions meets a market need and pushes the envelope on what homeowners expect from flooring. We’re excited for each of the new carpet products to make their debut at Surfaces,” adds Surratt.

New products will be on display during TISE from January 23–25 at the Phenix Flooring booth, #1437.

About Phenix Flooring

Phenix Flooring a leader in the flooring industry and industry-pioneer in the solution-dyed arena, manufacturers premium P.E.T and nylon carpet for a variety of independent and box retailers across the U.S. Phenix creates stylish, trend-setting collections through their commitment to research and development and the use of the latest in innovative technology. Above all, Phenix prides itself on its promise to deliver their clients the highest standard of service. Phenix is a Pharr family company.