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PHENIX FLOORING LAUNCHES 30+ NEW CARPET INTRODUCTIONS AT SURFACES 2018

New introductions include STAINMASTER® PetProtect™, SureSoftSD™ and more

Las Vegas, NV (January 30, 2018) – Phenix Flooring, a Pharr family company, and a leading manufacturer of residential flooring, will introduce more than 30 new carpet products, which will expand their Cleaner Home, STAINMASTER® PetProtect™ and Solution Dyed Polyester programs, at the 2018 International Surface Event.

“We know that in order to remain a leader in the carpet category, Phenix has to continue to provide compelling solutions to the consumer,” says Mark Clayton, president of Phenix Flooring. “Knowing she wants products that simplify both her life and her design process, you’ll see new, trend-forward products added to our most successful collections, like Cleaner Home and PetProtect™ Design Solutions,” he adds.

NEW PRODUCT INTRODUCTIONS ON DISPLAY AT SURFACES, IN BOOTH 1737, INCLUDE:

SURESOFSD™

Phenix will introduce 16 new SureSoftSD carpet styles at Surfaces, offered in a variety of ounce weights and color options, including new trend setting patterns. Made from carpet fiber that is 100 percent SureSoftSD™ Soft Solution Dyed P.E.T. Polyester, this collection offers superior softness and tactile comfort, cleaner color articulation and inherent stain resistance that creates a luxurious but durable product.

CLEANER HOME COLLECTION

Three new styles – Content, Serenity and Tranquil – will debut as a part of the Cleaner Home Collection. Made of 100 percent Opulence HD Fiber combined with Microban® antimicrobial technology and SureFresh™ odor capture technology, these carpets are smarter about staying beautiful, cleaner and fresher. Serenity will be offered in nine fashionable colors while Content and Tranquil will come in 15 stylish color selections.

STAINMASTER® PETPROTECT® PRODUCTS

Adding to Phenix's already robust STAINMASTER® PetProtect™ offering, five new PetProtect carpet products will join the collection, giving consumers more stylish carpet options for a pet-friendly home. These new styles were crafted to coordinate with our STAINMASTER® PetProtect™ luxury vinyl plank and tile, making it easy for you to find your perfect flooring solution. And with the added benefit of built in stain protection your home is ready to withstand your pet's everyday messes.

"We're excited to unveil our new soft surface offerings and continue to bring products that address real consumer needs to the market," said Clayton.

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.