

FloorEver™ PetPlus PHENIX

Built to withstand the “uh-ohs” that come with furry family members, 24/7, with enhanced pet performance and exceptional warranties for stain and spill protection, as well as product durability. Warranted for stairs.

Introducing five new on-trend coordinating styles.



SIGNATURE

Make a bold statement with Signature, where classic elegance merges with modern design. This refined cut-pile carpet is meticulously crafted to transform your space into a serene haven, blending sophistication with modern flair. The Signature collection showcases subtle tonal variations in each colorway, providing a polished and versatile base for any interior. Whether you're designing a tranquil living room, a stylish office, or a cozy bedroom, Signature's luxurious texture and understated charm create a fresh and inviting atmosphere. Elevate your home with the perfect balance of comfort and style—choose Signature for a look that is both distinguished and welcoming.



RELIC

Transform your space with the timeless sophistication of Relic. Crafted to add warmth and a touch of lived-in charm, Relic effortlessly turns any room into a cozy sanctuary. Its unique medallion motif, enhanced with patinaed texturing, creates captivating visual interest, while the nine soft, classic color options ensure seamless coordination with any decor. Relic pairs beautifully with Signature collection, merging classic appeal with modern comfort for a refined aesthetic.





GRANDE VISTA

Discover the beauty of the world's most captivating landscapes with Grande Vista. This updated version of the beloved Vista style boasts a broader color palette and a more substantial texture. From the warm, sunlit sands of tropical shores to the earthy tones of mountain ranges, and the serene greens of lakes and fields, Grande Vista offers a rich array of hues that effortlessly enhance both contemporary and classic interiors. Its upgraded construction provides a plush, comfortable feel underfoot, making it a perfect choice for any space.



KARMA

Create a sanctuary of equilibrium and tranquility with Karma. This dense, all-cut carpet, with its relaxed, cozy texture, is destined to compliment any interior. Available in 15 neutral colorways with multi-tonal yarns, Karma provides a grounded foundation that helps you send out good vibes that come back around, enriching your space with a harmonious and restorative ambiance.



SEASIDE

Inspired by the tranquil allure of the coast, Seaside brings the essence of the beach into your home. It beautifully captures the texture of sandy shores, the rhythm of crashing waves, and the rugged charm of coastal cliffs. Its undulating loop pattern, intricately carved into a plush cut pile, creates a dynamic visual texture, while the subtle color palette ensures a sophisticated and usable style. For a truly refined coastal look, pair Seaside with Grande Vista to achieve a harmonious and layered aesthetic that elevates any interior with coastal elegance.



FloorEver™ PetPlus



Each feature and benefit listed is found on 100% of our FloorEver™ PetPlus products. Can one competitor say that about all of theirs?

	FLOOREVER™ PETPLUS	TUFTEX/ SHAW	KARASTAN/ MOHAWK	MASLAND/ DIXIE
Microban® Anti-Microbial	✓	X	X	X
100% Solution Dyed Nylon	✓	X	X	X
Lifetime Soil & Stain Resistance, including pet pee, poo and puke	✓	X	X	X
Lifetime Fade & Bleach Resistance	✓	X	X	X
25 Yr. Texture Retention, including stairs!	✓	X	X	X
25 Yr. Abrasive Wear, including stairs!	✓	X	X	X
100-Day Customer Satisfaction	✓	X	X	X



Enhanced Pet Protection



Stain + Spill Protection



Kid Friendly



100 Day Satisfaction



Asthma & Allergy Friendly*



Durability Guaranteed



Warranted for Stairs



24/7 SURFACE PROTECTION | **99% CLEANER**



SureSoftSDN™
Cationic Solution Dyed Nylon



**The More They See It,
The More You Can Sell It**

Floors.com/TryOn Try our floors in any room, helping customers visualize what their new floor will look like.

Phenix Rewards

All FloorEver™ PetPlus floors are eligible for Phenix Rewards 365 days a year.

PhenixRewards.com



Be Sure Value Comparison Chart

	SureSoftSDN™	Leading Competitive Polyester Family of Fibers	
Attribute	Solution-Dyed Nylon (SDN)	PET (*when solution dyed)	PTT (*when solution dyed)
Durability	Excellent: Highly resilient, best for high traffic areas—fiber memory/ recovery, abrasion resistance, tensile strength and higher melting point	Good: Moderate compared to nylon	Very Good: Good durability. Better than PET.
Resiliency	Excellent: Maintains appearance, highly resistant to crushing	Good: Less recovery from crushing vs. nylon	Very Good: Resists crushing with good recovery
Wear & Tear (Abrasion)	Excellent: Industry standard for long-lasting performance	Good: Less durable under heavy use	Very Good: Durable under heavy use
Soil Resistance	Very Good: Nylon is an oleophobic fiber (repels oil)	Fair: Soils more easily than nylon due to oil-attraction (oleophilic)	Fair: Soils more easily than nylon due to oil-attraction (oleophilic)
Stain Resistance	Excellent: Inherent stain resistance and oleophobic (repels oil)	Excellent*: Inherent stain resistance, but oleophilic (attracts oil)	Excellent*: Inherent stain resistance, but oleophilic (attracts oil)
Softness	Construction specific	Construction specific	Construction specific
Colorfastness/ Fade Resistance	Excellent: Highly resistant to fading. Color is integrated during extrusion.	Excellent*: Highly resistant to fading. Color is integrated during extrusion.	Good: Resists fading from UV and light exposure
Initial Material Cost (does not include installation)	Higher: Premium price due to performance	Lower: Budget-friendly	Moderate: Mid-tier pricing
Life-cycle Cost (includes installation)	Excellent: Due to longevity and lower maintenance needs	Good	Very Good

Key Takeaways

SureSoftSDN™: Best for high-traffic, performance-driven applications with strong durability, stain, and wear resistance. Higher upfront cost but long-term value.

Polyester Family of Fibers: Can be more budget-friendly, and highly stain-resistant but less durable in heavy-use areas. Soil Resistance is considerably weaker than solution dyed nylon and some are less colorfast/ fade resistant as well.

There is a reason nylon is used in virtually 100% of all heavily trafficked commercial spaces. They are sure it works! Proven time and time again!

Only our FloorEver™ PetPlus and Microban® PET products have Microban® built into the product, permanently!



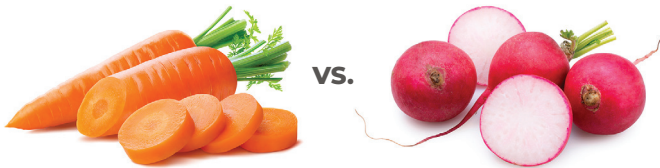
Our Difference Is In The Details



- 1. Commercial-grade stain protection in a residential carpet.** Our SureSoftSDN™ cationic nylon fibers repel acid-based stains. No worries about spills like wine, spaghetti sauce or pet stains.



- 2. Color through the entire fiber, not just on the surface.** Our SureSoftSDN™ fibers are Solution Dyed, meaning they have the dye all the way through the fiber, like a carrot. Which means no fading and after years of wear from cleaning and wear and tear, the color of the carpet will still shine through.



- 3. Microban® Surface Protection** Helping to protect 24/7 against the growth of bacteria, mold and mildew, and remain 99% cleaner than untreated surfaces.



- 4. Warranted for Stairs.** How many carpets can you name that are warranted for stairs? We stand by our durability and performance of our SureSoftSDN™ fibers so much, this carpet is warranted for the stairs.

SureSoftSDN™
Cationic Solution Dyed Nylon

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KEY ELEMENTS

Why SureSoftSDN™?

Worry Free Luxury!

**Easy to Clean
and Maintain**

Best Traffic Performance

**Best Stain and Bleach
Resistance—
Including the 3 Ps
for Pets!**

Best Fade Resistance

Looks New Longer!

**Best Long-Term Value
for Your Money!**

