

EXCLUSIVE MICROBAN® ANTIMICROBIAL PRODUCT PROTECTION



Q. WHO WILL THIS CARPET APPEAL TO?

A. One of the fastest growing categories of consumers, described as The Clean Home Movement.

💡 *They expect their homes to support a smarter, healthier lifestyle by offering high-tech cleanliness and safety.*

Q. ARE ANTIMICROBIALS SAFE?

A. Yes. Microban technology has a long history of use and proven effectiveness in thousands of tests.

💡 *The same technology is used in a wide range of household items, clothing, medical equipment, military gear and more.*

💡 *Registered with the EPA – determined as safe to use and effective.*

💡 *Built-in protection for the carpet against the growth of stain and odor causing bacteria, mold and mildew.*

Q. HOW DOES MICROBAN TECHNOLOGY KEEP THE CARPET CLEANER - DOES IT PREVENT STAINS?

A. No. The solution-dyed fiber is what provides inherent stain resistance.

💡 *Microban technology keeps the carpet cleaner in between cleaning by preventing the growth of bacteria and mold.*

💡 *Bacteria and mold can cause stains, odors and product damage. Microban protection helps prevent this from happening.*

Q. ARE CARPETS WITHOUT ANTIMICROBIALS DIRTY OR UNHEALTHY?

A. Carpets without antimicrobials are neither inherently dirty nor unhealthy.

💡 *Carpet with Microban technology is simply going to stay cleaner and fresher between cleanings.*

Q. WILL THE MICROBAN TECHNOLOGY WASH OR WEAR OFF WITH TIME?

A. No. It is an inherent property and will not degrade or dissipate over time in spite of multiple cleanings.

Q. WILL THIS CARPET PREVENT EXPOSURE TO BACTERIA?

A. No. Microban product protection is about keeping the carpet cleaner without any extra cleaning, by inhibiting the growth of stain and odor causing bacteria.

💡 *It's a time-saver that gives you peace of mind - the proactive protection is always working to keep the carpet cleaner and fresher, for longer.*