

FloorEver™ PetPlus

All Phenix Stainmaster® carpets sold at Independent Retail are being rebranded to FloorEver™ PetPlus.

Phenix will continue to service all current products.

The SKUs, style and color names are staying the same.

In the future, Phenix will be adding new introductions within the FloorEver™ PetPlus brand architecture, all of which will include this superior warranty and durability promise.

Q. Will Phenix continue to support all the current products in Phenix Stainmaster® display?

A. Yes, we are continuing to support all of the products currently in the display.

Q. Will we send new sample wing cards for the display?

A. No, we'll provide an update kit that will be used to retrofit the existing samples. Nothing will change on the products other than the brand so the dealers can continue to order under the same style name and color number.

Q. Will the price of the carpet be reduced since the Stainmaster® brand isn't being used?

A. No, Invista, who supplies the fibers for the Stainmaster® brand will not be reducing prices on the fibers used to make these products so manufacturers will not be adjusting prices on branded Stainmaster products.

Q. Will FloorEver™ PetPlus still have nylon fibers?

A. Yes, for existing products Phenix will continue to manufacture those items using the same Invista Nylon fibers. New products being introduced in the future will feature Phenix's SureSoftSDN™, which is a superior solution dyed cationic nylon, created to resist acid-based liquids, like wine and pet urine.

Q. How are FloorEver™ and FloorEver™ PetPlus different?

A. FloorEver™ is a brand focused on performance and durability at an attractive price point. The Floorever program features both SureSoftSD™, solution dyed polyester, and SureSoftSDN™, solution dyed nylon fibers. All products are constructed with performance in mind and provide a tremendous value story in a performance driven program.

We are rebranding the existing Stainmaster® products to a new brand called FloorEver™ Pet Plus. These products will carry enhanced warranties from the original FloorEver™ brand. All products within this program will be exclusively nylon fiber based and will carry additional warranties for pet urine, vomit, and feces and stairs.



	 FloorEver™	 FloorEver™
Stain	Lifetime	Lifetime
Soil	Lifetime	Lifetime
Abrasive	25 year	25 year
Anti-Static	Lifetime	Lifetime
Texture	25 year	25 year
Fade	Lifetime	Lifetime
		Pet Urine
		Lifetime
		Pet Vomit
		Lifetime
		Pet Feces
		Lifetime
		Stairs
		Covered
		Manufacturing Defects
		Lifetime
		Satisfaction
		100 Day

WELCOME THE NEWEST MEMBER OF OUR FAMILY

FloorEver™ PetPlus

Introducing FloorEver™ PetPlus. A new brand by Phenix which updates our Stainmaster™ branded carpets.

Who is this brand for?

The FloorEver™ PetPlus carpets are for the 101 million pet owners in the US and Canada who want a soft surface floor that can handle their entire family. Pet owners own more than dogs and cats. Our new brand is aimed to be attractive to all pet owners, whether it's ferrets, hamsters, guinea pigs and more!

How does this new brand change the products currently in the Phenix Stainmaster™ display?

Only the branding changes, the SKUs, style names and color names all stay the same. We're still supporting the warranties. Continue to confidently sell the current styles and colors. We will introduce new styles to brand in the future, which will feature enhanced pet warranties like covering pet stains such as urine, vomit and feces. And will be warranted for stairs!

When will the new brand be in our store?

We're aiming to have the display in your store updated by mid-July. In the meantime, keep your display and keep your samples. Only the Stainmaster® name is changing to FloorEver™ PetPlus. Continue to confidently sell the current styles and colors.



FloorEver™ 
PetPlus



Enhanced Pet Protection



Stain + Spill Protection



Durability Guaranteed



100 Day Satisfaction



Kid Friendly



Warranted for Stairs