

== GENIUS IDEAS ==

Carpet Cushion: A Total Protection System

(NAPSA)—From deep-pile to shag to berber, carpet can be a beautiful thing to have underfoot. For a carpet to maintain its beauty it is important that the carpet and carpet cushion do the following things:

1. Stand up to the wear and tear of foot traffic.
2. Resist spills/pet accidents.
3. Keep spills from soaking into the cushion and subfloor.

Fortunately, there's now a complete carpet system that works together to extend the beauty and life of carpet. In addition to carpet with an advanced stain-repelling system, it includes a cushion with a breathable moisture barrier that keeps spills on top of the cushion, where they can be removed by extraction cleaning.

STAINMASTER™ carpet cushion with the DuPont™ Hytrel® moisture barrier catches spills and pet accidents that seep through the carpet, preventing them from soaking into the cushion and subfloor where they can cause damage and odors. Because the system breathes and allows vapors to escape, it can be used on any subfloor surface, including concrete.

Many STAINMASTER carpet cushions also feature advanced ODOR GUARD technology to permanently and continuously eliminate odors in the carpet cushion. The technology is on the surface of the cushion and activates any time it comes into contact with moisture. Spore cultures generate powerful enzymes that consume and eliminate organic substances such as milk spills and pet accidents that can cause odor. While the enzymes are tough on odors, they are completely safe to humans and pets.



A new kind of cushion system can help extend the life (and look) of new carpet.

"The introduction of STAINMASTER carpet cushion means consumers now have a complete carpet system," said Gary Johnston, global brand manager for STAINMASTER carpet. "STAINMASTER carpet with the Advanced Teflon® repel system stays up to 40 percent cleaner by pushing away soil and spills, and using the carpet cushion now makes it even easier to keep carpet fresh and clean."

The cushion benefits are complemented by a Carpet Odor and Spot Remover spray that is sold with the carpet and cushion. The unique formula removes odors from carpet fiber by using the same odor-destroying enzymes as the cushion itself. Now consumers have a complete carpet system so their carpet can stay fresh and clean for years. In addition, when consumers install the new carpet cushion under their STAINMASTER carpet, the carpet warranties are extended.

To learn more, visit the Web site at www.stainmaster.com.