

THE HOME FRONT

Floors Get Dressed In Sweater Look Carpets

(NAPSA)—What goes well with a thick wooly sweater around the shoulders in winter? Thick, cushy carpet under the toes. Carpet mills have taken a page from fashion and sent the classic sweater look down to the floor. These design-wise carpets add texture and dimension that instantly warm up a room.



The sweater look has hit the floor. These Laura Ashley designs for Sutton all have Scotchgard™ protection for easy care to match their easy style.

The sweater look may begin with Berbers in an array of beige, but the nubby appeal of this popular carpet lives on in far greater variations today. The newest versions—call them tweeds—have multi-color flecks of color, which, like in apparel, gives versatility. Thicker, deeper loops and combinations of pile heights give rise to patterns evocative of plaids and cable stitching.

The sweater look became a fashion classic in part for its easy care as well as its comfortable style. And the same is true of carpet today. High tech fibers and new protective treatments create carpet that stands up to everyday wear. The advances now extend to a unique do-it-yourself deep cleaning system that allows consumers to deep clean and apply Scotchgard protection simultaneously. The new ProHeat Pro-Tech™ system, developed by BISSELL and 3M, makes keeping the cozy look of carpet easy, no matter the season, no matter the style.

For more information on protective treatments visit www.scotchgard.com.

Note to Editors: Scotchgard is a trademark of 3M.