



home trends

Carpet Trend: Silky & Soft

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Even though the carpet footprint has shrunk in today's modern floor plan, consumers are absolutely loving the luxurious feel of the extremely soft carpet styles. These synthetic yarns utilize the latest technology to combine performance with the ultimate comfort. If you're thinking about new carpet for a bedroom or family room, here are a few reasons you may want to consider this carpet trend!

1) Soft Feel: Their soft and silky texture is so dreamy that you wish you wouldn't have to put the furniture back after the installation! Karastan's Smartstrand Silk and Mohawk's Innovia Touch are two popular brands that have the softest textures on the market. Rivaling the softest make-up brushes, the feel is truly impressive!

2) Durability: The recent technology creates an extremely crush resistant yarn that holds its shape and texture. With the lowest claim rate in the carpet industry, designers, builders, retailers and homeowners are all happy with the results.

3) Easy to Clean: Everyone appreciates a carpet that is easy to clean, but this is especially true for active families with pets and kids. Bring on the pet stains, coffee, red wine, soda, pizza sauce and more. These styles are guaranteed to come clean, and they clean up quickly.

4) Sustainable / Affordable: Most styles are made with 100% recyclable plastics or with 37% less petroleum than

traditional nylon brands. This is great for the environment, and also great on your wallet as most of these yarns are a fraction of the cost of nylon and wool.



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