

For Immediate Release

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ASIA CARPET OFFERS LEADING CHEMICAL-FREE WOOL CARPETING AS CONSUMER DEMAND FOR NON-TOXIC PRODUCTS RISES

Pittsburgh, PA – Continuing to expand its selection of green products, Asia Carpet is now offering chemical-free wool carpeting that exceeds the strictest environmental standards and the demands of consumers who want to improve their indoor air quality.

Nature's Carpet[®] is made from New Zealand Wool – the highest-quality wool available. Unlike the visible competitors, Nature's Carpet[®] offers a totally biodegradable product that uses natural latex for a binder, jute for its backings and no chemical treatments.

“Environmentally conscious consumers are not just focusing on products that improve the health of the planet,” said Eddie Lesoon III, vice president. “They also are focusing on human health by looking for natural products with low or no chemical emissions to improve their indoor-air quality. Our product offerings would not be complete without providing quality products that accommodate this growing demand.”

The “Dark Green” line from Nature's Carpet[®], manufactured with no synthetics or chemicals, comes in seven patterns and 13 colors. It contributes to LEED (Leadership in Energy and Environmental Design) credits, including those for low emissions and renewable resources, and has CRI Green Label Plus certification. The company also offers 10 additional patterns and more than 30 colors in its “Medium Green” and “Light Green” lines, which also are made of New Zealand Wool but use some synthetic materials and non-metallic dyes. These lines also contribute to credits under the LEED rating system.

“There is something to satisfy each person's unique style, and the degree to which she or he wishes to be green,” Lesoon said.

Nature's Carpet[®] is manufactured in Australia. The manufacturer has ISO 9001-2000 Quality Accreditation and is committed to innovative carpet styling and manufacturing yarns of the highest quality. Stocked in Georgia, product orders are readily available. Located at 4749 Baum Blvd., Asia Carpet carries an array of green products, including cork flooring, bamboo flooring and natural linoleum from manufacturers who have reliable track records and make all environmental certification information readily available.

All styles of Nature's Carpet[®] are now on display at Asia Carpet, where all customer inquiries in the Pittsburgh area are directed.

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