

Corporate Case Study

Premium Nylon VS Generic Nylon

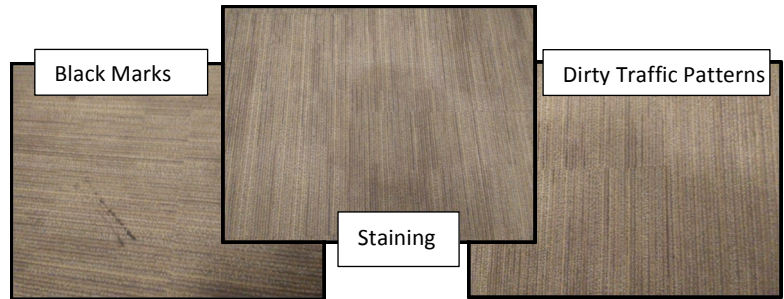


800 Superior Ave
Cleveland, Ohio

ARCHITECTURAL FLOORS
O F C L E V E L A N D

OVERVIEW:

65,000 Square Feet of Carpet
Initial Installation: Generic Nylon Carpet Tiles
Installed only 5 Years prior
Professionally Cleaned on Schedule 2x a Year
DIRT & STAINS won't come out
High Carpet Maintenance Cost
National General Insurance (NGIC) had enough



Carpet Failure = Carpet Replacement

When selecting carpet you need to consider more than style and color.

You need to insure your carpet investment retains its appearance - that the carpet will also stand the test of time.

A Premium Nylon is a Major Ingredient that Will Give You:

STAIN RESISTANCE, SOIL RESISTANCE, & EASE OF MAINTENANCE

Most carpeting doesn't need to be replaced because it wears out. It needs replaced because it "uglies out" due to staining and difficulty in cleaning....A PREMATURE LOSS OF APPEARANCE = A LOSS IN INVESTMENT.

At one time most Nylon used in manufacturing carpet was made by DuPont. Over time some carpet manufacturers have been extruding the nylon themselves under their own brand name (Generic Nylon)

There is a difference in carpet fiber - THEY ARE NOT ALL EQUAL

Carpets with Antron® Nylon VS Competitive Generic Nylon Carpets:

Antron® Nylon last up to 75% longer

Antron® Nylon has 2.5 times better texture retention

The Hollow Filament Fiber Shape, exclusive to Antron® Nylon, provides unsurpassed soil hiding & soil release

Antron® Nylon has 65% better Soil Resistance

Antron® Nylon has 10 times better Stain Resistance

END RESULT:

NGIC replaced four (4) floors of the Generic Nylon product. The savings in maintenance costs and appearance retention over time will prove itself as a well spent investment.

Testimonial:

Ralph DeGruttola, in charge of specifying carpet for a corporate office in Overland Park, Kansas states, "The previous carpet with Antron fiber was only being replaced because the design of the old carpet was dated" (16 years old). "It makes more sense to make an initial investment in quality. I didn't want to explain to upper management in five years why the investment failed to perform."

(Ralph DeGruttola is not associated with AFOC nor National Insurance Group. From Antron Case Study: Corporate - Black & Veatch, Overland Park, Kansas)