



Signature
floorcoverings®

Healthy Living®

with Silver and Zinc Release



Contents

- 03 healthy living®
- 05 benefits of silver and zinc release
- 07 chromolon+®
- 11 ultrapure®
- 13 warranties

Healthy Living[®]...with Silver and Zinc Release

Get the cleanest, freshest home!

Healthy Living[®] by Signature Floorcoverings[®] was created for households on-the-go! It's **durable**, child friendly and **easy to clean**. Best of all, it resists mould and mildew to help households be cleaner and fresher.

While carpet does not create the growth of mould and mildew, foreign particles on any moist surface can promote its occurrence and growth. **Silver Release** helps Healthy Living[®] carpets stay naturally fresh and **inhibits the growth of bacteria, mould and mildew** using silver and zinc ions.

The Healthy Living[®] Collection offers the most appealing and **desirable colours** and textural variations for fashion-conscious style families.

This range has been designed with you in mind, offering a range of **performance benefits** to support your busy and active lifestyle. Whilst Silver Release technology is already in use in other consumer products, Signature Floorcoverings[®] is the first to introduce this technology to carpet.



Benefits of Silver and Zinc Release

Healthy Living® carpets are the only floorcoverings in the world to contain Silver Release anti-bacterial protection that inhibits the growth of bacteria, mould and mildew.

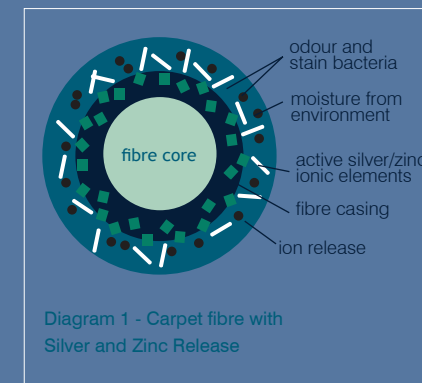
Bacteria grows by dividing itself and multiplying. Silver and Zinc which are naturally occurring elements found in nature, stops bacteria from dividing and as a result does not allow the bacteria to grow.

What happens if a tree doesn't grow? It dies...same with bacteria.



How does it work?

The key to the effectiveness of Silver Release is a unique, balanced combination of silver and zinc ions which are built into the carpet. Refer to Diagram 1.



Moisture in the environment, the same moisture required by microbes to grow, initiates the release of silver and zinc ions from the fibres.

Based on testing, this process takes place continuously for the **life of your carpet**, won't wear or wash off and is proven safe for people and pets.

The billions and billions of fibre strands that make up a carpeted room are the perfect host for Silver Release which works 365 days a year, against the formation of bacteria, mould and mildew, resulting in **long lasting** anti-microbial protection. Healthy Living® is the carpet of choice for those who put a premium on providing the cleanest, freshest feeling.

We've taken fresher and cleaner to a new higher level for your home. You can now roll around on your carpet knowing that it's as **healthy, clean and fresh** as it can be.



“Carpet already has so many unique characteristics that enhance the quality of life – from softness, comfort, warmth, and quietness. Now with Silver and Zinc Release – there is one more reason to believe in carpet.”

Chromolon+[®]

A carpet fibre that has all the answers.

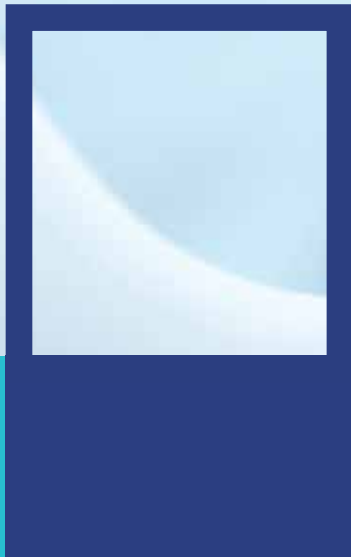
Advanced polyester yarn engineering has brought us to the pinnacle of carpet yarns and qualities.

Today's busy lifestyle demands a simple worry-free easy-to-clean home environment; flooring made with Chromolon+[®] (the advanced polyester carpet fibre) brings all that PLUS a great looking **luxurious** floor to your home.

Chromolon+[®] fibre is engineered with inherent **stain resistance**, carpets made with Chromolon+[®] are constructed for **easy cleaning** without compromise on touch and durability. This new fibre technology **will not fuzz or pill**, most spills can be quickly cleaned by blotting with warm water and will hold that great colour and appearance.

The newly developed continuous extrusion process of Chromolon+[®] creates the ultimate carpet fibre, dramatically increasing the **durability** and functionality of the carpet. Stain resistance is engineered into each individual fibre, although the carpet is piece dyed, Chromolon+[®] has to be heated to more than 110°C before the colour solution is able to enter and bond to the fibre core. Once the colour is attached, the fibres are slowly cooled to room temperature closing the "door" on stains and locking the colour in each individual fibre.

Carpets made with Chromolon+[®] answer all the concerns PLUS creating a healthy and luxurious environment for everyone in the family to enjoy.



Imagine a test tube full of coloured ink which can't escape. If you put the polyester fibre under a microscope you would see a translucent film wrapped around the fibre closing the cells and dye sites.

Chromolon+[®]

Advanced stain resistance

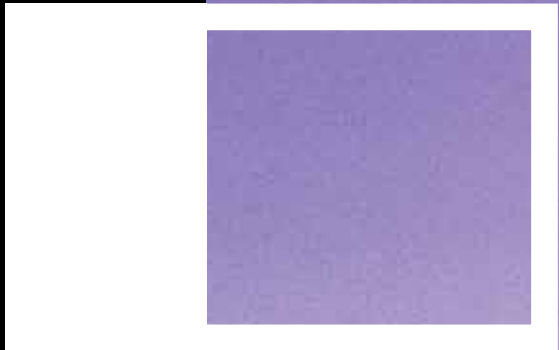
Chromolon+[®] fibre (polyester) absorbs very little moisture, making it inherently resistant to water based stains. Polyester has **excellent resistance** to harsh acid based dyes and natural dyed substances and has better than average resistance to strong oxidizers (such as chlorine and bleach). Because polyester is inherent with **permanent stain resistant** properties it does not require an additive to give it stain resistant properties.

Permashield

Our Chromolon+[®] carpets have been treated with a stain blocking agent to assist the spill or soiling to stay on the surface of the fibre to allow for easy cleaning.

Colourfast - fade resilience

Polyester is extremely **colourfast** to light and ozone gas which means they will resist harmful ultraviolet rays and help the carpet from fading. As a result we offer a 5 year **anti-fade guarantee**.



The development of Chromolon+[®] is intended to enhance and simplify your life and add **luxury** to your home. The **vivid colours** are just one of the inherent characteristics. Chromolon+[®] carpets also come with abrasion resistance, reduced static generation and superior dimensional stability.

Not only does Chromolon+[®] improve your home environment, it also improves the world we live in by being **recyclable** at the end of its life-cycle. Through a process of shredding, pulverising and washing, the carpet fibres can be recycled back into a wall-to-wall carpet, or another product can be made from the components thus keeping the old carpet out of landfill and reducing the need for more petro-chemicals to be refined!



Ultrapure®

A self-renewing odour neutraliser that keeps your home **fresh!**

Ultrapure® improves the home environment by **eliminating pet, cooking, smoking and many other common household odours**. This technology is bonded to the Chromolon+® carpet fibres. It is a non-toxic salt that is laying in wait for the odour molecule to come in contact with your carpet. The odour is quickly broken down to its base components typically carbon, nitrogen, hydrogen and oxygen that are quickly absorbed back into the air.

This is a self-renewing inert salt, meaning once it absorbs the odour from your pet, it is quickly ready to conquer the next odour that invades your home.



How does this work?

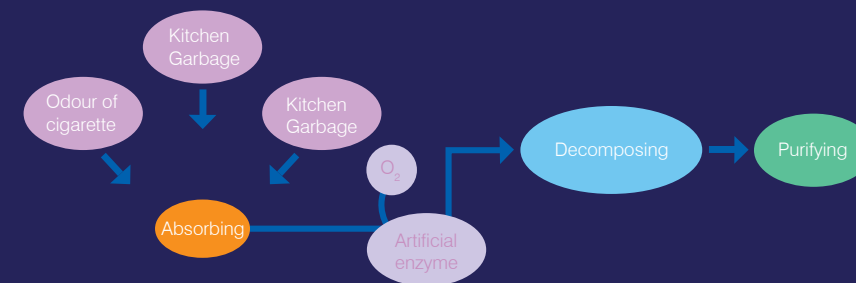
Simply put Ultrapure® is a carbolic salt that acts as a catalyst, an agent that causes molecules and elements to react but is not part of the reaction nor is it consumed by the reaction.

Ultrapure® separates the offending molecules **eliminating the odour!** Ultrapure® is inactive, non-toxic and environmentally friendly and will not harm your pets.

Ultrapure® is bonded to the Chromolon+® carpet fibre, assuring Ultrapure® is not simply vacuumed or washed out of the carpet pile. We want you to enjoy the benefits of a clean and odour free home environment for a long time.

Other benefits of Ultrapure® include:

- Breaks down almost any indoor odour
- EPA tests show a reduction in Carpet VOC emissions by 25-40%
- Ultrapure® is a self-renewing odour neutraliser



Warranties

10 Year Limited Wear Warranty

The manufacturer warrants that this carpet will not wear more than 10% due to fibre loss in 10 years.

7 Year Limited Stain Warranty

Your assurance that this carpet offers stain removal properties for 7 years from the date of installation.

7 Year Limited Soil Removal

Your assurance that this carpet offers soil removal properties for 7 years from the date of installation.

5 Year Fade Warranty

Chromolon+® carpets resist harmful ultraviolet rays and ozone fade. They come with a 5 year anti-fade guarantee. Conditions apply.

*NOTE: The antimicrobial characteristics do not extend to people or animals and in no way affect or improve the health of people or animals. Products with antimicrobial protection are not the ultimate answer to eliminating bacteria however they can be part of a prevention and maintenance strategy.

*Please refer to www.signaturefloors.com.au for further details.



Healthy Living[®]

with Silver and Zinc Release

silver & zinc release

Healthy Living carpets are the first to use Silver and Zinc technology which inhibits the growth of bacteria, mould and mildew. The Silver and Zinc is built into every fibre, lasts the lifetime of the carpet and works 365 days a year.

chromolon+[®]

Chromolon+[®] fibre (advanced generation polyester) is engineered with inherent stain resistance. These fibres are made from continuous filaments ensuring enhanced performance and durability.

permashield[®]

Our Chromolon+[®] carpets have been typically treated with a permashield stain blocking agent. This stops the spill or soiling from seeping into the surface of the fibre and allows for easier spot removal.

colourfast

Chromolon+ is extremely colourfast to light and ozone gas which means they will resist harmful ultraviolet rays and help the carpet from fading.

ultrapure[®]

Ultrapure[®] improves the home environment by eliminating pet, cooking smoking and many other common household smells by neutralising the odour.

warranties

Chromolon+[®] offers excellent warranties on fading, durability, and stain removals.

Dealer Stamp