



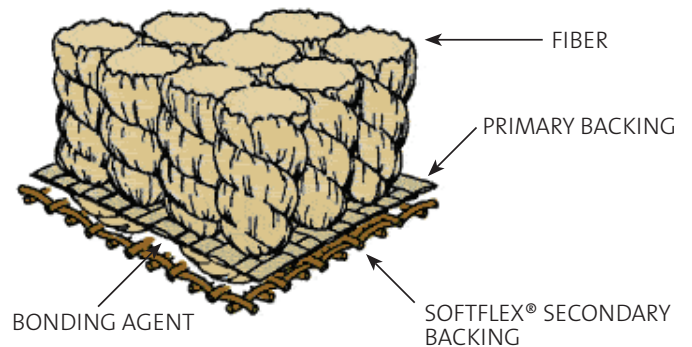
Joy Carpets & Co.

The first and still the best, and a tuft above the rest!

Kid Essentials® Educational Rugs are perfect for inspired learning centers where creativity and function are of primary importance. Children can explore, discover, and learn with these high-performance rugs designed to withstand the most demanding educational environments.

Rug Basics

- **FIBER:** Fiber is a rug's basic ingredient and determines longevity and appearance retention.
 - Joy Carpets uses 100% STAINMASTER® Premium Continuous Filament Nylon.
 - Tufted Face Weight: 26 oz. / sq. yd.
 - Fiber protected with Lotus FX Fiber Shield - rugs stay up to 30% cleaner and last up to 50% longer.
- **YARN TWIST:** Twist dramatically influences rug performance by retaining carpet texture and minimizing crushing.
 - Joy Carpets' STAINMASTER® fiber is high-twist and heat set for maximum resiliency and abrasion resistance.
- **BACKING SYSTEM:** Backing serves as a rug's critical foundation providing dimensional stability, strong tuft bind, delamination protection, and antimicrobial protection.
 - Joy Carpets' SoftFlex® backing is tightly woven and specifically designed to eliminate wrinkles and lie flat.
 - Tuft bind and delamination exceed industry standards.
 - Impervion® additive uses the power of silver to protect against bacteria, microbes, and odor.
- **DYEING:** The method in which color is applied to a rug dramatically influences its appearance.
 - Joy Carpets vibrant colors are injection dyed at 400 dpi ensuring maximum clarity and fade resistance.
 - From earth tones to primaries, we have hundreds of color options to compliment the most demanding décor.
- **INDOOR AIR QUALITY:** Rugs impact IAQ by the amount of volatile organic compounds released into the air. Not all rugs are equal when it comes to VOC emissions.
 - Kid Essentials® Educational Rugs are Green Label Plus certified ensuring they have exceeded IAQ criteria and exceed standards established by California High Performance Schools (CHPS).
 - Type 6,6 Nylon is caprolactam free - Exceeds California Reference Exposure Levels (RELs).
- **Sustainability:** Manufacturing rugs in a sustainable manner is critical to preserving the Earth's natural resources.
 - All rugs are 100% recyclable.
 - Joy Carpets proudly participates in the Carpet America Recovery Effort (CARE), a joint industry-government initiative with a goal of increasing carpet recycling and reducing waste carpet in landfills.



Kid Essentials® Educational Rugs will create a comfortable and functional classroom setting while providing lasting beauty, superb durability, and the best value over time.