



# SALES SHEET

**POSITIONING:** Tigressá® H2O™ carpet is a waterproof, pet proof and kid proof extension of Carpet One Floor & Home's premier all nylon soft carpet Tigressá® brand. The patented, 100% thermoplastic commercial-grade backing provides a barrier that prevents liquids from soaking into the carpet padding and subfloor, so even if you miss a spill the first time, you can still clean it completely. This carpet line is designed for young, active families, and is 100% recyclable.

**WARRANTY:** All Tigressá H2O™ styles are covered by Carpet One's Platinum Carpet Warranty which features life of floor stain and soiling protection and excellent coverage for wear and texture retention. Lifetime waterproof coverage is also featured which states that carpet produced with the H2O carpet protection system will keep liquid spills above the backing polymer layer. Also, the lifetime pet proof warranty states that Tigressá H2O™ carpet will resist staining caused by pet (domestic cat or dog) stains, including urine, feces, and vomit.

**PRICING RANGE: (member cost)** The Tigressá H2O™ collection is a premium line with cut pricing ranges from around \$20 per square yard to the upper-mid \$20s.

**INSTALLATION NOTES:** The lightweight, flexible backing system allows installers to easily bend and manipulate the carpet to facilitate installation, and it helps protect painted baseboards and door casings. It can be installed in cold weather conditions, and it slides 25% more easily over carpet pad. Use 4" or 6"

seaming tape with a low melting point, and keep the iron set between 2 ½ and 3 ½.

**PRODUCT SPECIFICS:** Tigressá H2O™ is a revolutionary carpet system that covers the entire product, from face fiber to backing, combining Tigressá's established soil and stain resistance with the ability to keep liquid spills from getting below the carpet. The backing is fusion bonded, meaning it's applied in a molten state as the greige goods go through the finishing process. The products are designed with fiber, twist levels and density designed for maximum performance.

**PARTICIPATING SUPPLIERS:** Shaw Industries is the exclusive supplier of the entire Tigressá H2O collection of styles.

**PROMOTIONAL EFFORTS:** Tigressá Soft Style, Tigressá Cherish and Tigressá H2O™ will always be the primary focus of at least one major marketing promotion (with promotional pricing) annually. Promotional efforts are supported with professionally developed collateral material provided by Carpet One's Marketing department

**DISPLAY:** Tigressá H2O™'s display is similar to the Tigressá Cherish display. Its launch configuration has 30 pins with four (two on each end) utilized for card stops and eight (8) in the middle dedicated to a center graphic panel, leaving 18 pins for H2O wingcards. Display size: 62.5"W x 26.625"D x 61"H.

FEATURE	ADVANTAGE	BENEFIT
FUSION BONDED THERMOPLASTIC BACKING.	Spills cannot get below the carpet.	Liquid spills and Pet accidents are easier to clean.
FIBERS, TWIST LEVELS AND DENSITIES ENGINEERED FOR DURABILITY	Resistant to fuzzing, strong tuft bind, won't unravel or delaminate.	Long lasting appearance retention.
GREEN SELECT™ PRODUCT 100% RECYCLABLE	Can be turned back into new carpet.	Environmentally responsible.