



Kraus Launches *Forces of Nature*™ Luxury Tile Program

**Already a Contract Carpet Success, Nature-Inspired Styling
Continues in Hard-surface Products Introduced at Surfaces 2007**

LAS VEGAS, NV | 6 February 2007: With environmental issues making headlines daily, it's no surprise that the environment is a big factor in today's commercial interiors. "Sustainability influences a growing proportion of carpet and flooring specifications, and increasingly so at higher price points, in the public sector, and in the A&D specified segment," commented Walter Eckhardt, Kraus Senior VP of Marketing. "Unsurprisingly, our last round of contract carpet introductions reflected this trend, featuring NATIQ 30 nylon with 30% recycled content. To emphasize the sustainability features of these products, we took the styling in an environmental direction as well. And that's when the surprise came. The A&D community really embraced the look of these products, which imitated the color striations found in such natural elements stone cliffs, tree bark, bamboo thickets, and so on. That reaction prompted us to continue the nature-inspired theme in our next round of hard-surface products"

"Our new Kraus Luxury Tile *Forces of Nature*™ program features a spectacular array of faux stone and exotic wood looks, inspired by the beauty of nature," explained David Fyfe, the Kraus Director of Marketing responsible for the new collection. "We've aimed this collection at the specified market, so we'll roll it out initially in Canada and select US markets where Kraus employs dedicated Product Consultants who focus entirely on the A&D community. The *Forces of Nature*™ series features an advanced wear layer, engineered to perform in heavy commercial traffic areas. But the styling will appeal to residential consumers as well."

About Kraus: Kraus is an integrated global manufacturer of carpet and fiber, and a leading North American distributor of flooring products. Kraus' 1000 employees serve global markets from manufacturing facilities at Waterloo, Ontario; Dalton, Georgia; and Queensland, Australia and from more than twenty distribution centers across North America. Kraus carpet products are best known for their premium performance features such as the proprietary ZipperLock® backing system.

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