



Kraus Researchers Develop Innovative Soft Poly Fiber, First Five *StrudonSilc*™ Styles Debut at Surfaces 2007

The Soft and Silky Look and Feel of Branded BCF Nylon,
the Value of PET, and the Protection of Solution Dyeing

Durability Based on Proven ReflexWave™ Fiber Technology

LAS VEGAS, NV | 6 February 2007: At Surfaces 2007 Kraus is introducing the first five styles based on an innovative new residential carpet fiber. *StrudonSilc*™ features aesthetics on par with branded soft BCF nylon, a price comparable to PET, and performance somewhere between. Researchers in the Strudex Fibres division of Kraus worked over 20 months to develop and field test this innovative soft poly fiber made from a proprietary solution dyed poly resin. The Kraus scientists started with the stain technology and fiber performance engineering features in Strudon XP, their previous generation flagship poly fiber, incorporating the ReflexWave™ curvilinear fiber shape, scouring and extraction, and exceptionally high yarn twist. In recognition of the new fiber's remarkable properties, Kraus is backing *StrudonSilc*™ with a 7-Year *Texture Retention Warranty* and their remarkably comprehensive *Ten Year No Exceptions™ Stain Proof Warranty*.

"I previewed our new *StrudonSilc*™ residential styles with the senior buyer at a major national buying group," commented Kraus National Accounts Manager, John Consolini. "He admired the three cut-uncut scroll patterns and two fashion-loop designs, inspecting and feeling them for several minutes. Then he really complimented our 'gorgeous high-end nylons.' He could hardly believe it when I explained they were solution dyed poly. The value proposition was really exciting to him."

"Laboratory testing and simulation machines can only take you so far," commented Kraus National Sales Manager, Michael Eckhardt. "We're committed to engineering products for performance in the real world, not just in the lab. So we hired real contract walkers to walk around on carpets of *StrudonSilc*™, as well as on comparable PET carpets. We observed different lengthwise and widthwise traffic patterns at various traffic benchmarks. The tests demonstrated that *StrudonSilc*™ offers performance comparable to PET and in many instances considerably above typical PET constructions."

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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