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**January 2010**

### **Milliken Contract underlines green thinking at Ecobuild**

Milliken Contract will underline its position as one of the leading green thinking carpet manufacturers and the only one with Carbon Neutral certified products at this year's Ecobuild event.

Ecobuild's model of sustainable building and development is harmonious to Milliken Contract's Eco 360 vision and so the manufacturer will focus its attendance at Earls Court on various sustainable initiatives, such as the Take Back programme, and how specifying carpet bearing the Milliken Contract name can help towards BREEAM and LEED certification.

As a founding member of the USGBC, the organisation that developed and operates the LEED certification system, Milliken has an innate understanding of how the system can help to benefit clients working towards sustainable buildings and how it relates to carpet. In fact, as part of Carpet Recycling UK's supporting seminar programme, Milliken Contract will help to unravel LEED and explain its impact on modular carpet specification. Presented by Kate Burnett, Development and Marketing Manager, the seminar promises to be informative and useful to all involved with carpet specification.

Comfort Plus<sup>2</sup>® and TractionBack®, two of Milliken Contract's most important recent product developments, mean that no other carpet contributes more towards LEED and the manufacturer will be showcasing these innovations throughout the duration of Ecobuild.

TractionBack® is a high friction coating that prevents the lateral movement of the carpet and eliminates the use of wet adhesives, floor sealers and primers making the installation, removal and replacement of carpet not only easier, but kinder to the environment too. Combined with the Comfort Plus<sup>2</sup> backing, which provides recycled content and a more durable carpet, and along with localised manufacturing and third party Carbon Neutral certification, TractionBack® helps to create a carpet that has a positive impact on sustainable interiors.

With the indispensable and feature packed guide to all of Milliken Contract's modular carpets - Portfolio 2 - also available at this year's Ecobuild event those involved in the specification of carpets

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focused on providing sustainable floor solutions should visit one of the UK's greenest carpet manufacturers.

**Milliken Contract**

**01942 612777**

**[www.millikencarpeteurope.com](http://www.millikencarpeteurope.com)**

**ENDS**

**For further information contact Select First on 01892 516500 or email: [tom@selectfirst.com](mailto:tom@selectfirst.com)**

**[www.selectfirst.com](http://www.selectfirst.com)**