

## **New Milliken Place® Broadloom Collection Debuts at Surfaces 2007**

February 6, 2007, LaGrange, Ga. – Milliken introduces Milliken Place® -- its new residential STAINMASTER® carpet broadloom collection -- at Surfaces 2007. Milliken Place® was created using the company's ground-breaking new Convergence™ technology which marries texture with color and pattern

With Milliken Place®, pattern and color are integrated reciprocally into the texture and structure of the carpet. Pattern emerges through texture and texture through pattern to create an intriguing and unexpected new surface. Milliken's Convergence™ technology gives the new Milliken Place® carpet incredible dimensionality. The new collection will feature 18 patterns, ranging from 6 colors up to 20 colors for each pattern, and is priced at mid-range. All of the styles are made with Tactesse® nylon fiber that makes carpet incredibly soft while maintaining durability.

“Our new Milliken Place® takes us into a more high-end fashion segment of the residential carpet market,” said Dave Caples, North American Floor Covering President. “It is a modern and fresh convergence of texture and digital color placement that works with any residential interior.”

To create Milliken Place®, Milliken approached the collection with a coordinating story of patterns and colorations that work in harmony together throughout any interior space. Inspiration for the designs echo traces of natural elements, weaving and classic vintage textiles. Damasks, plaids, lattices, and basket weaves are among the styling components that guided the interpretations in designing Milliken Place®.

The colorations for Milliken Place® work for both contemporary and traditional home settings. Lustrous layers of aqua blues, leaf greens, golds, browns and creams all work as transitional neutrals to compliment today's home furnishings. Convergence allows the carpet to capture the subtle nuances and intricate textures of fine textiles.

“Milliken Place® patterns are flexible enough to be used in a wide range of residential interiors,” said Kaye Gosline, Creative Director. “The Milliken design team created a great deal of visual interest through the artful use of texture and subtle color layering.”

For the debut of Milliken Place®, the collection will feature Saxony and frieze constructions, both at a 46-oz weight; a looped rib in both a 34-oz and a 40-oz weight; a level loop in both a 34-oz and a 40-oz weight and a stepped rib in a 40-oz weight only. The company plans to add additional bases throughout 2007.

All of the carpets in the collection feature the unique STAINMASTER® carpet stain and soil protection technology.

“The joining of Milliken’s carpet technology and quality with INVISTA’s fiber innovation and marketing has resulted in a collection of products that deliver the cutting-edge fashion and performance consumers have come to expect from both Milliken and STAINMASTER®,” said Steve Griffith, Vice President of Residential Flooring at INVISTA. “All styles from this collection feature Tactesse® nylon fiber, giving the carpet a uniquely soft and luxurious touch while offering fashion forward styles with excellent durability.”

STAINMASTER® carpet employs a repel and release technology that reduces the ability of soil to penetrate the carpet fiber and allows most food and beverage stains to be easily removed during cleaning. The carpets offer an optimum balance of pile height and density, which creates a softer hand, enhanced luster and deep, saturated colors. Milliken Place® carpets come with a 10-year abrasive wear and five-year stain warranty.

As with all Milliken products, Milliken Place® is totally PVC-free. For information, visit [www.millikencarpet.com](http://www.millikencarpet.com) or contact Scott Reams, Milliken Residential at (800) 241-8666, 201 Lukken Industrial Drive West, LaGrange, Georgia, 30240. A leading producer of residential and commercial carpet and rugs since 1968, Milliken Carpet is based in LaGrange, Ga. and is a subsidiary of Milliken & Company, one of the world’s largest textile and chemical manufacturing firms. Milliken has made its mark as a caring corporate citizen and worldwide leader in textiles with roots dating back to 1865. With more than 1,600 patents and the largest textile research center in the world, Milliken’s global manufacturing operations include more than 10,000 U.S. associated working in more than 47 facilities worldwide.

**Surfaces Booth Number: 1439**

**Media Information:**

Jennifer Grizzle, 770.409.1152  
[jennifer@theprstudio.com](mailto:jennifer@theprstudio.com)

Becky Gibson, 706.302.0483  
[becky.gibson@milliken.com](mailto:becky.gibson@milliken.com)