

Florida Carpet Outlet Partners with Shaw Floors to Deliver Recyclable and Beautiful Flooring Choices

Fall Green Fair, Saturday, October 25 10am-4pm Florida Carpet Outlet 4429-G Cleveland Ave., Ft. Myers 239-332-5498

Oct. 16, 2008 - [PRLog](#) -- Florida Carpet Outlet Partners with Shaw Floors to Deliver Recyclable and Beautiful Flooring Choices to Area Customers

FOR IMMEDIATE RELEASE

Dalton, Ga. – October 15, 2008- It's no secret that environmental consciousness is evolving. In fact, recent consumer research reveals that 78% of consumers are making an effort to recycle in their homes, 72% are concerned about environmental issues and an overwhelming 88% are interested in learning more about eco-friendly products. While many companies are making environmental promises for the future, there is a flooring store right in our community that's different. Florida Carpet Outlet, a local Ft. Myers retailer is making positive strides and taking action by offering recyclable and other eco-friendly flooring choices to consumers in partnership with Shaw Floors, a leading floor covering provider. Learn more about green flooring from Florida Carpet Outlet at the upcoming Fall Green Fair that will be held on Saturday, October 25, 2008 from 10am-4pm at Florida Carpet Outlet, 4429-G Cleveland Ave, Ft. Myers (Colonial Plaza Shopping Center)

A key part of the Shaw Floors green commitment is the company's aggressive and large-scale commitment to keeping carpet out of landfills. The company is making great strides with the help of Shaw's Evergreen Nylon Recycling Facility in Augusta, Ga. The facility can take carpet or area rugs made from Type 6 nylon (N6), such as Shaw's Anso® nylon, and remake it into new nylon fiber over and over again—without the loss of beauty or durability. Actually, N6 represents a large percentage of carpet found in American households. This recycling process is known as “cradle to cradle”--- breaking a used product down into its raw material and rebuilding the raw material back into the same product. So far, only N6 has this “cradle to cradle” or Carpet to Carpet™ capability. And only Shaw is working with retailers such as Florida Carpet Outlet to recycle carpet and area rugs on such a large scale.

Evergreen will recycle more than 100 million pounds of nylon carpet each year that would have otherwise gone to landfills with the help of flooring retailers like Florida Carpet Outlet. Consumers, installers and retailers can recycle their carpet at designated carpet collection sites. In fact, Shaw has over 50 carpet collection sites established throughout the nation and this network is growing. Plus, many collection sites can down-cycle other carpet fiber types into items like automotive parts. Look for Shaw Floors at Florida Carpet Outlet that have the Shaw Green Edge label.

“Florida Carpet Outlet is proud to be part of the Shaw Floors effort to offer eco-friendly flooring choices to our customers,” said Nancy Eckhardt, Design Director at Florida Carpet Outlet “Offering green products and making green choices in running our store makes good sense for our business and, most importantly, for our community.”

Carpet isn't the only “green” product offered by Shaw Floors at Florida Carpet Outlet Shaw has introduced Epic™ hardwood, a breakthrough in engineered hardwood flooring. Not only is Epic a beautiful product with great visual character, but Epic also has an environmental story. Epic hardwood uses 50 percent recycled content and comes from managed forests. Additionally, Epic's dense inner layer, EnviroCore™, is composed of wood fiber that's created in the manufacture of other products, especially sawmill by-products that would otherwise be burned or put into landfills.

Florida Carpet Outlet is taking other steps within the store to go green as well. On hand during the Green Fair will be experts from Ferguson Enterprises, Mastercraft Cabinets, Inc. (cabinets made out recycled material), Benjamin Moore(Eco-Friendly paint), Wright Construction (solar powered construction vehicle), Karen Benson Interior Design, Kravet Fabrics, Eco Domo (which makes leather floor tiles out of recycled BMW seats, and others. There will be door prizes, a light lunch with food and wine and speakers. Numerous items will be specialty priced with proceeds going to Habitat for Humanity.

For more information:

Call: Nancy Eckhardt 332.5498. Or email Nancy Bergaa, Acclaim Marketing and Public Relations, nbergaa@comcast.net.

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