



Name of Builder: \_\_\_\_\_  
Homeowner Name: \_\_\_\_\_  
Home Address: \_\_\_\_\_

Dear Valued Customer:

Your Building Contractor is very aware of the importance of using High Quality Floor Covering to maintain the 'New Look' of your home for the longest period of time. For this reason, they have gone the extra mile and selected STAINMASTER® carpet for your home.

Dupont, a worldwide company, invented nylon in 1935. This invention was the turning point in fiber technology. Nylon is strong enough for automobile seatbelts, yet, delicate enough for women's hosiery. In carpet fiber, there is NO equal to STAINMASTER's nylon 6,6.

STAINMASTER's laboratories have never slowed down, and their scientists are constantly testing and re-testing to ensure that you, our customers, have the highest quality product available on the market. STAINMASTER® has operators standing by at 1-800-438-7668 to help you with your maintenance questions. After hours, you can find help at [www.stainmaster.com](http://www.stainmaster.com). Additionally, we have included a warranty booklet, which contains information on maintenance and cleaning, in your sales folder.

Carpet Direct, a nationwide company, has factory trained Sales Agents in your area. In the event there may be a problem, other than maintenance, with your flooring, they can help you. Our mission is to bring quality products directly from the manufacturer to the end user.

Most builders use the cheapest "look-a-like" flooring to last the warranty period only. They have total disregard for your long-term performance needs. Your builder takes pride in their work and wants your home to "look new" for the longest period of time possible.

Yes, STAINMASTER® carpet is more expensive than all the others; but, it is by far the best carpet system available. And, that's why your builder chose a STAINMASTER® carpet for your new home.

Remember – "The Quality Remains Long After the Price is Forgotten."

Sincerely yours,

A handwritten signature in cursive script that reads "Gayle P. Crouch".

Gayle P. Crouch  
President & CEO  
800-556-SAVE

*'You are the Middle Man'®*