

TRUTH IS

SoftBac® Platinum Outperforms Other Backings

SoftBac® Platinum is a flexible, synthetic composite backing system that offers distinct advantages over traditional synthetic backings. The product's No-Wrinkle Guarantee is validation of its superior performance in respect to re-stretch problems.

SoftBac® Platinum - Outperforming All Other Backings

- Patented, flexible composite backing system exclusive to Shaw.
- Holds stretch better and eliminates re-stretch complaints.
- Provides greater delamination strength than conventional backings.
- Offers superior seam pull strength and resistance to seam peaking.
- Greater flexibility in cold weather conditions.
- No-Wrinkle Guarantee

Since its launch in late 1997, SoftBac has proven itself in the marketplace. In addition to the above features, **carpets of SoftBac virtually eliminate interior damage from scuffing and scratching walls and baseboards**, and the backing's fleecy texture is also much easier on installers' hands and arms. The proprietary, patented carpet backing was co-developed by Shaw and SI Flooring Systems, which has since been purchased by Shaw.

In addition to offering ease of handling, **SoftBac carpets have generally required fewer seams** due to their ability to bend and fold in through restricted areas such as tight corners, passageways, and closets. Moreover, better pattern match has been afforded with SoftBac's easier manipulation and superior stretch. The unique flexibility of SoftBac provides more drop-through opportunities for the installer, without the risk of damaging interior finishes. Carpets of SoftBac also install more easily on stairs.

Benefits to the consumer include a 25% improvement in sound absorption and an 11% reduction in heat loss compared to carpets with conventional backings. Tests further indicate that carpets backed with SoftBac provide more comfort underfoot than comparative samples with conventional backing, regardless of the cushion used. Test participants were asked to assess the comfort level of carpets with SoftBac and conventional backing installed over a variety of pad types. SoftBac carpets were consistently chosen over the conventionally backed samples.

Another benefit derived during **the manufacturing process of SoftBac is the enhanced appearance of the carpet itself.** Since SoftBac protects the face fiber from excessive heat transfer during the application of the backing, yarn shrinkage is minimized, creating a noticeable improvement in the carpet's appearance and hand.

AWESOME HAPPENS IN SHAW FLOORS™

SoftBac®
PLATINUM

Shaw
FLOORS

TRUTH IS

SoftBac® Platinum Is Still The Best Foundation System for Luxury Carpets

Recently introduced carpet backings have been promoted as having the same benefits as SoftBac® Platinum. Here are some reasons why you should stick with the original.

PROVEN PERFORMANCE

SoftBac has a track record that the competition can't match.

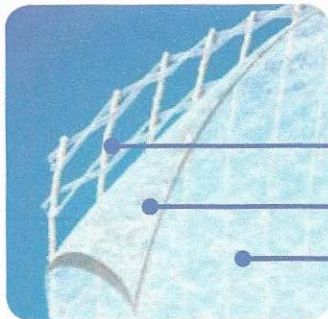
- 325 million square yards installed
- 10-year guarantee initiated after SoftBac was proven in the field
- No callbacks for restretch or woodwork damage

BETTER CONSTRUCTION

After years of research and trial, we came up with a superior design.

How does SoftBac differ from the competition?

- Unique, patented, dual-composite (woven and non-woven) construction
- Competitive products use a single non-woven process. Non-woven fabrics used as secondary backing without a woven reinforcement have historically been plagued with problems – seam separation, callbacks and high-dollar claims
- In order to look like SoftBac Platinum, some backings are created with a simulated patterned texture making it look like it contains a woven component. It doesn't.



SoftBac Platinum employs a unique dual composite design to create carpet with unmatched softness and flexibility that translates through to the face.

Woven ply for dimensional stability and carpet longevity

Fleece ply for increased strength and axial integrity

Two plies are mechanically fused from top and bottom via needle punch

WHAT ABOUT INSTALLATION?

We worked with the installation community in designing and refining SoftBac® Platinum – with great results.

- Stronger, less visible seams
- Less wear and tear on woodwork and hands
- No cold-weather acclimation

Our competitors make many of the same claims, but we have a proven history of success. We've examined and experimented with other foundation systems and found some problems.

- Some backings require a very high iron temperature (150° F) to seam properly, and even then, there's some seam separation
- Other products are up to 30% less pliable than SoftBac and require cold-weather acclimation
- Abundance of microfibers makes some other foundation systems difficult to move and stretch on the pad, especially over concrete

But you needn't take our word for it. Retailers will hear from installers when it comes to the limitations of other backing products.

ADD IT ALL UP, AND IT COULD COST YOU TIME, MONEY – AND CUSTOMERS

SoftBac is a proven performer to your customers. It's known and appreciated by your installers. Our competitors? Let's face it, they're offering an unproven product without woven reinforcement. Why take a chance, especially when it's being sold at the same price point?

Trust the carpet foundation system that's earned it. Trust the one, the only, the original SoftBac.

SoftBac®
PLATINUM