

Softique™

by Designer's Choice



Exclusively Floors To Go

*Softique*TM
by *Designer's Choice*



You want a carpet that's beautiful long lasting and affordable...right?

Let the experts at your locally owned Floors To Go showroom show you how easy it is to get the perfect carpet for your lifestyle and your budget.

Make Floors To Go the first place you visit to decide on your new floor. Chances are we'll have what you're looking for.

With the Lifetime Warranty on our exclusive SoftiqueTM carpeting by Designer's Choice, there's no reason to go anywhere else!



Softique™

You insist on quality, durability, and softness. And you should.

Fortunately, these qualities are inherent throughout all Softique™ products, beginning with the fibers and extending to the remarkable warranties that accompany every new Softique™ carpet. That's why consumers prefer Softique™ by Designer's Choice.

After all, you chose carpet for your home because you have specific needs and expectations. And since Softique™ continually strives to exceed your expectations, it's important to ensure your concerns and our carpeting are always on the same page.

Softique™ Durability

Softique™ carpeting is created with 100% premium nylon, a high-performance fiber known for its incredible durability, its excellent stain and fade resistance, and its appearance retention.

In simpler terms, this means Softique™ fiber has a higher resilience and a stronger fiber surface, so your new carpet is extra-strong, extra-durable, and better able to withstand active lifestyle challenges.

All Softique™ carpet features Scotchgard™ Protector Advanced Repel Technology for added proven protection against stains and everyday soil buildup.



Softique™ Style

Keeping up with the Joneses is so passé; let them keep up with you. The fresh styles, rich color and lasting beauty you desire are signature features in Softique™ by Designer's Choice.

We're continually adding new products to give you original options and innovative designs. Choose your personal favorites from among textures, cables, patterns, friezes, or our many other gorgeous selections.

You definitely want an extensive color spectrum in order to find your own perfect shade. Softique™ fibers are designed to generate greater color brilliance which, in turn, stays cleaner and lasts longer.

Softique™ by Designer's Choice is created in a virtually endless palette of alluring colors, we—like you—want to make sure they last.



Softique™ Comfort

Besides beauty and durability, carpet delivers an added feature not found in any other type of flooring: softness.

The built-in thickness in this resilient, 100% premium nylon fiber provides additional comfort without sacrificing any performance attributes, ensuring added luxury and value. As in all Softique™ carpets, Scotchgard™ Protector Advanced Repel Technology adds top-quality stain protection to guard against stains and everyday soil buildup.

- Advanced softness, exceptional durability
- “Tough-tested” so your carpet will look better, longer
- Scotchgard™ Protector Advanced Repel Technology to ensure long-lasting stain and soil protection



Softique™ Softness

Building on its soft strength, Softique™ gives customers the deepest, most amazingly plush softness imaginable in nylon carpet.

Not that it's a pushover, mind you: we used the latest innovative fiber technology to combine superior comfort with maximum tough durability. So it's more than strong enough for everyday real life, but still incredibly soft and gentle throughout.

Its Soft Appeal Technology™ incorporates an enhanced level of supreme softness and extra body, so carpets feel thicker, richer, more expensive. The highest level of comfort and quality go into Softique™, so you get the greatest value for your flooring dollar.

Nothing feels better to the touch than Softique™ carpet featuring Soft Appeal Technology, the softest soft nylon fiber in carpet.

- Soft Appeal Technology for indescribably gentle softness
- Deep, rich colors with superior fade resistance
- Scotchgard™ Protector Advanced Repel Technology to ensure long-lasting stain and soil protection

Softique™ Reliability

In addition to durability, value, and product quality, the majority of respondents in a recent survey chose stain resistance as an important characteristic in carpet. Makes sense to us.

So every Softique™ carpet comes with Scotchgard™ Protector Advanced Repel Technology.

In repeated tests, not only was Softique™ with Scotchgard™ Protector Advanced Repel Technology rated superior for stain and soil resistance, it was also preferred for cleaning ease.

That's because Scotchgard™ Protector Advanced Repel Technology's unique patented one-step co-exhaustion application process delivers superb repellency to stains and soil from the fiber tips all the way to the carpet backing. Even liquid stains are repelled.

Or maybe it's because only Scotchgard™ Protector carpet protection products have been safely used by parents, kids, and pets in homes for more than 20 years.

- #1 trusted brand of stain and soil protectant
- Patented process to ensure total coverage of product
- Backed by our Exclusive Lifetime Warranty



High Performance *Soft* Appeal Technology™.

Touchable, Lovable, Caressable Softness

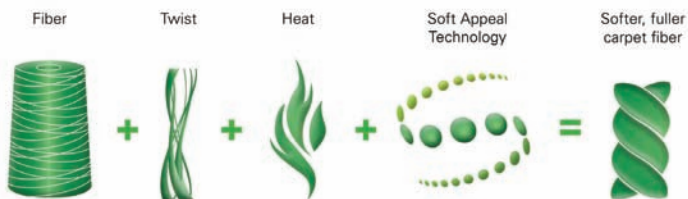
Nothing feels better to the touch than Softique™ carpet featuring *High* Performance *Soft* Appeal Technology™.

High Performance *Soft* Appeal Technology™ combines twist, heat and proprietary process that delivers a supremely soft, plush fiber making Softique™ the softest nylon fiber in carpet.



Softique™

by *Designer's Choice*



 **Floor To Go®**

Exclusive Lifetime

Limited Lifetime Stain Warranty

Floors To Go warrants that your Designer's Choice, Softique™, Creative Elegance, Royal Stainmaster® or Signature Style carpeting will remain stain resistant to most household food beverage substances from the date of the original installation in an owner-occupied residence in a proper indoor installation for as long as you own your carpet. This warranty coverage runs from the date your carpet is installed for as long as you own it (non-transferable).

Limited Lifetime Stain Warranty Exclusions:

This Limited Lifetime Stain Warranty specifically excludes stains from substances such as bleaches, caustic chemicals, insecticides, paints, shoe polish, lipstick, plant food, iodine, very strong dyes, acids, feces, oil-based substances, and vomit.

Also specifically excluded: any carpet which has been treated after installation with any silicone-based anti-soil treatments; any carpet in any nonresidential use; any carpet subjected to abnormal abuse; any carpet exposed to very hot substances or other abusive conditions; damage due to the application of improper cleaning agents; deterioration in appearance not related to staining of pile fibers. This warranty is voided if you fail to follow recommended carpet care and cleaning instructions.

Cleaning the affected area should begin immediately upon discovery. The more time that elapses before removal, the more difficult a stain will be to remove.



Warranty Guidelines

Limited Lifetime Soil Warranty

Floors To Go warrants that your Designer's Choice, Softique™, Creative Elegance, Royal Stainmaster® or Signature Style carpeting will resist soiling by most common household soil. If you properly maintain our carpet, soil will clean up more thoroughly, and less residue will remain on your carpet. This warranty coverage runs from the date your carpet is installed for as long as you own it (non-transferable). Soil resistance means the ability of your carpet to resist (i.e. minimize or withstand) retention of the common dry dirt normally associated with carpet. Keep in mind, light-colored carpets will show soiling more than darker colors and will require more frequent maintenance to retain their appearance.

Limited Lifetime Soil Warranty Exclusions:

Any carpet which has been treated after installation with any silicone-based anti-soil treatments; any carpet in any nonresidential use; any carpet subjected to abnormal abuse; any carpet exposed to very hot substances or other abusive conditions; damage due to the application of improper cleaning agents; deterioration in appearance not related to staining of pile fibers. This warranty is voided if you fail to follow recommended carpet care and cleaning instructions.

Cleaning the affected area should begin immediately upon discovery. The more time that elapses before removal, the more difficult a stain will be to remove.

Limited Lifetime Abrasive Wear Warranty

Floors To Go warrants that your Designer's Choice, Softique™, Creative Elegance, Royal Stainmaster® or Signature Style carpeting will not abrasively wear away by more than 10% in any area of the carpet when used in an owner-occupied residence in a proper indoor installation from the date of the original installation for as long as you own your carpet (non-transferable). Proper installation requires use of a suitable pad with a thickness of 7/16" or less and minimum 6-lb density, following the Carpet & Rug Institute Installation Standards effective October 1, 2009. Consult your Floors To Go retailer for details. Abrasive wear means fiber loss, and not changes in appearance such as crushing or matting.

Limited Lifetime Stain Warranty Exclusions:

Carpet installed outdoors or in areas subject to other than ordinary shoe traffic is excluded from this warranty. Crushing caused by furniture, including impressions left by legs of furniture, is not covered by this warranty.

Care & Cleaning

After identifying the stain(s) listed on the back page chart,

Step One

Use a spoon or dull knife to remove solid materials.

For large stains, work from the outside of stain to the center to prevent spreading.

Blot up liquid spills with a white towel or paper towel.

Mix a solution of $\frac{1}{4}$ teaspoon of clear hand dish washing detergent with 1 cup of lukewarm water. Stir gently.

Apply detergent solution directly to a white cloth. Dampen the carpet fibers in the stained area with the cloth. Avoid saturating the carpet.

Wipe gently. Turn cloth frequently. Never rub, scrub or use a brush. This may damage carpet fibers.

If necessary, use your fingertips to work the solution to the base of the stain.

Wet the stained carpet fibers with clear, lukewarm water to rinse.

Cover the spot with an absorbent white towel or paper towel and apply pressure to blot.

Repeat the rinsing and blotting procedures until you are sure all traces of detergent have been removed.

If the stain is gone, place an absorbent white towel or paper towel over the area cleaned and weigh towels down with a heavy, color-fast object such as weighted plastic wastebasket.

Change towels or paper towels until carpet dries.

If the stain remains, proceed to Step Two.

(For coffee, tea or urine, skip Step Two & proceed to Step Three.)

Step Two

Do not use on coffee, tea or urine stains.

Mix 2 tablespoons of non-bleaching, non-sudsing household ammonia with 1 cup of lukewarm water.

Apply ammonia solution, rinse & blot as outlined in Step One.

Do not dry with paper towels. Proceed to Step Three to neutralize the ammonia solution.

Treatments

follow these steps to effectively spot clean your carpet.

Step Three

Mix 1 cup of white vinegar with 2 cups of water.

Apply the vinegar solution, rinse and blot as outlined in Step One.

Most household spills and stains can be removed using this easy method. For best results, always clean up spots and spills immediately.

Locate your stain on the accompanying chart and follow the cleaning steps until the stain is removed.

It is not unusual for stains to reappear after spot cleaning. This is referred to as "wicking". Wicking can occur when a liquid is spilled on the carpet (usually a large quantity). Cleaning can remove only the stain from the carpet fibers.

Liquid still remains in the carpet backing or padding. Through capillary action, the stain can "wick" back up into the carpet fibers. These stains are not permanent and typically can be removed by simply repeating the appropriate step-by-step directions listed here. It is important that you place paper towels weighed down by a heavy object over the area while the carpet is drying to absorb any remaining stain substances.



For more information regarding care & cleaning visit The Carpet and Rug Institute website:

<http://carpet-rug.org/residential-customers/cleaning-and-maintenance/basic-cleaning/index.cfm>

Care & Cleaning

Water Based Stains

For these stains, start with Step One. If stain remains, proceed with Steps Two and Three.

Alcohol	Cranberry Juice	Soft Drinks/Cola
Baby Formula	Graphite	Soil Spots
Beer	Ice Cream	Syrup
Blood	Jelly	Tomato Juice
Candy	Ketchup	Vomit
Chocolate Milk	Liquor	Water Colors
Clay	Milk	Watermelon
Cologne	Whiskey	Wine

Special Water Based Stains

For these stains, start with Step One.
If stain remains, proceed with Step Three,
omit Step Two.

Coffee	Tea	Urine
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Oil Based Stains

For these stains, use a spot removal solution.
Follow directions on package, then proceed
with the "One-Two-Three" cleaning method.

Butter	Grease	Oil
Chocolate	Gum*	Oil Paint
Cooking Oil	Hand Cream	Ointment
Cosmetics	Ink	Peanut Butter
Crayon	Lipstick	Salad Dressing
Furniture Dye	Margarine	Spaghetti Sauce
Furniture Polish	Nail Polish	Varnish
Glue*	Mascara	Wax*
Gravy	Mayonnaise	

*Freeze and remove solid materials before cleaning.

The preceding information is for general cleaning reference, for complete care & cleaning or for more information regarding removing a specific stain go to:

<http://carpet-rug.org/residential-customers/cleaning-and-maintenance/spot-solver.cfm>

Homeowner Obligation under the Floors To Go Warranties

All manufacturer and fiber producer warranties and conditions, attached to the product purchased apply. Once those warranties expire, Floors To Go warranties will take effect with regard to stain, soil, and abrasive wear. Labor to replace your carpet is included in these warranties from the date of installation for a period of five years. After that, labor to replace your carpet under these warranties will not be covered.

What you must do in order to maintain and protect your coverage under the terms of these warranties:

1. Make sure you know which warranties apply to your particular carpet.
2. Keep proof of purchase in the form of a bill, invoice, or statement from your Floors To Go dealer, showing the price you paid for the carpet, excluding labor.
3. Show proof of periodic cleaning by a certified professional cleaning service*. A bill, invoice, or statement showing cleaning service will serve as proof of cleaning.

*In order to maintain and protect your coverage under the terms of these warranties, you must do the following: A minimum of one professional cleaning every 18 months is required using cleaning products, equipment, or systems that carry the Carpet & Rug Institute Seal of Approval.

Visit www.carpet-rug.org for a complete list of certified products.

Filing a Claim:

Notify your Floors To Go dealer in writing. Be sure to describe the specific problem, and to include a copy of your invoice. You must also provide the proof of proper maintenance with invoices from a professional carpet cleaning company at intervals described in the warranties. Your Floors To Go dealer will take appropriate action.





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For more product & service information
contact your local Floors To Go store or
log on to www.floorstogo.com

