

FOR IMMEDIATE RELEASE

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Joy Carpets & Co.

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JOY CARPETS INTRODUCES IMPRESSIONS™ BROADLOOM CARPET COLLECTION

Company launches 10 designs for residential interiors.

Fort Oglethorpe, GA – Joy Carpets & Co., a leading manufacturer of specialty flooring for residential, commercial, hospitality, and educational environments, enhances its successful range of products with Impressions™, an exciting collection of patterned broadloom carpet for high-fashion interiors.

A first for Joy Carpets, these decorative patterns explore a range of design trends including casual organic textures, sophisticated geometrics, and formal traditionals.

“Impressions™ is the culmination of a number of years of research and development, and we are excited to introduce this exciting collection at DOMOTEX USA,” said Nick Dobosh, President. “While we are new to the residential broadloom business, we are veterans in flooring, and I think our customers will be pleasantly surprised with our fresh perspective on carpet design. In a market where consumers have plenty of purchasing options, I believe Joy Carpets brings something unique to the table.”

Rich in color and design, Impressions™ offers an array of style and color options that coordinate with the latest fashion trends. Manufactured from 100% STAINMASTER® Nylon, these patterns will maintain their original beauty in even the most active living spaces.

About Joy Carpets

For over 45 years, Joy Carpets has been the leader in the design and manufacture of specialty flooring for creative and eye-catching interiors. We take pride in providing innovative floor coverings to residential, educational, hospitality, and commercial markets, worldwide. For more information, visit <http://www.joycarpets.com>.