

FOR IMMEDIATE RELEASE

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Joy Carpets & Co.

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**JOY CARPETS EXPANDS TERRA FIRMA™
LUXURY VINYL PLANK COLLECTION**

Company anticipates continued success with expanded range of resilient flooring.

Fort Oglethorpe, GA – Joy Carpets & Co., a leading manufacturer of specialty flooring for residential, commercial, and hospitality environments, enhances its successful Terra Firma™ LVP Collection with 8 new introductions for Summer 2017. This impressive array of resilient flooring includes styles that range from sophisticated and modern to casual and rustic. Designed for use in residential to heavy commercial interiors, Terra Firma™ offers new design solutions for those looking for stylish, yet durable floor coverings.

“Our customers continue to be pleasantly surprised with Terra Firma™,” said Nick Dobosh, President. “Our high definition print film combined with a 28 mil wear layer offers a rare combination of detail, texture, and durability. When it comes to resilient flooring, Terra Firma™ is not something you see every day in the market, and this collection compliments what our customers have come to expect from Joy Carpets.”

For added convenience, all products in the Terra Firma™ Collection are available on Lightspeed™, a 48 hour quick-ship program.

About Joy Carpets

For over 40 years, Joy Carpets has been the leader in the design and manufacture of specialty patterned broadloom, carpet tile, and area rugs for creative and eye-catching interiors. We take pride in providing innovative floor coverings to residential, educational, hospitality, healthcare, and commercial markets, worldwide.

Joy Carpets pioneered fine gauge tufting for high-traffic commercial environments and introduced the first recreational carpeting, Games People Play®, to the industry in 1973. Since that time, we have been committed to meeting the unique needs of our customers by manufacturing the highest quality products through cutting edge technology and design. For more information, visit www.joycarpets.com.