

FOR IMMEDIATE RELEASE

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Joy Carpets & Co.

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**JOY CARPETS INTRODUCES TERRA FIRMA™
LUXURY VINYL PLANK**

Company offers range of luxury vinyl plank for commercial spaces.

Fort Oglethorpe, GA – Joy Carpets & Co. enhances its successful carpet line with Terra Firma™, an innovative collection of luxury vinyl plank featuring timeless looks and textures of wood and stone. Designed for high-traffic, commercial environments, Terra Firma™ offers new flooring options for family entertainment centers looking for stylish, yet durable floor coverings.

“Our customers are extremely excited about Terra Firma™,” said Nick Dobosh, President. Not only are these products incredibly realistic, they are easy to maintain, exceptionally durable, and cost effective. These characteristics simply can’t be found when using natural materials.”

“When it comes to flooring for an FEC, Joy Carpets wants to be a one-stop-shop,” said Dobosh. From the front door to the back door, and from concourse to concession, we have a product designed to perform in every area of a facility.”

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.