

A BETTER QUALITY OF LIFE.

It's something we all seek everyday in our personal and professional lives. Whether it's reducing stress, spending more time with our family or giving back to our community, we continuously strive to find ways to improve our quality of life. This also applies to the product choices we make. Today, we are looking deeper into the resources and processes it takes to produce products, replace them and even recycle them in an effort to improve the quality of life for our planet.

INVISTA supports a big-picture approach to understanding a product's true impact on our lives and the environment. Why? Because, we believe that products not designed for long-term performance ultimately impact our quality of life. Whether it's the hassles and cost associated with replacing products or the impact to the planet, long-term performance should not be compromised.

HOW WILL YOU DEFINE IT?

It's time to rethink how we define sustainability. Conventional wisdom has been that recycled content equals sustainability, but we think that's only part of the story. No longer can we isolate single attributes: it's not just about energy use, air emissions or recycled content alone. While those things are important holistically, it's also about the duration of product performance.

It's time to ask...how long will it last? Whereas many products aren't meeting end-user expectations for cost-efficiency, long-term performance and aesthetics, we're raising the bar with the longest First Life™, lasting up to 75% longer than the majority of competitive carpets. A longer product life, or its First Life™, can play a significant role in reducing environmental impact by reducing premature consumption of resources and eliminating processes over time.

Antron® Carpet

up to **75%** longer

Competitive Carpet

WHAT WILL YOU PUT INTO IT?

Sustainability begins with products that last™. We strive towards getting it right through continuous innovation and the integration of performance, aesthetics and sustainability. Our approach is supported by responsible manufacturing and the use of innovative, enduring materials that deliver superior performance over time. Since carpets of Antron® fiber can last up to 75% longer, they can have up to 38% lower energy consumption and up to 42% lower greenhouse gas emissions (expressed as CO₂ equivalents,) than the majority of competitive carpet.

So, what will you put into it? Each time you specify or purchase products using Antron® nylon, you can do so with confidence, knowing that you're contributing to long-term performance and therefore, a lighter footprint over time.

WHAT WILL YOU LEAVE BEHIND?

Will the flooring simply ugly-out prematurely? Will it perform to customers' expectations? What will you leave behind? By carefully balancing your decisions on the front end, you can avoid premature replacement and benefit the environment, getting it right the first time with Antron® carpet fiber.

For more information,
write or call INVISTA today.

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Antron®
carpet fiber

FIRST Life™

Getting It Right in Its First Life™.

Antron®
carpet fiber

Getting It Right in Its First Life™ at antron.net.

Information is current at the time of publication and INVISTA does not undertake any duty to update the information. Specifications are subject to change without notice.

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Antron® FIRSTLife™

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up to **35% better**
fade resistance
than carpets of the leading competitive
solution dyed nylon.³

up to **2.5x better**
texture retention
than the majority of competitive
nylon carpets.³



up to **10x better**
stain resistance
than carpets of the leading competitive
solution dyed nylon.³

14-point
certification

Antron® Brand Family of Fibers & Fiber Technologies

Antron Lumena® with TruBlend™ Fiber Technology
Antron® Bio_Legacy™ nylon
Antron Lumena® solution dyed nylon
Antron Legacy™ nylon

Antron® Brilliance™ nylon
Antron® FiberEffects™ nylon
Antron® YarnEffects™ fibers

PERFORMANCE TESTING

All carpets of Antron® nylon are subjected to a rigorous 14-point certification process—the Antron® Brand Performance Standards Program. TruBlend™ fiber technology also meets this criteria based on preliminary testing.

DURATECH® SOIL RESISTANCE TREATMENT

Only carpet styles of Antron® nylon have DuraTech® soil resistance treatment, a patented durable soil release product that remains on carpets of Antron® nylon for over 1 million foot traffics.

RESISTECH® CARPET MAINTENANCE TREATMENT

A carpet maintenance plan contributes to longer-term performance. Consider ResisTech® carpet treatment. ResisTech® treatments may extend the time between carpet replacements, which can result in less disruption of business and lower impact to your bottom line, as well as the environment.

Longer-term performance + Reduced environmental impact = *Improved quality of life*

= **42% Lower Greenhouse Gas Emissions**



3 automobiles' CO₂ emissions for 1 year
(based on 1000 square yards of carpet).²

End of FIRSTLife™ for
CARPET OF ANTRON® FIBER.

Redefining LIFE CYCLE ASSESSMENT



COMPETITIVE CARPET ENTERS SECOND LIFE >

up to **65% better**
soil resistance
than carpets of the leading
competitive nylon.³

Type 6,6 Nylon

Unique hollow filament fiber shapes that help hide soiling. Internal voids refract and diffuse light, enhancing soil hiding capability.

ENVIRONMENTALLY PREFERABLE PRODUCTS

Antron® nylon is the first carpet fiber to have earned the Environmentally Preferable Product (EPP) certification and the only carpet fiber to have been recertified multiple times, including 2009. New Antron® carpet fiber introductions will be submitted in 2010.

¹ First Life™ is defined by INVISTA as the time period from when a new carpet is installed until it needs replacing due to unacceptable performance or appearance.

² Calculations based on life cycle assessment eco-profiles by Boustead Consulting & Associates, Ltd for INVISTA fibers, Nylon 6,6, fibers, Nylon 6 fiber and carpet backing combined with INVISTA internal carpet performance studies. The tests compare competitive commercial carpets to Antron® nylon carpets of similar weight, color and construction. Energy reduction calculations include assessments of the face fiber, backing and carpet manufacturing, transportation of fiber and finished carpet and maintenance for 15 years. Calculations are based on an installation of 1,000 square yards of carpet and average annual household consumption information published by the Energy Information Administration of the U.S. Department of Energy and U.S. Environmental Protection Agency.

³ Results based on testing of carpets of comparable construction, style and color.

FIBER PERFORMS UP TO **75% LONGER** FIRSTLife™ =

= **38% Lower**
Energy Consumption

50
Homes' lighting
for a year

more than 50 homes' lighting for 1 year
(based on 1000 square yards of carpet).²

up to **75%**
longer



energy consumption for more than 372
TVs for 1 year (based on 1000 square
yards of carpet).²

PROTECT YOUR INVESTMENT

A carpet maintenance plan contributes to longer-term performance. Consider ResisTech® carpet treatment. ResisTech® treatment may extend the time between carpet replacements, which can result in less disruption of business and lower impact to your bottom line, as well as the environment.

SECOND LIFE - [REUSE / RECYCLE]

TYPE 6,6 NYLON CAN BE RECYCLED BACK INTO FIBER AND OTHER PRODUCTS SUCH AS TRUBLEND™ FIBER TECHNOLOGY AND ENGINEERED THERMOPLASTICS, SUCH AS AUTOMOTIVE PARTS.