

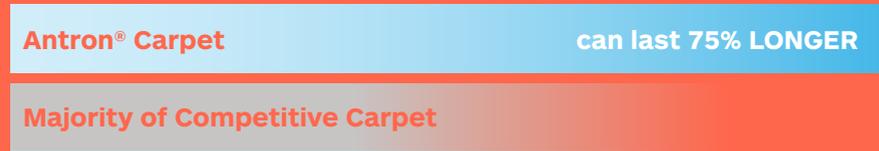
**GETTING IT RIGHT.**

When it comes to carpet, INVISTA supports a big-picture approach to understanding a product's true effect 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 effect on our planet, long-term performance should not be compromised.

**HOW WILL YOU DEFINE IT?**

It's time to redefine 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 may not be meeting end-user expectations for cost-efficiency, long-term performance and aesthetics, we're raising the bar with a longer First Life™. Carpets made of Antron® fiber can last 75% longer than the majority of competitive carpets<sup>2</sup>. A longer product life, or its First Life™, can play a significant role in reducing environmental effects by reducing premature consumption of resources and eliminating processes over time.



**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 75% longer, they can have 38% lower energy consumption and 42% lower greenhouse gas emissions (expressed as CO<sub>2</sub> equivalents), than the majority of competitive carpet.<sup>2</sup>

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.



Getting It Right in Its First Life™

[antron.net](http://antron.net)

FIRST *Life*™

Getting It Right in Its First Life™.

To learn more, contact your local Fiber Consultant or visit [antron.net](http://antron.net).

<sup>1</sup> 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.

<sup>2</sup> Results based on testing of carpets of comparable construction, style and color.

*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.*

### REDEFINING THE LIFE CYCLE

It's time to redefine sustainability. Products should be designed for long-term performance. Products not designed for long-term performance ultimately impact our quality of life. Whether it's the hassles and costs associated with replacing them or the effect on our planet, long-term performance should not be compromised. First Life™ is defined at INVISTA as the time period from when a new carpet is installed until it needs replacing due to unacceptable performance or appearance.

### 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 more than 1 million foot traffics.

### ENVIRONMENTALLY PREFERABLE PRODUCTS

Environmentally Preferable Products are defined by U.S. Executive Order 13101 (replaced by EO13423) as products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose. To be certified by SCS Global Services as environmentally preferable, the product must perform equal to or better in every category of potential environmental impact than other products serving the same function, with no environmental trade-offs.\*

\*According to SCS Global Services, December 2012.

**Rigorous**  
CERTIFICATION

All carpets of Antron® nylon are subjected to the Antron® Brand Performance Standards Program.

Type **6,6** Nylon 

Hollow filament fiber shape helps to hide soiling. Internal voids refract and diffuse light, enhancing soil hiding capability.

Carpets of Antron® Lumena™ nylon can have **3x better fade resistance** than carpets of the leading competitive solution dyed nylon.<sup>2</sup>

Carpets of Antron® Lumena™ nylon can have up to **10x better stain resistance** than carpets of the leading competitive solution dyed nylon.<sup>2</sup>

Carpets of Antron® nylon can have **2x better texture retention** than carpets of the leading competitive nylon.<sup>2</sup>

Carpets of Antron® nylon can have **65% better soil resistance** than carpets of the leading competitive nylon.<sup>2</sup>

All Antron® fibers are currently EPP certified.



### Redefining LIFE CYCLE ASSESSMENT

**38% Lower Energy Consumption**



More than 50 homes' lighting for 1 year (based on 1000 square yards of carpet).<sup>1</sup>

Energy consumption for more than 372 TVs for 1 year (based on 1000 square yards of carpet).<sup>1</sup>

**42% Lower Greenhouse Gas Emissions**



Three automobiles' CO<sub>2</sub> emissions for 1 year (based on 1000 square yards of carpet).<sup>1</sup>

**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.