

A thick orange line starts in the top left, loops around, and then forms a large, complex shape that resembles a stylized infinity symbol or a tangled fiber, looping around the text below.

antron. 

Fiber matters.  
Fiber matters.

2 **We get carpet.**

How it looks. How it works.  
How it defines a space, reflects  
a culture, fits a design.

→ All test results and claims made  
in this brochure are based upon a  
representative sample of carpets  
manufactured and sold in North  
America. Results for carpets  
manufactured and sold in your  
region may vary. Please contact  
your local Fiber Consultant for  
further information.



4 We don't make carpet.

We make the Antron® fiber  
that goes in carpet.

Fiber that gives carpet its texture  
and depth. That delivers richer, more  
vibrant color. That can offer virtually  
unlimited design options.

Because what you put into carpet  
is what you get out of it.

5



6 What makes our fiber uncommon?

THE DNA OF GREAT CARPET

We start with a tighter molecular structure that helps our fiber keep its shape and resist matting and crushing.

Then we add a innovative hollow filament shape and soil resistance treatment to better hide and release soil, making your carpet easier to clean.

And the grand finale: a gauntlet of rigorous tests to ensure any carpet bearing the Antron® brand name lives up to our exacting performance standards.

The result? Carpet made with Antron® fiber can look better—year after year after year.

DESIGNED TO PERFORM

We put carpets of Antron® nylon head-to-head with a competitive type 6 and type 6,6 nylon in a high-traffic, real-world environment. We subjected it to 400,000 foot traffics (think airport at rush hour). Performed hot water extractions. Measured color change with a spectrophotometer (this is not on the quiz).

And what we found out is—fiber matters.

ANY WAY YOU SLICE IT

Not all fiber shapes are created equal—stretch the shape too far, and things can get ugly, fast. Our engineers call it Modification Ratio (or MR for short). We call it staying in shape.

MR = OUTER CIRCLE (X) / INNER CIRCLE (Y)



This is the **FOUR-HOLE HOLLOW FILAMENT**, an innovation invented for Antron® fibers. See that rounded square shape? One of the lowest MRs in the industry, baby—strong, grooveless and cleans great. Plus the four holes run throughout the fiber to diffuse light and hide soil better.



And this is a **COMMON TRILOBAL SHAPE**, used by more ordinary carpets. Looks harmless, right? Look closer. It has a high MR (the outer circle is far away from the inner circle), so it's more likely to trap the gross stuff and wear down over time.



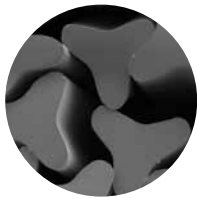
Antron® nylon and a competitive type 6 and type 6,6 nylon were installed in a high-traffic environment.



Antron® type 6,6  
nylon hollow filament  
with DuraTech® soil  
resistance treatment



A competitive type 6,6  
nylon trilobal with a  
generic soil resistance  
treatment



A type 6 solution  
dyed nylon trilobal  
with a generic soil  
resistance treatment



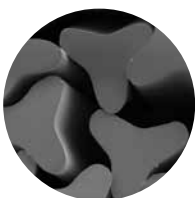
Antron® nylon and a competitive type 6 and type 6,6 nylon were installed in a high-traffic environment.



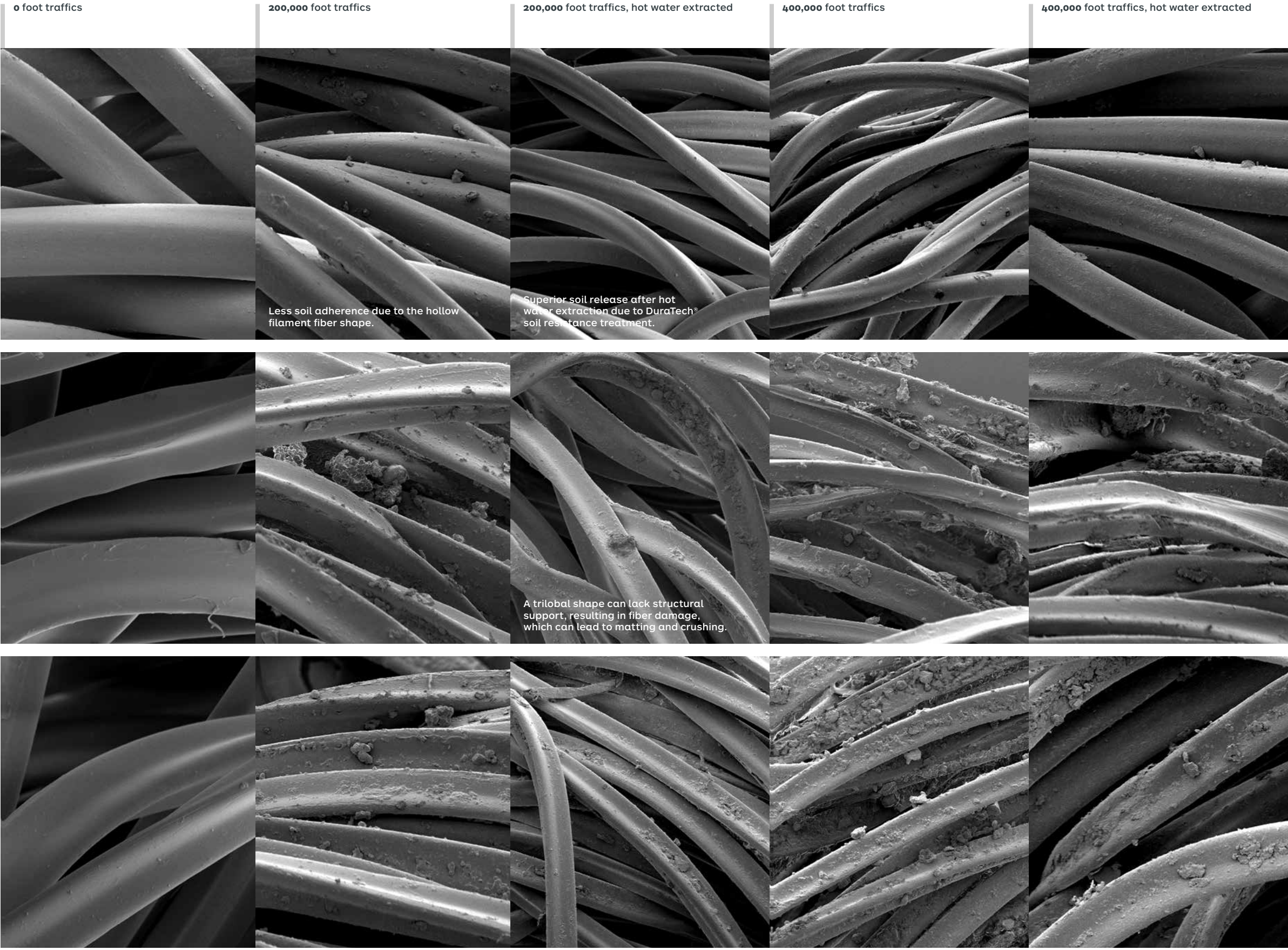
Antron® type 6,6 nylon hollow filament with DuraTech® soil resistance treatment



A competitive type 6,6 nylon trilobal with a generic soil resistance treatment



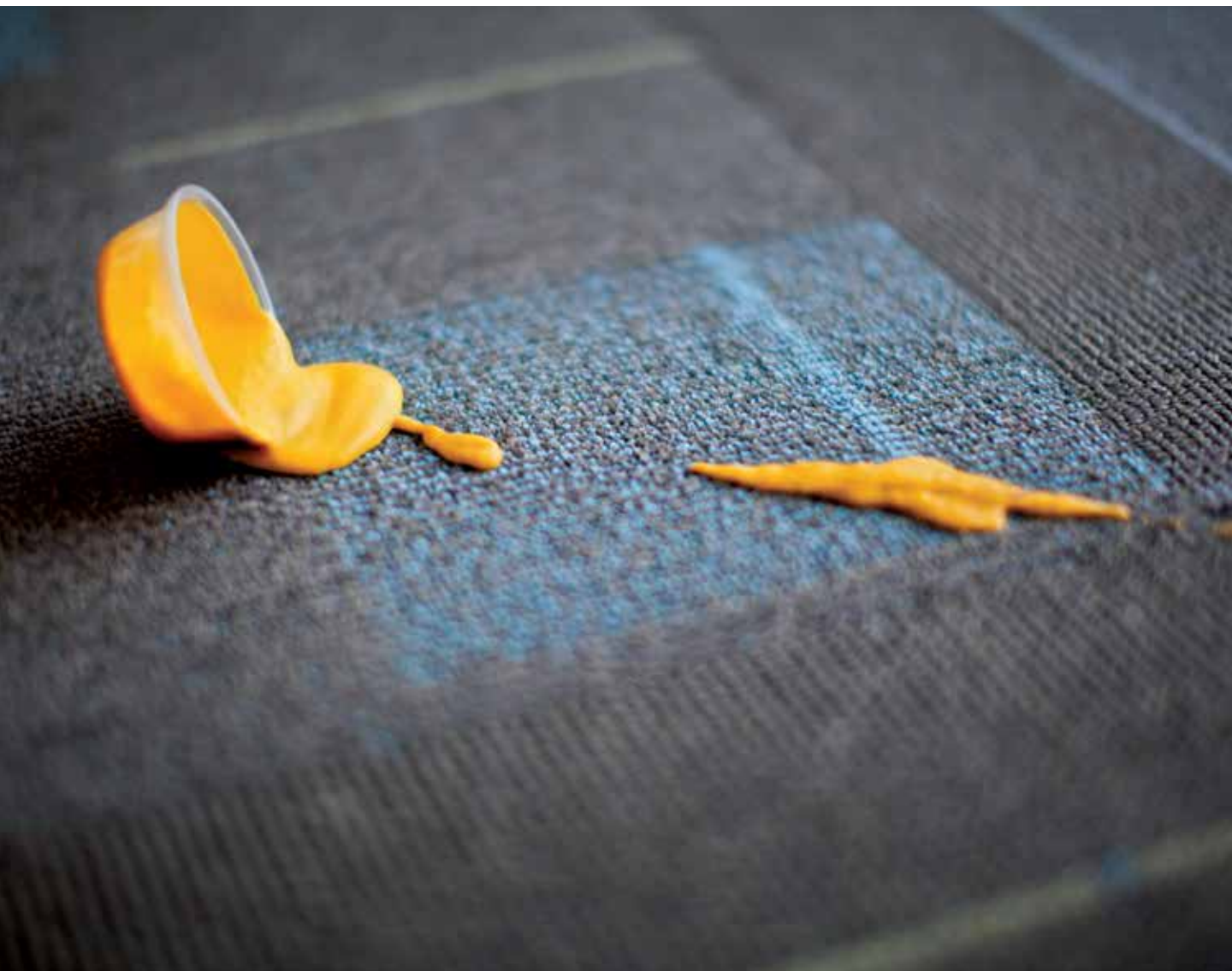
A type 6 solution dyed nylon trilobal with a generic soil resistance treatment



**We help carpet live up to its fullest potential.**

#### **Fiber for Every Design**

From a cozy children's hospital playroom to a sophisticated corporate lobby, Antron® fiber helps your design live up to its fullest potential with a variety of fiber sizes, lusters and dyeabilities. And since Antron® can help carpet withstand the test of time, your design will hold up well beyond the honeymoon phase.



#### **Easier to Maintain**

Let's face it: foot traffic and dirt are inevitable. That's why our fiber has a hollow filament shape that minimizes soil build-up and hides it between cleanings. But we don't stop there. Only carpets made with Antron® fiber are designed with DuraTech® soil resistant and soil release treatment that makes cleaning easier and sticks with you for over one million foot traffics (that's like a stadium full of fanatical fans during playoffs).

#### **Value that Lasts**

When defining the cost of new carpet, it pays to think long-term. You've already heard how Antron® fiber can keep carpet looking new longer, thanks to patented soil protection and improved cleanability. What does that mean for your bottom line? Less time, money and stress wasted on maintenance now and replacement later. Bank on it.

#### **Rethinking Sustainability**

There's more to environmental responsibility than just recycled content. Antron® stands for products that last—extending their First Life™ and reducing consumption the first time around. Carpets made with Antron® fiber can last up to 75% longer than the majority of competitive carpets. That means fewer replacements, leading to less landfill waste, energy consumption and greenhouse gas emissions. That's true sustainability.





We get the people who work with carpet.

What you do. What you care about. What you need from us to help you succeed.

→ [Contact your Antron® Fiber Consultant to see how we work harder to make you look better.](#)



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

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