



Biobased Carpet with Soy Backing Now Available for Residential Use *Combines Renewability of Soy With Recycled Materials*

Universal Textile Technologies (UTT) is now introducing its soy-backed carpet to residential markets. The Federal BioPreferredSM program has already designated biobased carpets and government facilities have installed UTT's EnviroCel™ or BioCel™. The new EnviroCel™HOME will allow federal and military residential housing programs as well as the general public to take advantage of its benefits stemming from its soy biobased backing as well as other environmental features.

"The United Soybean Board (USB) is pleased to see UTT expand its soy-backed carpet line. Now even more people can benefit from the environmental benefits of soy not the least of which is that it reduces dependence on foreign oil," said USB Director Lewis Bainbridge, a soybean farmer from South Dakota. "UTT's combination of soy with 100 percent post-consumer recycled PET plastic and other environmental features exemplifies the exciting innovation that we are seeing in soy biobased products."

USB and Dalton, Georgia-based UTT have worked together since 2004 when UTT incorporated soy-based polymers into its carpet backing technology. EnviroCel™ replaces over 90% of the petroleum-based polymers in its polyurethane formula with biobased polymers derived from domestically grown soybeans.

Southwind Carpet Mills, also based in Dalton, is the residential carpet manufacturer introducing a collection of new carpet styles with the EnviroCel™ HOME eco-friendly backing. The residential carpet manufacturer, positioned as 'family-friendly,' saw EnviroCel™ HOME green backing as a great benefit to homeowners and families.

“EnviroCel™ HOME backing extends the life of a carpet and provides an installation friendly product,” said Ann Eaton, president of Southwind. “The family- and environment-friendly benefits are quite impressive.”

Among **EnviroCel™ HOME’s** environmental features are:

- Made of rapidly renewable and recycled materials – over 50% green by weight
- Manufactured with a secondary backing of 100% post-consumer recycled PET plastic
- Replaces over 90% of the petroleum-based polymers with bio-based polymer derived from domestically-grown soybeans
- Improves environmental air quality.
- Makes a smaller footprint – carpets last longer so less end up in landfills.

“We’re pleased to bring our green backing technology, that’s proven itself in the commercial market, to the residential market where the demand for environmentally friendly carpet continues to rise,” Universal Textile Technologies President Tom Peebles said.

The green backing reduces noise level, has insulating properties that reduce energy loss, is impervious to moisture damage and improves indoor air quality. A revolutionary, patent-pending extruded fiberization adhesion layer also provides increased flexibility and strength.

For more backing information visit www.universal-textile.net or call 706-279-3801. For additional information on carpet products visit www.southwindcarpet.com or call 800-272-2808