The increasing popularity of carpets made from polyester - commonly referred to today as PET (polyethylene terephthalate) - signals a change in the perception of what was once considered a less than ideal fiber.

Thanks to technological advances in yarn processing and improved carpet construction techniques, polyester's purported weakness as a performance fiber has been largely overcome.

**STRENGTHS:**
- Inherently stain and fade resistant
- Excellent color clarity and uniformity
- Exceptional softness
- Value

**WEAKNESSES:**
- Not as resilient as nylon
Shaw’s ClearTouch® BCF PET with recycled content is a continuous filament fiber that offers the inherent attributes of polyester as well as exceptional performance characteristics, such as excellent appearance retention and long-term wear.

**STRENGTHS:**

- Inherently stain and fade resistant
- Excellent color clarity and uniformity
- Exceptional softness

**SHAW’S LEADERSHIP GIVES YOU THESE ADDED BENEFITS**

- Shaw’s ClearTouch BCF PET styles provide excellent performance
- ClearTouch styles contain recycled content
- ClearTouch styles are treated with R2X® for enhanced soil resistance
- Value

**WEAKNESSES:**

- Not as resilient as nylon