



POLYESTER (PET)

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



ClearTouch[®]

Our softest, cleanest, longest-lasting, greener value.

SHAW'S CLEARTOUCH[®] PET

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