

What is Nature's Carpet?

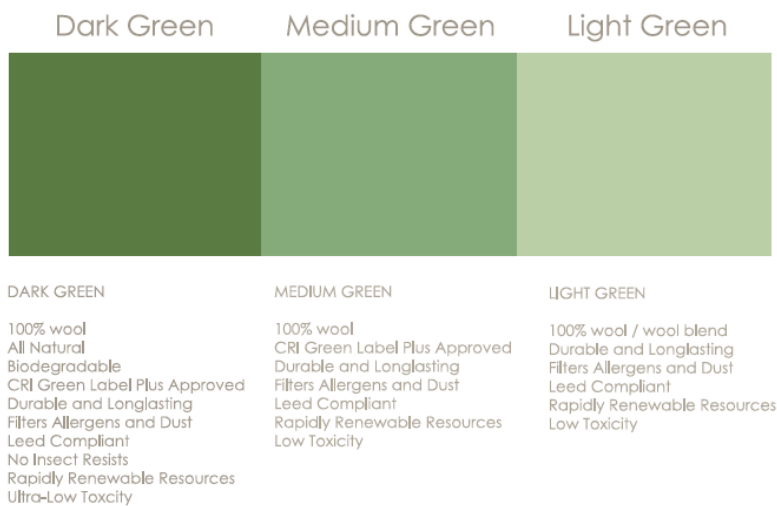
Nature's Carpet is North America's leading line of eco-friendly and sustainable wool carpets. First launched in Canada in 1992 with six carpets, Nature's Carpet has always been committed to providing the most comfortable, environmentally conscious, and natural wool floor covering products available. By selecting the best New Zealand and British wools and manufacturing each carpet in nearby mills, the company is able to produce innovative carpet styles that are stylish, high quality, and friendly to the Earth.



Nature's Carpet began its development in the late 1980's, when chemical sensitivity to high-toxin flooring products was becoming a common issue and incidents of sick building syndrome were reported more frequently than ever before. The company felt the time was right to produce a cleaner and greener product. Nature's Carpet was created by sourcing renewable materials that would contribute to high indoor air quality and have an ability to biodegrade easily, permitting disposal in the soil. After rigorous testing, the first six products were presented in 1992.

Nature's Carpet now offers over 60 different products, ranging across its proprietary eco-measurement system, The Green Spectrum. From light green to medium green to dark green, Nature's Carpet takes a transparent and pro-active approach to disclosing the environmental benefits of its products.

The Green Spectrum



Through its partnership with Colin Campbell, Nature's Carpet is North America's leading independent distributor of 100 per cent natural wool carpet. In business since 1948, Colin Campbell imports high quality wool products from all over the world to the North American market. Through its exemplary network of retailers, developers, and design industry professionals, Nature's Carpet continues to grow its reputation as a reliable distributor of wool carpets.

Nature's Carpet products can be found across North America at environmentally friendly retailers which carry the finest wool products. To find a retailer near you, visit www.naturescarpet.com/retailers.php

For more information visit our online media centre at www.naturescarpet.com/news or contact Paul Marr at 604.647.6288 or paul.marr@cossette.com

Nature's Carpet Fact Sheet



- Nature's Carpet offers over 60 different designs and styles of wool carpet
- Based in Vancouver, Canada, Nature's Carpet currently distributes to approximately 200 retailers across North America
- Nature's Carpet products are made from 100% wool, a rapidly renewable and sustainable resource
- Most floor coverings from Nature's Carpet are backed by a natural fiber called jute
- Nature's Carpet's leading eco-grading system, The Green Spectrum, is used on all its products to inform the consumers about the varying environmental aspects of each product.
- Nature's Carpet dark green line of carpets are the most environmentally-sensitive in the range of products and are wholly biodegradable.
- There are currently 24 dark green products in the line.
- Nature's Carpet top selling product is currently Cladium Granite Ridge, which is one of the original dark green products, created close to 20 years ago.
- Nature's Carpet offers an ultra-low toxicity floor covering which improves indoor air quality.
- Products of Nature's Carpet are manufactured in England, Australia, New Zealand, Belgium, and Greece.
- All Nature's Carpet wool is farmed in New Zealand and Great Britain.
- Nature's Carpet is Leadership in Energy and Environmental Design (LEED) compliant.
- All Nature's Carpet products are certified by Green Label Plus for indoor air quality.
- Nature's Carpet is certified by the International Organization for Standardization.

Samples of Nature's Carpet can be requested online at www.naturescarpet.com/retailers.php

Questions for Nature's Carpet

Chris Dragan, the President of Nature's Carpet and Colin Campbell answered a few questions about the company and its plan for the sustainable future.

Why was Nature's Carpet created?

Nature's Carpet was created to fill a void in the carpet industry. Many companies were selling eco-friendly carpets but no one company was producing 100% biodegradable carpet from 100% renewable resources. Even today, we are one of the few companies that offer a 100% biodegradable carpet.



Is Colin Campbell the first and only Nature's Carpet distributor in North America?

Yes, Colin Campbell is the only distributor of Nature's Carpet and we distribute to well over 200 retailers across North America.

How did you come up with the name Nature's Carpet?

Our products are manufactured from natural ingredients and we want our consumers to understand our commitment to sustainable resources.

What makes Nature's Carpet stand out from the competition?

All of the carpets we produce are made from wool, a rapidly renewable resource and the dark green products contain no dyes or chemicals. The majority of wool carpets on the market are made with a synthetic latex backing, making them less environmentally friendly than our Dark Green products, which use all natural products made from renewable resources. Other, non-wool carpets may contain some recycled content, but are not entirely made of renewable resources. Another differentiator is the transparent information we provide using The Green Spectrum, allowing our customers to clearly understand the environmental benefits of each carpet.

How does wool compare to other eco-friendly flooring options like bamboo?

Wool is a rapidly renewable resource. Once a wool carpet's long-life expires, the product will biodegrade, adding nitrogen to any soil. Also, it takes considerably less energy to produce wool flooring than it does to produce bamboo or many other synthetic products.

Why buy wool?

Beyond being a rapidly renewable resource, wool is soft on the feet, quiet, durable, and easy to clean. Most wool carpets last more than 30 years.