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FORTUNE CONTRACT DESIGNS SUSPENSEFUL NEW SHOWROOM

SHOWROOM 11-35, NEOCON 2005 – Fortune Contract keeps customers – and products – in suspense with a unique new showroom that plays on the form, texture and shape of its commercial carpet lines. The emphasis in the showroom is on movement as Fortune's latest products are suspended horizontally by a wire and grip display system. New products hang in rows on the showroom walls, as if on display in an art gallery, designed to draw visitors in to the products.

To draw visitors in even more, textured panels manufactured by Interlam, Inc. are used on the exterior façade of the showroom and interior walls. Painted a light cream color, the panels serve to unify the space and create more light and texture throughout the showroom. The products on the walls are reflected in a larger scale on the floor, where carpet is laid out in three large polygon shapes.

Capturing the style of Fortune's latest products, the overall look and feel of the showroom is clean and sculptural, with an accent on texture and textile elements. The new showroom is

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designed to highlight Fortune's holistic approach to commercial carpet, which interweaves texture and color in an ever-expanding collection of products.

"Fortune is all about quality, value for product and personal attention to service," said vice-president of style and design Judith Ingalls. "Our new products and showroom are designed to reflect this vision. As we extend our line in new and different ways, our focus continues to be on textures and colors that offer better variety, while maintaining structural and aesthetic integrity."

To find out more, hang out with Fortune Contract at NeoCon at showroom 11-35.

Fortune Contract is a premium manufacturer of high-end commercial carpet in the United States. Known for its visibly different approach to commercial carpet, Fortune partners its top quality design with attentive customer service and over 70 years combined experience to offer the best in products and services. Fortune Contract is dedicated to the progress of sustainability, committing to responsible and environmentally safe materials and production practices. Fortune is headquartered in Dalton, Ga., where it recently expanded its new manufacturing facility. For more information on Fortune Contract, Inc. or its products, visit Fortune online at www.fortunecontract.com.

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