



706.279.3669 fax:706.279.3668 800.359.4508 fortunecarpets.com
P.O. Box 2287 Dalton, Georgia 30722

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FOR EDITORIAL INFORMATION:
Judith Ingalls
800.359.4508
judith@fortunecarpet.com

FOR MORE EDITORIAL INFORMATION:
Shawn Zwilling
706.812.1824
shawn.zwilling@thebrandingfirm.com

FORTUNE CONTRACT LAUNCHES COMPREHENSIVE BRAND STRATEGY

SHOWROOM 11-35, NEOCON 2004 – Fortune Contract, Inc. has launched a comprehensive brand strategy to bring the company to the forefront of the high-end commercial carpet manufacturers as the preeminent source to the specified community. This strategy includes the introduction of a new corporate identity, restructured marketing communications, implementation of digital marketing, public relations strategy and a national sales meeting.

For nearly a decade, Fortune Contract products have received special attention from the specified commercial market for aesthetic appeal and superior design quality. As the company and product sales have grown, Fortune executives acknowledged the need for the Fortune brand to evolve to meet the same standards and recognition in the marketplace as its products.

Fortune Contract initiated the strategic planning for its brand strategy in the fall of 2003. The first step was to create a new corporate identity that projects the company as a top designer of high-end commercial carpet and the preferred specialty brand for the A&D community. The company partnered with The Branding Firm, Inc. of Atlanta to create an integrated brand strategy

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and corporate identity, including development of a new logo, stationery suite, product folders, merchandising tools and redesign of the Chicago Merchandise Mart showroom.

“The evolution of our brand in the specified commercial flooring industry is part of our overall strategy to elevate our image and market visibility to match the strength of our products,” said Judith Ingalls, Vice President for Style and Design. “We strive to connect our high quality products and design with our attentive customer service and product knowledge, resulting in an experience for the customer like no other in the industry. Our new corporate identity links the company with our goal of serving customers with an excellent product and service.”

Implementation of the comprehensive brand strategy began within the company last year. Fortune executives held a national sales meeting to launch the new direction and explain the evolution of the brand position as it relates to marketing communications, customer interaction, customer experience, sales and channels. Fortune commits to the education and development of its internal staff and sales force to continue its growth, ultimately leading to better products and services for its customers.

Additionally, the launch of Fortune’s comprehensive brand strategy is complemented by its continuous development of new high quality products. At the opening of its newly re-designed Chicago showroom in June the company will introduce five new products. These products can be viewed in the showroom (#11-35) along with other fine Fortune products.

Fortune Contract, Inc. 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

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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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