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FORTUNE CONTRACT INTRODUCES NEW MERCHANDISING APPLICATION

DALTON, Ga., – Fortune Contract, Inc. announces the introduction of a unique merchandising strategy for the commercial carpet industry – the Fortune Contract tag featuring the manufacturer’s logo bug and tag line, Visibly Different. The tag, similar to those used by the apparel industry, can be used in a variety of applications, particularly serving as an illustrating product guide on the spine of the Fortune architect folders. Fortune Contract recently filed for a patent on its signature tag and currently has the status of patent pending.

Each tag on the spine of the architect folders is embroidered to replicate the Fortune product contained within the folder, illustrating the number of colors, pattern and texture of the product. The tag is remarkably accurate in replicating carpet patterns and texture because the embroidery machines work similarly to the tufting machines used in carpet manufacturing. The tag was designed as a quick reference tool for architects and designers to identify product easily from the shelf.

“Many people have tried to create a way to display product on the spine of an architect folder in the past, and we have hit upon an inventive and cost effective practice for doing so,” said

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VISIBLY DIFFERENT

Will Fortune Sr., CEO for Fortune Contract. “Our move to protect the tag and its applications safeguards the unique and inventive concept while enhancing our place and recognition in the market.”

Development of the tag for use as a merchandising application was the result of a collaborative creative input session between Fortune executives and The Branding Firm, a creative agency out of Atlanta. Judith Ingalls, Vice-President of Style and Design for Fortune, works closely with the tag manufacturer to select the right yarn color and match the pattern and texture of the embroidery to her carpet designs.

“The tags are an innovative way to portray carpet colors, pattern and texture both conveniently and with a creative flare,” said Ingalls. “We can fit so much product detail on the tags that other display methods cannot – all the while staying true to the original design. It’s just logical.”

The Fortune Contract tag will soon be visible in product libraries on all of the manufacturer’s newly produced architect folders. The tag complements Fortune’s brand strategy to bring the company to the forefront of the high-end commercial carpet manufacturers as a preferred specialty brand for the A&D community.

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 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.