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FORTUNE CONTRACT ENTICES CUSTOMERS WITH STRIPE TEASE

SHOWROOM 11-35, NEOCON 2004 – Fortune Contract's new Stripe Tease entices customers with its retro good looks. This commercial carpet's retro style and feel is combined with a forward-thinking, sophisticated charm. The complicated combination of colors and seemingly random color placement add a playful air to any design application. Plus, the option of tile or broadloom makes it suitable for an endless variety of installations and uses. It's this innovative design and functionality that made Stripe Tease a winner of the Doc Award, honoring superior achievement in commercial projects utilizing Solutia Ultron premium nylon 6,6 fiber.

Stripe Tease is available in nine colorways, but non-standard color variations can also be created using Fortune's Forecast palette. This loop carpet is constructed of premium Solutia Ultron fiber, which offers unsurpassed performance – with superior resistance to crushing, matting, wear, soil, stains and static. Since Fortune understands the importance of providing its customer with an environmentally friendly product, Stripe Tease was designed specifically to use post-industrial waste yarn from the manufacturing cycle. From its sustainability to its striking style, Stripe Tease is a tempting choice for any commercial space. To request samples or to find a sales representative in

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your area, contact Fortune at 1-800-359-4508 or online at www.fortunecontract.com.

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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