

HINTS FOR HOMEOWNERS

Whether It's Beige Or Bold, Consumers Want Durability Underfoot

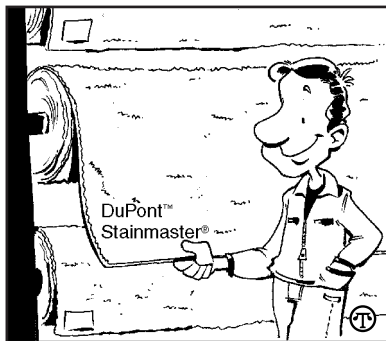
(NAPSA)—Does your carpet look like what is in your neighbors' home? According to a recent survey by Yankelovich Partners, almost 40 percent of Americans have beige or neutral carpet in their homes, most likely because of the belief that these light-brown variations will fit any décor or color scheme.

Colors such as darker-brown, blue or a multicolored carpet were the second most common used in American interiors, while remaining homeowners did not have carpet at all.

Research also revealed that, if you're like 47 percent of America, you look for durability first when making your carpet selection. That means durability is as important as fashion, style and color are in carpet selections and purchases.

Durability is an intrinsic value with all DuPont™ STAINMASTER® carpet, allowing carpet shoppers to broaden their "design" horizon and focus on fashion with a variety of colors, patterns and textures.

In fact, DuPont™ STAINMASTER® offers more than 900 elegant styles to fit any home interior. If you're a homeowner who prefers neutral



colors to reflect your own taste, there are hundreds of carpet styles in neutrals alone, such as loop and patterned carpet. With so many choices it's easy to beautifully celebrate your own personal style (and maybe even make your neighbors a bit jealous, too!)

For your next carpet purchase—whether it's beige or something bolder—choose today's most recognized carpet brand. All DuPont™ STAINMASTER® carpet features the Advanced Teflon® Repel System—the system is specially formulated to keep carpets 40 percent cleaner by repelling liquids and soil. To learn more call 1-800-4-DUPONT or visit the Web site at www.stainmaster.com.