

## The Difference Is Right Under Your Toes

(NAPSA)—*There's definitely something underfoot in carpet.* You may not see it without a microscope, but you'll be able to feel the difference with each step or touch of your hand.

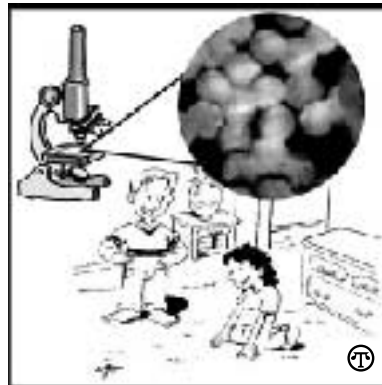
The difference is an amazing new innovation in carpet fiber. By looking at the end of traditional fibers, you would see that the ends look either round or triangular with points or lobes. The newest nylon fiber introduced for carpet is shaped like a three-leafed clover with rounded lobes.

### ***So unique, it's puzzling!***

This new fiber shape is important because the rounded lobes on nylon fibers work like puzzle pieces when spun into yarn. Each nylon fiber tightly interlocks with itself to create denser tufts. Tighter tufts mean you get a carpet that resists matting and crushing better than ever before. And, with less room for soil and spills to hide between tufts, spills stay close to the surface where they can be easily reached for cleaning.

### ***Looking for FiberLoc™?***

This patented innovation comes from DuPont, the leader in fiber technology. DuPont™ Stainmaster® carpet with FiberLoc™ brings a



**Magnified view of DuPont™ Stainmaster® carpet with FiberLoc™.**

whole new level of performance to every carpet style imaginable. You get an elegant, high-performance carpet that will look great for years to come.

All DuPont Stainmaster carpet features the Advanced Teflon Repel System. Introduced in 1998, the system is specially formulated to keep carpets 40 percent cleaner by repelling liquids and soil that can cause staining.

To learn more, call 1-800-4-DUPONT or visit the Web site at [www.stainmaster.com](http://www.stainmaster.com).