

EnviroCEL™

ECO-FRIENDLY CARPET BACKING

HOME

Universal Textile Technologies, the manufacturers of **EnviroCel™ HOME**, is a pioneer in eco-friendly carpet backings and sustainable manufacturing. Proven in many high-traffic commercial and hospitality applications, **EnviroCel™** has come home, bringing these benefits and more to residential interiors.

For additional backing information



SOUTHWIND

carpet mills

www.southwindcarpet.com

601 Callahan Road | Dalton, GA 30719 | 800.272.2808

SOUTHWIND

Family *Friendly*
CARPETS

Bringing Green Home

Select carpets backed with **EnviroCel™ Home**, the eco-friendly polyurethane carpet backing made especially for residential use.

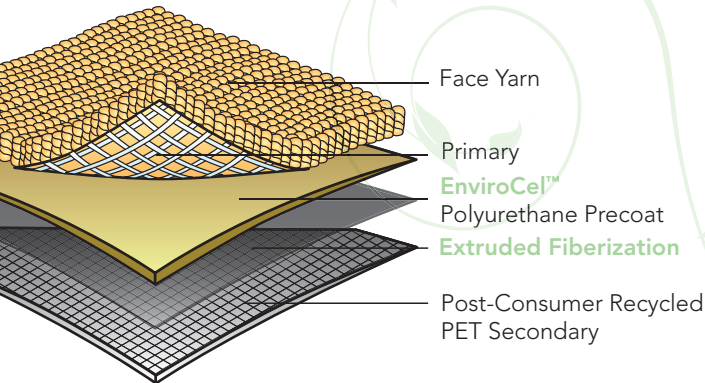
The Green Advantage

- Extends the life of your carpet
- Reduces matting, raveling and snagging
- Improves indoor air quality
- Reduces noise level
- Has insulating properties that help reduce energy loss
- Impervious to moisture damage

All of this in addition to creating a smaller footprint on the environment!

EnviroCel™ HOME

- Ultra soft, 100% post-consumer recycled PET secondary backing
- Stretch-in, direct glue and double-stick installations
- Over 50% green by weight



EnviroCel is a trademark of Universal Textile Technologies.

EnviroCEL™
ECO-FRIENDLY CARPET BACKING
HOME

- Made of rapidly renewable and recycled materials, over 50% green by weight.
- Manufactured with post-consumer recycled PET plastic.
- Replaces over 90% of the petroleum based polymers with a bio-based polymer derived from domestically grown soybeans.
- Features a revolutionary, patent-pending **Extruded Fiberization** adhesion layer that provides increased flexibility and strength.
- Improves environmental air quality. Every yard of **EnviroCel™ Home** installed means increased soy bean production, which helps improve air quality by consuming CO₂ from the atmosphere.
- Makes a smaller environmental footprint, carpets last longer so less carpet ends up in landfills.