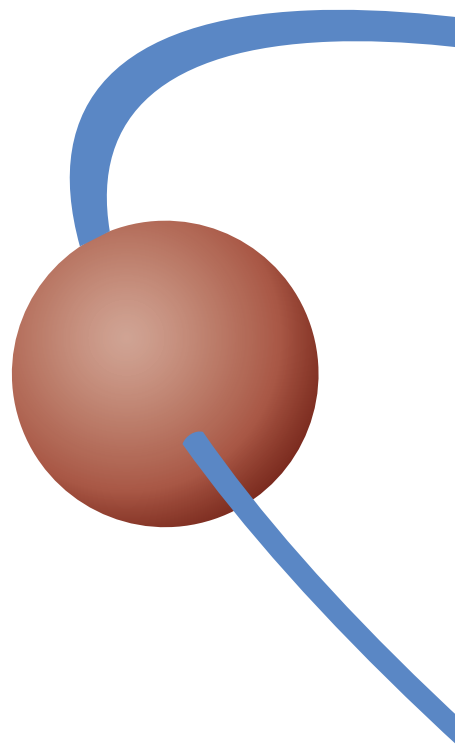


DURACOLOR®. THE MOLECULAR CODE
FOR STAIN RESISTANCE.





DURACOLOR®

THE MOLECULAR CODE FOR STAIN RESISTANCE.

PERMANENT

PATENTED

BEAUTY THAT ENDURES

PROVEN

SUSTAINABLE

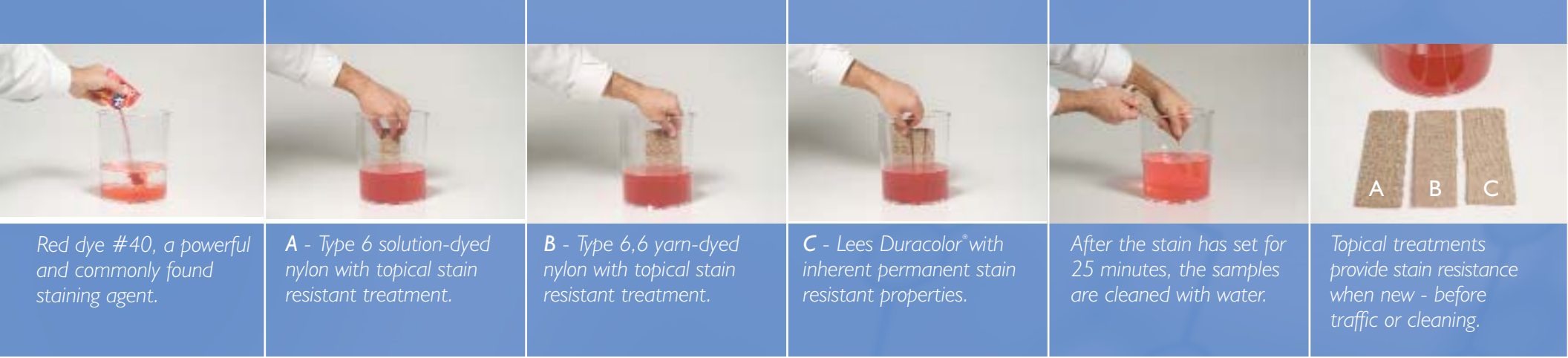
INFINITE COLOR

FLEXIBILITY

ONLY AT THE MOLECULAR LEVEL CAN STAIN RESISTANCE BE PERMANENT.



THE UNIVERSE IS GOVERNED BY FUNDAMENTAL PROPERTIES, LIKE GRAVITY, THAT DO NOT CHANGE. THESE PROPERTIES DETERMINE THE CHARACTERISTICS OF EVERYTHING IN THE PHYSICAL WORLD. THE EXPRESSION, “DIAMONDS ARE FOREVER,” RECOGNIZES THAT ENDURING STRENGTH AND BEAUTY ARE BUILT INTO THE MOLECULAR STRUCTURE OF THESE PRECIOUS STONES – INTRINSIC QUALITIES THAT CANNOT BE REMOVED. LIKE DIAMONDS, DURACOLOR® IS PERMANENT STAIN RESISTANCE, CODED DEEP INTO THE FIBER OF EVERY LEES CARPET. BASED ON THE FUNDAMENTAL PROPERTIES OF THE UNIVERSE, IT CAN’T WASH OFF OR WEAR AWAY. DURACOLOR IS WARRANTED TO LAST FOREVER.



Red dye #40, a powerful and commonly found staining agent.

A - Type 6 solution-dyed nylon with topical stain resistant treatment.

B - Type 6,6 yarn-dyed nylon with topical stain resistant treatment.

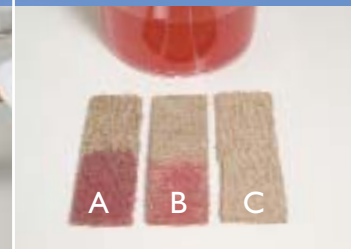
C - Lees Duracolor® with inherent permanent stain resistant properties.

After the stain has set for 25 minutes, the samples are cleaned with water.

Topical treatments provide stain resistance when new - before traffic or cleaning.

P E R M A N E N T

THE U.S. GOVERNMENT SETS A HIGH STANDARD FOR STAIN RESISTANT CARPETS. TO QUALIFY, A CARPET MUST SCORE AT LEAST 8.0 ON THE 10-POINT AMERICAN ASSOCIATION OF TEXTILE COLORISTS AND CHEMISTS RED 40 STAIN SCALE, USING AATCC TEST METHOD 175. THIS SCORE MUST BE REACHED AFTER THE CARPET HAS BEEN SUBJECTED TO 100 REVOLUTIONS OF THE TABER ABRADER, TO SIMULATE THE EFFECT OF FOOT TRAFFIC. NO TOPICAL STAIN RESISTANCE TREATMENT MEETS THIS DEMANDING STANDARD. **DURACOLOR DOES.**



Next, the carpet samples are abraded to simulate foot traffic.

A - Type 6 solution-dyed nylon with topical treatment and simulated foot traffic.

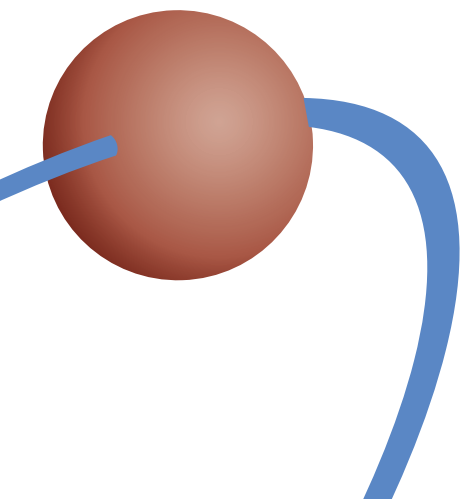
B - Type 6,6 yarn-dyed nylon with topical treatment and simulated foot traffic.

C - Lees Duracolor® with simulated foot traffic.

After the stain has set for 25 minutes, the samples are cleaned with water.

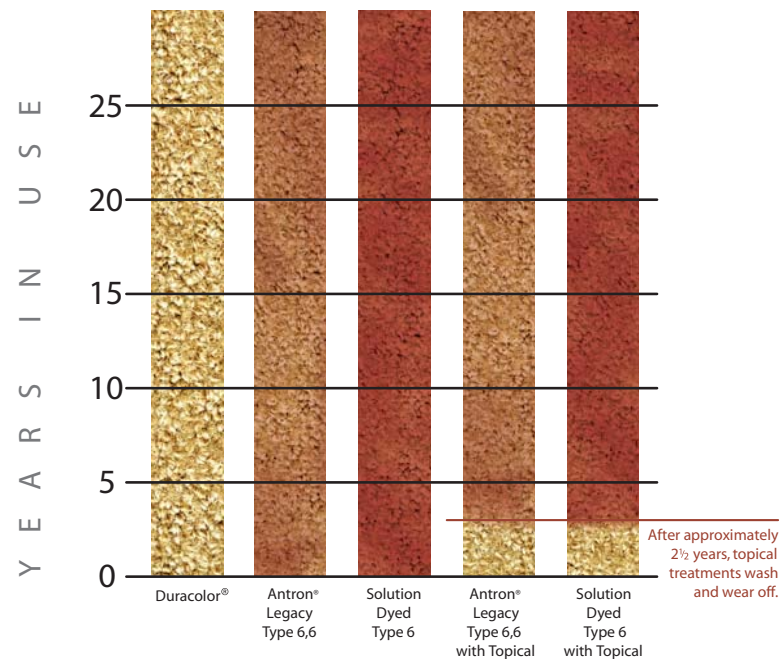
Only Duracolor® provides stain resistance regardless of traffic levels.

DURACOLOR® CAN NOT WASH OFF OR WEAR AWAY. (EVER)



Stain Resistance Failure Point

Based on an annual average of foot traffic and normal cleanings in a facility.



DURACOLOR® RESISTS 99%
OF ALL COMMON STAINS.



NEGATIVELY CHARGED, ACID BASED SUBSTANCES CAUSE 99% OF ALL COMMON WORKPLACE STAINS. DURACOLOR IS PERMANENTLY EFFECTIVE AGAINST ALL ACID BASED STAINS. SO EFFECTIVE THAT 96% OF ALL COMMON STAINS CAN BE REMOVED WITH JUST WATER (THE OTHER 4% CAN BE CLEANED WITH WATER AND A MILD DETERGENT). DURACOLOR REDUCES YOUR NEED FOR CHEMICAL CLEANERS, REDUCES THE TIME AND LABOR REQUIRED FOR MAINTENANCE AND EXTENDS THE LIFE OF YOUR CARPET. FOR APPLICATIONS THAT REQUIRE EVEN MORE PROTECTION, LEES OFFERS DURACOLOR MD[®] FEATURING BIOGUARD[®] ANTIMICROBIAL PROTECTION AND ADDED BLEACH RESISTANCE. ADD IT ALL UP AND YOU GET A CARPET THAT LASTS LONGER AND COSTS LESS. THAT'S A POSITIVE RESULT FOR 100% OF ALL FACILITIES.



17 Common Negatively Charged Liquids



P A T E N T E D

THERE IS NO OTHER STAIN RESISTANCE SYSTEM LIKE DURACOLOR. ONLY DURACOLOR GIVES YOU PERMANENT STAIN RESISTANCE, UNSURPASSED SOIL RESISTANCE, AND AN UNLIMITED CHOICE OF COLORS. ONE OF THE DOZENS OF PATENTED TECHNOLOGIES AND PROCESSES DEVELOPED BY THE INNOVATIVE THINKERS AT LEES' RESEARCH LABORATORY, DURACOLOR IS PROTECTED BY U.S. PATENT NUMBER 5,085,667. AND IT IS ONLY AVAILABLE FROM LEES CARPETS.





P R O V E N

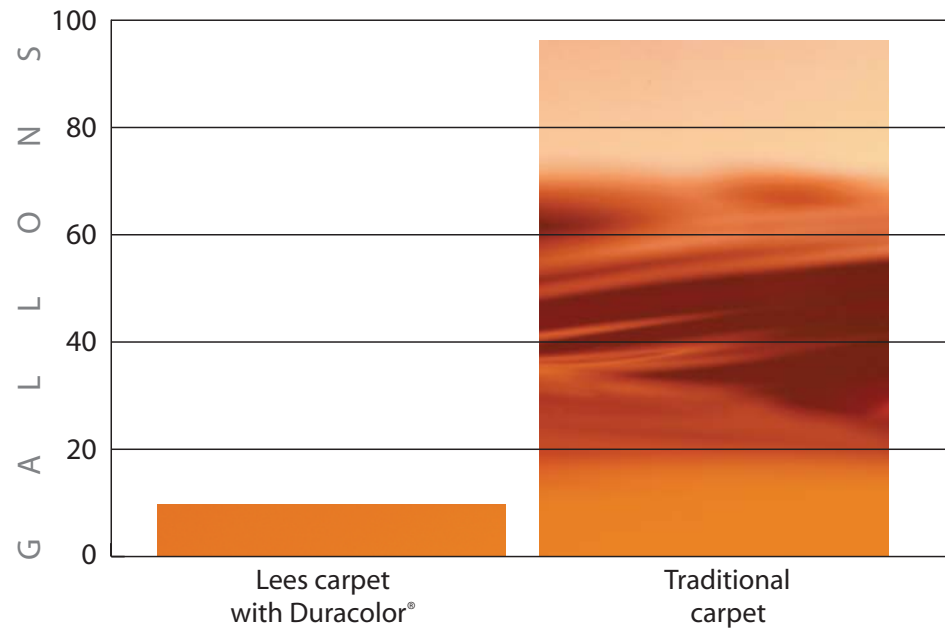
EVER SINCE LEES INTRODUCED DURACOLOR IN 1991, IT HAS PROVEN EFFECTIVE IN EVERY IMAGINABLE COMMERCIAL CARPET APPLICATION. THE DURACOLOR PROMISE OF PERMANENT STAIN RESISTANCE HAS BEEN FULFILLED IN MORE THAN 300 MILLION YARDS OF ACTUAL INSTALLATIONS, INCLUDING THE MOST DEMANDING HEALTHCARE, RETAIL, CORPORATE, SCHOOL AND AIRPORT ENVIRONMENTS. NO OTHER STAIN RESISTANCE TECHNOLOGY CAN MATCH DURACOLOR'S PROVEN TRACK RECORD OF SUCCESS.

ONE WORLD, ONE STAIN RESISTANT SYSTEM.



Chemical Use

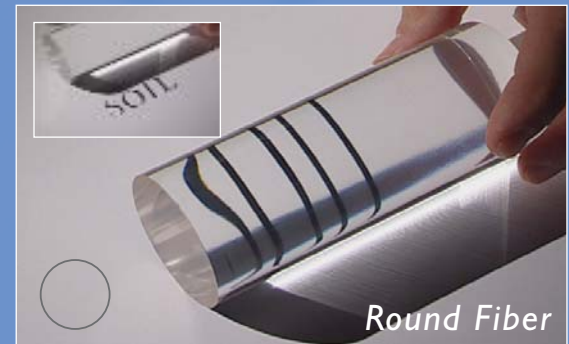
Total gallons per 10 year life cycle, based on a 10,000 sq. ft. facility



With Duracolor, 96% of common spills can be cleaned with just water. The other 4% can be cleaned with water and a mild detergent.

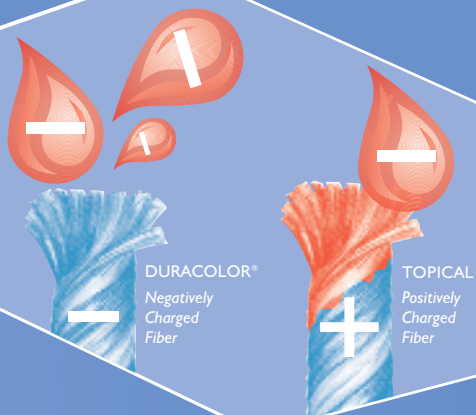
UNSURPASSED SOIL RESISTANCE

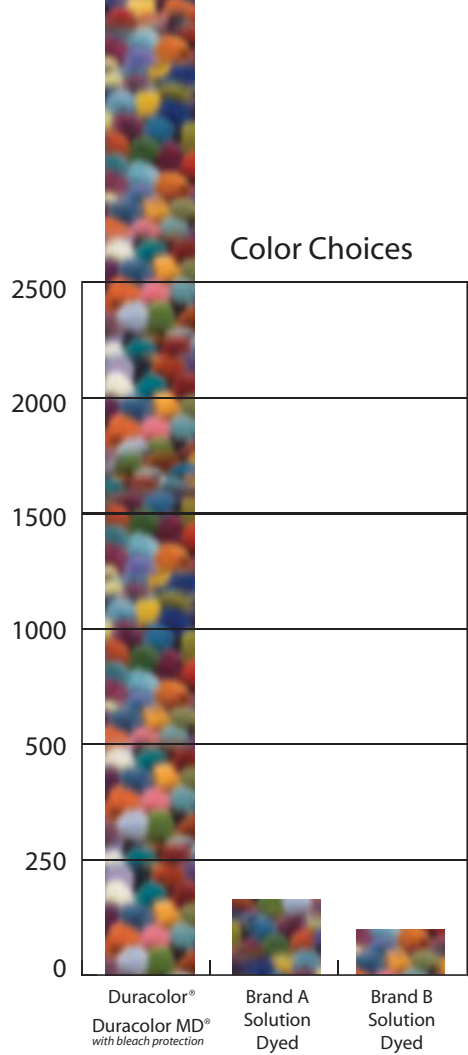
ORIGINALLY, NYLON CARPET WAS MANUFACTURED WITH ROUND FIBERS THAT MAGNIFIED SOIL, MAKING THE CARPET APPEAR DIRTIER THAN IT ACTUALLY WAS. A NEW TRILOBAL FIBER SHAPE WAS DEVELOPED TO SOLVE THIS PROBLEM. BUT WHILE THE NEW SHAPE MADE DIRT HARDER TO SEE, THE FIBERS HAD CAVITIES THAT TRAPPED DIRT, MAKING THE CARPET HARDER TO CLEAN. THEN, THE MOST ADVANCED GENERATION OF NYLON WAS DEVELOPED – ANTRON® LEGACY TYPE 6,6. THIS BREAKTHROUGH PROVIDED A WAY TO HIDE THE SOIL AND MAKE IT EASY TO REMOVE. THE UNIQUE HOLLOW FILAMENT DESIGN SCATTERS LIGHT TO HIDE DIRT AND THE SMOOTH, FLAT SIDES ALLOW CARPET TO RELEASE SOIL EASILY.



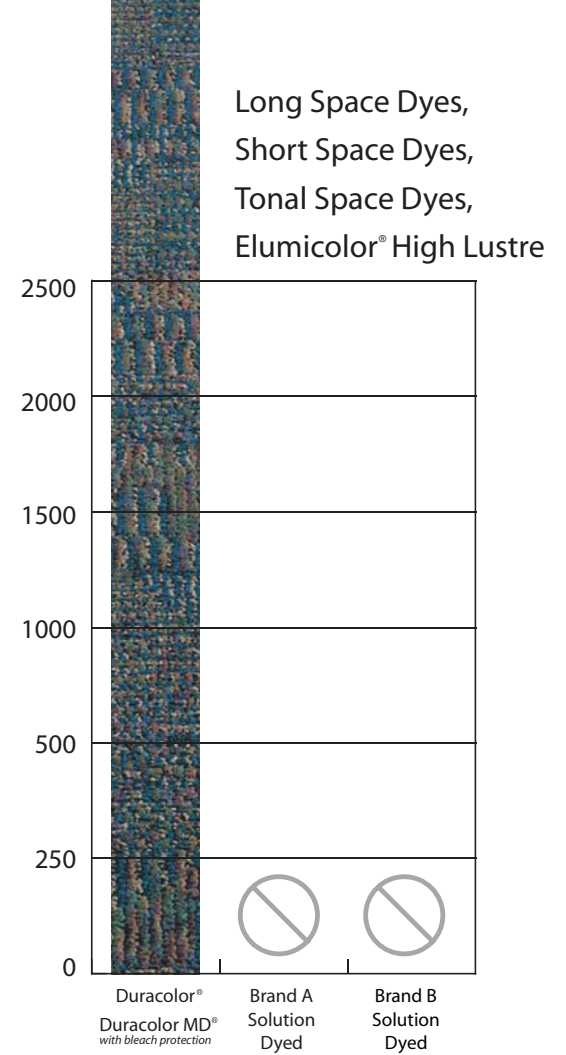
HOW IT WORKS

STAINS OCCUR WHEN A NEGATIVELY CHARGED SUBSTANCE (LIKE COFFEE AND ALMOST EVERYTHING ELSE THAT FALLS ON THE CARPET) MEETS A POSITIVELY CHARGED SURFACE (LIKE MOST OF OUR COMPETITORS' CARPET FIBER). OPPOSITES ATTRACT, CREATING A PERMANENT STAIN. USING A PATENTED PROCESS, DURACOLOR DYES NEGATIVELY CHARGED FIBER WITH NEGATIVELY CHARGED DYES, HARD-CODING STAIN RESISTANCE INTO EVERY CARPET FIBER. UNLIKE TOPICAL COATINGS, DURACOLOR CANNOT WASH OFF OR WEAR AWAY. SO, WHEN THOSE STAINING SUBSTANCES FALL ON DURACOLOR CARPET, THERE IS NO ATTRACTION, BUT INSTEAD A REPELLING FORCE. THERE IS NO STAIN. EVER. DURACOLOR IS GUARANTEED TO RESIST STAINS UNTIL THE FUNDAMENTAL PROPERTIES OF THE UNIVERSE CHANGE.





CHOOSE FROM
AN UNLIMITED
PALETTE OF
COLOR
OPTIONS.

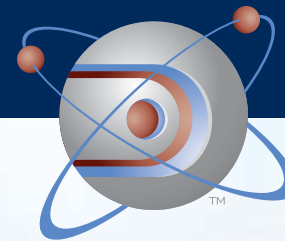


INFINITE COLOR FLEXIBILITY

ALTERNATIVE STAIN RESISTANCE SYSTEMS MAKE YOU GIVE UP THOUSANDS OF COLOR CHOICES AND EFFECTS. OR, TO GET THE COLORS YOU WANT, THEY MAKE YOU SETTLE FOR TOPICAL STAIN RESISTANCE COATINGS THAT WEAR AWAY, LEAVING YOU WITH PERMANENT STAINS. WITH DURACOLOR, THERE'S NOTHING TO GIVE UP. YOU GET AN INFINITE COLOR PALETTE PLUS ALL THE AESTHETIC EFFECTS OF SHORT SPACE DYEING AND LONG SPACE DYEING. IF YOU CAN IMAGINE IT, LEES CAN CREATE IT. AND DURACOLOR WILL PROTECT IT FOREVER.



ENGINEERED TO INSPIRE.



G U A R A N T E E D

DURACOLOR®
THE MOLECULAR CODE FOR STAIN RESISTANCE.

DURACOLOR CARPETS BY LEES ARE GUARANTEED TO PROVIDE LIFETIME STAIN RESISTANCE TO ACID TYPE SPILLS REGARDLESS OF NUMBER OF YEARS IN SERVICE, TRAFFIC LEVELS OR NUMBER OF CLEANINGS. DURACOLOR IS A PERMANENT FEATURE OF LEES CARPETS.



**Permanent Stain Protection
Against Acid Type Spills**
AATCC Test Method 175

Colorfastness: Wet and Dry
AATCC Test Method 8

Wetfastness
AATCC Test Method 107

Static Protection
Standard Shuffle Test Method at 70°

Lightfastness
AATCC Test Method 16E

Atmospheric Contaminants
AATCC Test Method 129

Lees®

US Headquarters Toll-Free: 800 523-5647

500 TownPark Lane, Suite 400

Kennesaw, GA 30144

European Headquarters: 44 1480-471471, Toll Free: 44 0800-515673

Unit 2, 17e Little End Road, Eaton Socon, ST NEOTS

Cambridgeshire, PE19 8JH, United Kingdom

Asia Business Office : 852 2258-6376

2104 Admiralty Business Centre Tower 1

18 Queensway, Hong Kong

www.leescarpets.com