



Greetings!

It's summer in Texas and it's hot! As you are staying cool indoors, we hope you will take a moment to read through this month's issue where we give helpful insight for determining design ideas for carpeting stairs. We also talk about the benefits of wool carpet and how our showroom selections keep you on trend.

Enjoy!

Helpful Guidelines when Choosing Carpet for Stairways



Photo courtesy of Garrity Design Group Houston, TX



Photo courtesy of Garrity Design Group Houston, TX

When Your Client Loves Wool but Stain Resistance is an Issue

Good news! Wool is a naturally stain resistant fiber. The surface of the fiber is covered by a thin, protective membrane which gives wool the ability to shed water. Since over 80% of stains are water based, this is an important property to the fiber.

In addition, wool is naturally resistant to soil and dirt. The scaly fiber structure keeps dust and dirt near the surface of the pile where it can be easily released by vacuuming.

Stop by our showroom to pick up a copy of our *Wool Carpet Care* brochure that is excellent at detailing how to care

As you enter the foyer of a residence, the stairway makes a significant, non-verbal statement and sets the tone for the entire home. As such, there are several factors to consider when trying to determine design ideas for carpeting stairways.

First, consider the **image** that you are designing the stairway to portray. Do you want it to feel casual, formal, traditional or transitional? Your client's lifestyle will help you determine the statement you want to make. Next, figure out how much **daily traffic** the stairs will encounter. Are the stairs the primary source of traveling to the other floors in the home and, who will be traveling on them? For instance, will carpet be installed so that pets can travel up and down stairs easily? Also, the **type of stairway** - straight, curved, landing, spiral or open back as well as the **ornamentation** - spindles and banisters, must be considered as they both significantly affect the carpeting you choose.

When determining your stairway design, whether with carpet or runners, consider the following:

* **Stair Carpets**

- Carpet is wall to wall with no wood exposed.
- When selecting a carpet, a loop style is preferable as it will avoid both tracking and crushing due to foot traffic.
- Jutes and sisals are popular options but may not give the long-term benefits of wool or nylon.

* **Carpet Runners**

There are two main styles of runners:

- *Bullnose* - the carpet follows the contour of the tread and gives a more traditional look.
- *Waterfall* - the carpet cascades over the stairs to the next tread and gives a more contemporary look.



You can get creative in your design by using various edge treatments to visually soften or accent the field carpet in the runner. These include:

- Serging
- Binding
- Cotton binding
- Leather

for wool.
Now you can specify wool with confidence!



M&M Carpet is on Trend!



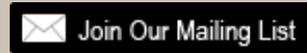
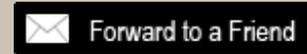
M&M Carpet would like to take this opportunity to assure you that we are constantly replenishing our showroom selections in order to stay on trend with the latest industry fashions, styles and color palettes. Our buyers go to market 2-3 times per year in order to keep up with the constantly changing options available.

We are committed to ensuring your success and strive to offer only the best in flooring design for you and your clients.

- Fabric borders
- Broadloom fabricated borders

While all of these options make quite a statement, it is most important to design the stairway with your client's aesthetic, lifestyle, and budgetary requirements in mind.

If you have any questions or need help when designing your stairway, please stop by the showroom! We are happy to help you understand the features of each carpet that you are interested in so that you can be confident in fulfilling the needs of your client.



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