

Carpet

Buying Guide



NEVER STOP
IMPROVING

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GETTING STARTED

Before choosing the perfect carpet for your home, here are a few things to think about that will help guide you in the right direction.

✓ HOW SOON DO YOU NEED YOUR CARPET?

Lowe's offers two types of carpet availability: in stock and special order sales. In-stock carpet is available on the same day with installation offered in as little as 72 hours. Special Order (SOS) carpet may take up to two weeks to deliver and additional time to install. Express SOS Install styles are also available. See your local store for details.

✓ HOW LONG DO YOU WANT YOUR CARPET TO LAST?

The lifespan of your carpet will depend on the durability of it's fibers and the foot traffic in your home. Lowe's offers carpets made from various fibers and each fiber performs differently to foot traffic. For instance, nylon fiber is more durable and will last longer (especially if there is more foot traffic in the room) than polyester fiber. See page 6 for more details.

✓ HOW MUCH CARPET DO YOU NEED?

Before purchasing your carpet, Lowe's will measure your floor to determine the amount of carpet needed. Learn more about carpet installation on page 12.

✓ HOW MUCH CAN YOU EXPECT TO PAY?

Every project is different, but there are three costs associated with each: carpet, carpet cushion, and installation. Visit with one of our flooring specialists at your local store to discuss your project.



Need carpet fast? Check out the Express Install offering at your local Lowe's.

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For one of the largest selections of the most contemporary colors, styles and exclusive brands of carpet in the industry, we've got what you're looking for.

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WHAT TO EXPECT

The carpet buying process can seem like a tedious task but it doesn't have to be. Just knowing what to expect and what to do next will put the fun back in carpet. Follow these simple steps to buying the perfect carpet for your home.

- **LEARN**

Learn a little about carpet options that are available to you. This buying guide is a great place to start!

- **CHOOSE YOUR CARPET**

Go to your local Lowe's store to see and feel the carpets available or take the Carpet Selector Quiz to find the right carpet for you (Lowe's.com/Findyourcarpet).

- **IN-HOME MEASURE**

Once in-store, set up an in-home measurement and select which carpet works best for you and your home.

- **PURCHASE**

Purchase your carpet once you have selected style and color. Ask about our special financing options.

- **SET INSTALL DATE**

Select what date and time works best with your schedule for the professional installation call. Remember to prep your room(s) as needed.



WHY LOWE'S CARPET

- **COVERAGE THAT INSTILLS CONFIDENCE**

Carpet purchased at Lowe's are backed by one of the most comprehensive warranties in the industry.

- **90-DAY SATISFACTION WARRANTY¹**

Within 90 days of purchase, if you are not fully satisfied with your carpet, Lowe's will replace it. This promise is not applicable to manufacturing defects and damages covered in the manufacturer's warranty.

This offer applies to all STAINMASTER® products and all other special order carpet.

- **EXCLUSIVE STAINMASTER® CARPET RETAILER²**

No other national home improvement store carries America's most trusted brand of carpet³, STAINMASTER®.

- **OFFER A VARIETY OF PRODUCTS**

In-stock items offered every day, and hundreds more are available through Lowe's Special Order Sales (SOS) program.

- **SPECIAL FINANCING**

When you use your Lowe's Consumer Credit Card. Contact a Lowe's store for details.

STAINMASTER
carpet®



To view our full selection of STAINMASTER® carpets, visit us online at your convenience at Lowe's.com/STAINMASTER

¹ See brochure for details

² Lowe's is the exclusive home center for STAINMASTER®.

³ Data Sources: Hall & Partners US Brand Tracking Survey - April 2013.

CARPET BASICS



FIBER Nylon and polyester look and feel similar, but have different benefits. Nylon fibers are more durable and last longer than polyester.



FACE WEIGHT The amount of carpet fiber used in a given square yard. In the U.S., it is usually expressed as ounces per square yard.



DENSITY The measure of how tightly yarn is stitched into the back of the carpet. In general the higher the density (for example 3000 vs 2000), the better the durability.



PAR RATING The PAR rating system stands for performance, appearance, retention. It is based on a 1 to 5 scale; the higher the rating, the longer it will retain its appearance.



TWIST The number of times the fibers are turned in a one-inch length. Winding the fiber around itself strengthens the resistance to crushing.

CARPET FIBERS

NYLON

The strongest and most durable carpet fiber available. Great for high-traffic areas.

SOLUTION DYED NYLON 6,6 - SUPERIASD™

SuperiaSD™ fiber is a solution dyed nylon which has been engineered by the makers of STAINMASTER® to resist pet stains, easily release pet hair and protect against color fading while still maintaining great durability. Great for pets and high traffic areas. *Available in:*

- STAINMASTER® PetProtect® carpet

NYLON 6,6

Nylon 6,6 is one of the many types of nylon fiber used in carpet. It is stain resistant, durable, and provides excellent all-around performance. *Available in:*

- STAINMASTER® Active Family™ carpet
- STAINMASTER® TruSoft® carpet

POLYESTER

Good fiber in terms of stain resistance. Polyester fiber is, on average, a lower price option compared to nylon fiber due to its shorter life span. *Available in:*

- STAINMASTER® Essentials™ carpet
- Cornerstone Collection

OLEFIN

A fiber that is stain and fade resistant. Recommended for light traffics areas as it is less durable and resilient than nylon. It is also the least expensive carpet fiber.

CARPET TYPES



TEXTURE

Yarn is twisted, then cut which provides a softer feel.



PATTERN

Islands of cut yarn contrast with loops to form a sculptured pattern.



LOOP (BERBER)

Flecks of additional color accent the main hue. Sturdy and comfortable.



SAXONY

Densely packed, level fibers create a smooth, luxurious look.



WHICH CARPET IS RIGHT FOR YOU?

PRODUCTS	STAINMASTER® TruSoft® The softest STAINMASTER® carpet available	STAINMASTER® PetProtect® Pet friendly carpet <i>Limited color range</i>	STAINMASTER® Active Family™ The widest selection of styles and colors	STAINMASTER® Essentials™ Certified STAINMASTER® brand protection at a good value	Cornerstone Collection Basic carpet (Non-STAINMASTER®)
Average Price Point	\$\$\$	\$\$ - \$\$\$	\$\$ - \$\$\$	\$ - \$\$	\$
Durability	● ● ● ● ● ●	● ● ● ● ● ●	● ● ● ● ● ●	● ● ● ● ● ●	● ● ● ● ● ●
Softness	● ● ● ● ● ●	● ● ● ● ● ●	● ● ● ● ● ●	● ● ● ● ● ●	● ● ● ● ● ●
Cleanability	● ● ● ● ● ●	● ● ● ● ● ●	● ● ● ● ● ●	● ● ● ● ● ●	● ● ● ● ● ●
Pet Hair Release	● ● ● ● ● ●	● ● ● ● ● ●	● ● ● ● ● ●	● ● ● ● ● ●	● ● ● ● ● ●
Stain & Soil¹	Lifetime*	Lifetime*	Lifetime*	Lifetime*	10-20 years (depending on carpet)
Pet Vomit & Feces Stains	Not Covered	Lifetime*	Not Covered	Not Covered	Not Covered
Texture Retention & Abrasive Wear	25 years or 28 years (with cushion upgrades*)	25 years or 28 years (with cushion upgrades*)	25 years or 28 years (with cushion upgrades*)	10 years or 13 years (with cushion upgrades*)	10 years
Fade	N/A	Lifetime*	N/A	N/A	N/A
Anti-Static	Lifetime*	Lifetime*	Lifetime*	Lifetime*	Not Covered
Stairs	Included	Included	Included	N/A	N/A
Lowe's Satisfaction Replacement	90 Day	90 Day	90 Day	90 Day	90 Day

• Chart compares performance levels and price points of special order STAINMASTER® carpet at Lowe's and special order Cornerstone styles.

¹ See brochure for details.



To find your ideal carpet match, visit us at www.Lowe's.com/Findyourcarpet

BENEFITS OF CARPET

• COMFORT

Whether you are walking from your bedroom to the kitchen or you've just arrived home, comfortable carpet is the ultimate in affordable luxury. It provides warmth, making your home feel as cozy as it should and is quieter than hard surfaces.

• VERSATILITY

Carpet can express your personal style and complement any look you want to achieve. You can choose from an endless selection of styles, textures and colors.

• EASE OF CARE

You can maintain the quality, look and feel of your carpet for years to come by vacuuming often, cleaning up spills quickly and by having your carpet professionally cleaned at least every 18 months.

• BUDGET-FRIENDLY

Quality carpet can last a long time, saving you money in the long run. With maintenance and proper care, you won't have to worry about replacing your carpet for some time.

TIP

Not all carpet is created equal... feel comfortable with STAINMASTER®, the most trusted brand of carpet.*

* Data Source: Hall & Partner
US Brand Tracking - April 2013

KNOW WHAT YOU'RE BUYING

When making a purchase, you should consider how long you want your carpet to last. By measuring a carpet's durability, you may determine how long your carpet will remain beautiful and resilient.

The durability scale is designed to give you confidence in your purchase at the end of the day and for the days to come.

DURABILITY SCALE



Five Star Durability

Made with Nylon 6,6 fiber

- STAINMASTER® PetProtect® carpet
- STAINMASTER® Active Family™ carpet



Four Star Durability

Made with Nylon 6,6 fiber

- STAINMASTER® TruSoft® carpet



Three Star Durability

Made with Polyester fiber

- STAINMASTER® Essentials™ carpet



Two Star Durability

Made with Polyester fiber

- Cornerstone Collection

CHOOSING THE RIGHT CARPET CUSHION

The right carpet cushion improves comfort underfoot, extends the life of your carpet and protects the floors underneath. Purchasing and installing a carpet and carpet cushion may extend the warranty on your carpet automatically—at no extra charge.

Lowe's has a full selection of carpet cushions to choose from to ensure that you get the right cushion for your needs.

STAINMASTER® CARPET CUSHION

Proprietary Breathable Moisture Barrier

- Keeps common, everyday spills from seeping through the cushion and into the subfloor.
- Allows the cushion to breathe, releasing water vapors to help protect against mold and mildew.



TIP

Watch videos of the innovative technology behind the STAINMASTER® carpet cushion at [Lowes.com/STAINMASTER](https://www.lowes.com/STAINMASTER).



INSTALLATION IS EASY

1 SET UP IN-HOME MEASUREMENT

Contact your local store to schedule an appointment for an in-home measurement. Often called a "detail", the Lowe's associate will use this measurement to ensure the proper amount of carpet is ordered for your project.

2 SCHEDULE INSTALL

Once you have purchased your carpet, an installer will contact you to schedule your installation date.

3 PREP HOME

Depending on the install, you may need to remove all belongings from your room prior to the installer's arrival.



CARE AND CLEANING

Whether your carpet needs to stand up to heavy or very little foot traffic, proper care will allow its quality, look and feel to last for years to come.

Follow these simple steps to help maintain the beauty and life of your carpet:

- Vacuum frequently. STAINMASTER® PetProtect® carpet easily releases pet hair, cutting vacuuming time.
- Clean spills promptly.
- Professionally clean via hot water extraction every 18 months to maintain warranties.

For basic carpet stain removal guidance, visit www.stainmaster.com/carpet/care/stain-removal.

PROFESSIONAL CLEANING

Lowe's experts recommend that you get professional carpet cleaning at least every 18 months—even if you clean the carpet yourself in between.



STAINMASTER® PetProtect® carpet & cushion system resists most difficult pet stains, reduces pet odor when thoroughly cleaned, and easily releases pet hair while vacuuming.

KEY CARPET TERMS

Do you speak carpet?

Abrasive Wear The actual loss of fiber, due to abrasion, from the surface pile of the carpet.

Berber A loop style carpet with flecks of additional color that accent the main hue. This style is sturdy and comfortable.

Construction Carpet construction is defined by stating the manufacturing method (tufted, woven, etc.) and the final arrangement of materials achieved by following specifications.

Density The measure of how tightly yarn is stitched into the back of the carpet. In general the higher the density (for example 3000 vs 2000), the better the performance.

Face Weight The amount of carpet fiber used in a given square yard. In the U.S., it is usually expressed as ounces per square yard.

Nylon 6,6 Nylon 6,6 is one of many types of nylon. The other most common type is nylon 6. Due to its composition, Nylon 6,6 is stronger, more resilient, and more heat resistant.

Pattern This style consists of islands of cut yarn contrasting with loops to form a sculptured pattern.

PET PET is commonly known as “polyester.” It is an abbreviation for polyethylene terephthalate and is also used in plastic molds.

Pile Also known as the “face” of a carpet is the visible surface. It consists of yarn or fiber tufts in loops that can be either cut or uncut.

Saxony This style has densely packed, level fibers create a smooth, luxurious look.

Shading A change in the appearance of a carpet due to distortions in the direction of fibers that make up the carpet pile. This change is caused by a difference in light reflection, not an actual change in the color of the carpet.

Texture A carpet style with the loops cut. This style is soft and casual.

Texture Retention The ability carpet tufts to retain their visible shape and not burst, bloom, open or lose their twist from foot traffic.

Twist The number of times the fibers are turned in a one-inch length. Winding the fiber around itself strengthens the resistance to crushing.



Customer Care

800-445-6937

Sales & Products

877-465-6937

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