

## Bentley Prince Street Introduces SmartCover™ - The Smart Way To Protect Carpet on Busy Job sites

### *New SmartCover Technology Preserves Integrity of Freshly Installed Carpet*

Los Angeles, CA – [June 01, 2010] – [Bentley Prince Street, Inc.](#), an industry leader in stylish floorcoverings and product innovation, is launching SmartCover, a new product that protects carpet on busy job sites. Developed in partnership with Velcro®, SmartCover is an ideal alternative to traditional carpet protection systems. It protects loop pile and cut and loop carpet without affecting the integrity of freshly installed carpet.

“We are constantly working hard to exceed our customers’ expectations with high quality floorcovering solutions,” says Anthony Minite, president of Bentley Prince Street. “Developing SmartCover with Velcro was very exciting for us because it allows us to deliver that same level of quality to our customers following installation.”

SmartCover is designed to leave no adhesive residue while protecting against spills, dirt and traffic, all while giving the newly installed carpet the opportunity to breathe. It is made with durable, high quality, non-woven fabric and features a water resistant film backing. Velcro-patented hook technology makes it easy to secure to loop pile and cut and loop carpeting, allowing for easy repositioning and removal. With self-engaging Velcro seams, SmartCover can be overlapped, thereby giving customers the flexibility to use the product to protect small areas or entire rooms.

“We believe SmartCover is one of the most innovative new products in the industry,” says Tom Mee, vice president of customer relations. “To our knowledge, SmartCover far exceeds any other carpet protection system in the marketplace.”

Up until the launch of SmartCover, there were not many alternatives to the traditional means of protecting carpet (plastic systems containing pressure sensitive adhesives). According to the Carpet and Rug Institute, plastic carpet protection systems are known to trap moisture, leave glue residue, cause color to run and often negatively affect the overall appearance of freshly installed carpet. SmartCover is engineered to protect while preventing the problems commonly associated with plastic protection products.

#### **About Bentley Prince Street**

*Defining style, color, quality and service for 30 years, Bentley Prince Street manufactures and markets award-winning broadloom and carpet tile products for commercial interiors across the globe. Bentley Prince Street is committed to sustainable commerce and innovations to integrate style and function with environmental practices through its Mission Zero® goal of eliminating any negative impact it has on the environment by the year 2020. With the industry’s most comprehensive vertical carpet manufacturing facility, the company maintains third-party certification to the ISO 9001:2008 Quality Management System and the ISO 14001:2004 Environmental Management System. Based in Los Angeles County, California, Bentley Prince Street is a subsidiary of Interface, Inc., a global provider of floor coverings. For more information, please visit [www.bentleyprincestreet.com](http://www.bentleyprincestreet.com)*

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