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Media Contact
Abbey Branch
abbey.branch@branchpr.com
713.515.1204

TIMELESS. SOPHISTICATED. TEXTURAL
Design and manufacturing innovator Bob Weiner returns to commercial carpet industry with Totally Carpet

June 3, 2013 (DALTON, GEORGIA)—It is with great celebration and anticipation that respected industry leader Bob Weiner announces the launch of Totally Enterprises LLC and Totally Carpet, the industry's newest producer of high performing, luxury tile, and broadloom carpet for corporate interiors.

The inception of Totally Carpet returns Dr. Weiner, a multiple patent-holding chemist to the industry that has consistently emulated his expertise and innovation for more than 30 years. No one has received more "Best of" product awards than Dr. Weiner; colleagues and competitors alike agree that he understands this business better than anyone.

While there is no shortage of commercial carpet alternatives for architects and designers to choose, Totally Carpet provides the market with a customer-focused mill that addresses today's fast-paced construction schedules with reliable, well-styled, and problem free carpet.

Addressing a void in the marketplace for a responsive carpet manufacturer that understands the challenges and needs of today's interior finish specifications, Dr. Weiner's innovations in carpet manufacturing technology have been his hallmark since starting his first carpet mill, The Harbinger Company, in 1979. He later started Prince Street and then Constantine, now owned by Milliken.

While most 70-year-olds enjoy a more leisurely lifestyle, Dr. Weiner boldly reenters the carpet manufacturing industry by introducing Cortex Fiber Technology that enhances the performance, consistency, and aesthetics of Totally Carpet's designs, while keeping costs conservative—even in high-traffic installations.

(Continued)

Additionally, Totally Carpet's unique yarn-tufting process will result in beautifully textured, sophisticated carpets, possessing unprecedented resistance to stain, bleach, and discoloration from UV exposure.

Usually, high-performance carpets are unattractive. Not anymore. Totally Carpet changes that.

Totally Carpet began manufacturing in Dalton, Georgia last month. To schedule interviews with Dr. Weiner, and for all media queries, please email abbey@branchpr.com or phone 713.515.1204.

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Totally Enterprises LLC

404 Mitchell Street | Dalton, GA 30721 | 888-882-1500 | WWW.TOTALLYCARPET.COM