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TOTALLY CARPET CELEBRATES FIRST ANNIVERSARY WITH ‘T3’ ‘Totally Transition Technology’ and SWITCH to make debut at Neocon Design Exposition and Conference

May 26, 2014 (DALTON, GEORGIA)—Acclaimed carpet designer and manufacturing visionary Dr. Bob Weiner has announced he will mark Totally Enterprises LLC and Totally Carpet’s first anniversary by introducing ‘Totally Transition Technology’, or ‘T3™. T3™ is the latest in Dr. Weiner’s long line of industry innovations in high-performing, carpet manufacturing.

T3™’s unique, patented process coordinates two individual pieces of carpet, producing a beautifully textured, sophisticated hybrid middle-piece. The end result is an advanced product that allows carpet themes to flow into one another, regardless of weight or texture.

“With T3™, we have created a technology that seamlessly and subtly combines two carpets together as one,” says Dr. Weiner, president and founder of Totally Carpet.

Architects and designers will particularly embrace T3™’s ‘Transition Technology’ as it offers more flexibility in bridging accents and combining two more more carpet patterns in a project, creating nearly limitless variations and coordinating themes throughout corporate interior projects; noted by award winning Interior designers.

“Not only can T3™ echo the same color or pattern themes in different patterns in the same room or suite, but also throughout the entire project,” Dr. Weiner adds.

SWITCH, Totally Carpet’s first product incorporating T3™’s advanced process, combines the classic bargello flame stitch and the ecologically friendly, Cortex ® technology that twists and heat-sets two or more solution-dyed nylon yarns. A sophisticated, durable hybrid carpet unrestricted by color pattern, weight, and texture, SWITCH is available in three scales in 16 dynamic colorways.

Developed by Dr. Weiner with associates Sherrie Anderson, Abbey Branch, and Kate Poland, SWITCH is specified not only with aesthetics in mind, but also for its strength and resilience.

Totally Carpet unveils SWITCH and T3™’s accompanying product line at Neocon, North America’s largest design exposition and conference for commercial interiors, scheduled June 9 through 11, 2014 in Chicago, Illinois.

To schedule an interview with Dr. Weiner, and for other media queries, please contact Abbey Branch at 713-515-1204 or abbey.branch@totalcarpet.com.