

THE BULLETIN

SATURDAY, OCTOBER 19, 2013

ADVERTISING SECTION E

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Another new construction in popular Oakview Subdivision. The 'Ultra' floor plan lives large, living room with gas fireplace, 1811 sq. ft., 3 bedrooms, 2.5 baths and a large family room. Features include hardwood floors, wood cabinetry, stainless steel appliances and wainscoting. Fantastic covered front porch, perfect for visiting neighbors or sitting out on a lazy afternoon. Location is ideal for being close to shopping and hospital, yet in a quiet neighborhood. To be completed in December.

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Today's most popular carpet styles offer warmth and comfort, even in homes where allergies are an issue.

by Molly Hover, The Bulletin Advertising Department

Choosing to carpet a room isn't only about style, it's about adding warmth and comfort to a home while ensuring the health of the household.

The feel and smell of a newly installed carpet can be compared to the iconic smell of a new car. Many find it is luxurious, comforting and relaxing. One deep breath and they feel at home. Having new carpet installed instantly makes a home feel new again.

With so many patterns, piles, textures and materials available, selecting the right type of carpet that lends itself to the appearance and cleanliness of the house, as well as the health of those living there, can be confusing. Different types of carpet is appropriate for people with allergies, busy family lives, Central

> Oregon's dusty conditions and those who prefer to purchase sustainable prod-

> > When establishing a budget for carpet, homeowners can consider different types of materials based on their

needs. Synthetic materials, such as nylon, acrylic, polyester and polypropylene, offer various levels of style and color options as well as soil and stain resistance and texture retention. Natural materials come from both animal and plant sources and include wool, jute and sisal, to name a few.

Carpet pile is another element that should be considered. The pile is the visible surface of a carpet. It is characterized by the length of its fibers. Low-pile, for example, refers to carpet with short or low-lying fibers, whereas high-pile carpet has longer fibers. Pile also lends itself to design trends in homes.

"I am seeing people go back to low-pile and patterns after years of shags and frieze," said Patricia Julber, owner of Complements Home Interiors.

Deciding on carpet depends on the style of the room in which it's being installed. Both high- and low-pile shags are better in low-traffic areas, for example.

"If you don't like to see footprints or vacuum marks, go with a tight loop," said Martha Murray, owner of Martha Murray Design.

Julber recommends selecting low-pile carpet for a formal home environment. In a casual setting, a frieze or a shag will complement the décor best. Berber car-

pet with thick loops works well in almost any home environment. For many families, selecting carpet that will remain beautiful throughout the years is important. Julber offers advice for homeowners in search of dura-

ble carpet that will last for years to come in the home of an active family. "Nylon and wool wear best, especially when cared for properly," Julber said.

Nylon carpet is the most durable, longest lasting material for most families, according to Julber. The fibers in nylon carpet have a relatively hard texture which makes the carpet more durable and easy to clean. This is especially beneficial for high-traffic homes and active families.

The price for nylon carpet can range from \$25 a square yard up to \$90 a square yard depending on style, quality and density.

Because of Central Oregon's dry and dusty climate, Julber recommends vacuuming carpet at least once a week and shampooing the carpet once a year.

From the love of the outdoors to the love of our pets, Central Oregon homes can accumulate myriad allergens.

The best carpet for people who suffer from allergies, according to Julber, is typically wool.

"It is naturally hypoallergenic and actually absorbs indoor air pollution," Jul-

For individuals who are sensitive to natural fibers, nylon is a good alterna-

If members of the household are sensitive to the chemicals in the backing of carpet, Julber recommends keeping windows open as often as possible for about a week after the carpet is installed.

Although carpet does not have a repu-

tation for being sustainable, certain lines of carpet that are more environmentally friendly are available on the market to-

"Wool can be great because it's a renewable resource," said Murray. "Many are manufactured without dyes and use natural adhesives. And, it cleans well."

Pricing for hypoallergenic carpet manufactured using natural products tend to be more expensive, ranging in price from \$90 to \$125 per square yard.

"You want to consider the material, manufacturing process, the expected lifespan and the distance it is traveling to get to you," said Murray. "Some synthetic carpets have cleaner manufacturing processes than others, might contain some recycled products and have some kind of reclamation process for waste."

These green synthetic carpet options are less expensive at about \$40 to \$50 a square vard.

To determine if a carpet is environmentally friendly, The Carpet and Rug Institute (CRI) established the Green Label Plus certification. This voluntary industry testing program for carpet and adhesive products set high standards for carpet chemical emissions which impact the quality of indoor air.

Once material and style have been selected, color comes into play. Carpet colors vary widely from solids to multicolor designs. Multi-colored styles tend to hide dirt better.

Though neither Murray nor Julber has a particular carpet that sells more or less, many homeowners are sure to find carpet that suites their needs. For budget-minded and health-conscious homeowners, carpet can be a viable option for creating warm, inviting spaces in virtually any home.

Although carpet does not have a reputation for being sustainable, certain lines of carpet that are more environmentally friendly are available on the market today.

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