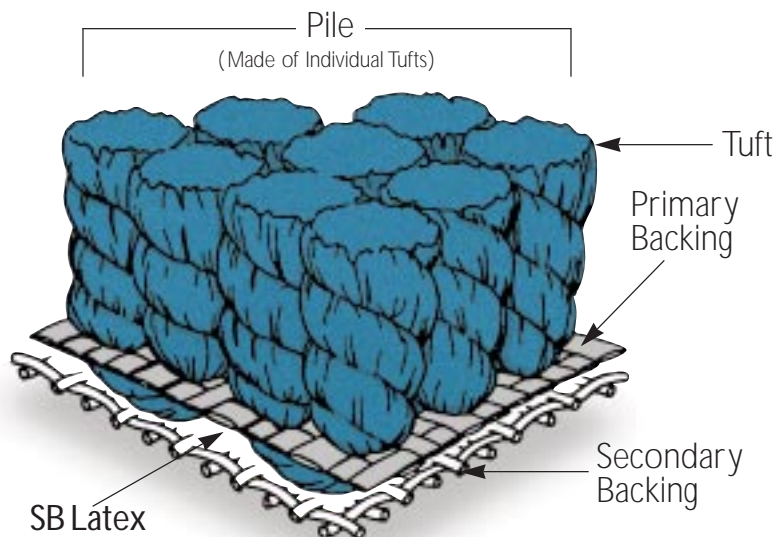




Behind every great carpet is SB latex.

SB LATEX IS THE SECRET INGREDIENT THAT HOLDS THEM ALL TOGETHER

Most carpets are made by inserting the fibers or pile into a primary backing made of webbed polypropylene (PP). A secondary backing of a woven jute or polypropylene is then applied to add stability. SB latex is the product that holds the entire system together by securing the face fibers to the primary backing and then bonding the secondary backing to it.



SB latex was created during World War II as a synthetic alternative to natural rubber. First commercialized for use in carpet production in the mid-1960's, SB latex has been in continuous service ever since - today you will find SB latex in the backing systems of up to 90 percent of all broadloom carpet made in the United States.

Why is SB latex the preferred material for some of the best carpet found anywhere? During forty years of continuous use, SB latex has proven itself in both performance and value. SB latex can be formulated to match virtually any carpet manufacturer's specifications - consistently enhancing the features required of any great carpet:

*High Tuftbind
Proper Hand
Dimensional Stability
Delamination Strength*

*Durability
Low Flammability
Resistance to Fraying, Pilling and Fuzzing
Resistance to Heat, Light and Moisture*

Not only does SB latex set the standard for carpet-backing excellence, it also delivers this performance with value, helping to make carpet a cost-effective floor covering. When you combine the experience, technology and skill behind SB latex, you know there's a high-quality secret ingredient behind your carpet!

For additional information on SB latex, contact:

Robert J. Fensterheim
Executive Director, SBLC

M E M B E R C O M P A N I E S
Reichhold, BASF Corporation, OMNOVA Solutions Inc.
The Dow Chemical Company, Ameripol Synpol/Mallard Creek Polymers Division

1250 Connecticut Ave., N.W. Suite 700 • Washington D.C. 20036
202 637-9040 • Fax 202 637-9178 • www.regnet.com/sblc