

FLOORTek EXPO 2007

EQUIPPED TO FLOOR THE WORLD

Tuesday, October 23

8 am - 6 pm

Wednesday, October 24

9 am - 6 pm

Thursday, October 25

9 am - 2 pm

Seminars will be held during all three days.

Best of FloorTek Awards
Tuesday Night, 7 - 9 pm

AfA

American
Floorcovering
Alliance

FloorTek Expo 2007 Source Guide

American Floorcovering Alliance

Welcome from the president and information on the alliance's membership, services and activities

FloorTek Expo 2007

A comprehensive expo preview, including events listings, and travel and sightseeing information

Floor Plans

Floor plans and coordinating exhibitor listings

Exhibitors

Expanded exhibitor listings including contact, product and services information

Welcome From The AFA President



Welcome to FloorTek Expo 2007!

It is with pleasure that I take this opportunity to welcome you to AFA's 8th Biennial FloorTek Expo on behalf of the Board of Directors and our members.

FloorTek provides our industry the opportunity to bring exhibitors and attendees together under one roof to see and discuss the changes in the very latest and up-to-date technologies for the floor covering industry.

The AFA board and staff appreciate your continued support of this show. AFA is very proud to organize and sponsor this show, which attracts major manufacturers from around the world to the NorthWest Georgia Trade & Convention Center. We will continue to improve in our efforts to keep this event successful for our industry and the community.

We hope you enjoy FloorTek and your visit with all the exhibitors.

Sincerely,

A handwritten signature in black ink that reads "Eric Brown".

Eric Brown,
AFA President

FloorTek Expo October 23-25, 2007

NorthWest Georgia Trade & Convention Center

Dalton, GA

www.floor-tek.com

Sponsored by the American Floorcovering Alliance

210 W. Cuyler St.

Dalton, GA 30720-8209

Phone: 706-278-4101

Toll-Free Phone: 800-288-4101

Fax: 706-278-5323

afa@americanfloor.org • www.americanfloor.org

American Floorcovering Alliance

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Colbond Inc.
6000 Woods Point
Rocky Face, GA 30740
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Fax: 706-673-3396
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Cherokee Carpet Industries
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PO Box 507
Ellijay, GA 30540
Phone: 706-276-2001
Fax: 706-276-2005
Term Expires: October 2007

Dan McEntire
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PO Box 1075
Chatsworth, GA 30705
Phone: 706-695-4611
Fax: 706-695-0647
Term Expires: October 2007

Tim Bagley
Dye Systems Inc.
PO Box 4188
Dalton, GA 30719
Phone: 706-277-1266
Fax: 706-277-7087
Term Expires: October 2007

AFA Members

A

A.B. Carter Inc.
PO Box 518
Gastonia, NC 28053

Adcock Financial Group Inc.
PO Box 2206
Dalton, GA 30722

Admiral Travel
1355 Terrell Mill Rd.
Bldg. 1460 Suite 150
Marietta, GA 30067

Al Sorayai USA LLC
402 N. Park Dr.
Suite 106
Dalton, GA 30720

American Tufting & Felting
311 S. Grimes St.
Dalton, GA 30720

Americhem Inc.
723 Commerce Dr.
Concord, NC 28025

Asahi Trading Co. Ltd.
1-1-10 Kaino-Cho Higashi
Sakai City, Osaka, Japan 590-0953

Automated Creel Systems
2000 McFarland/400 Blvd.
Alpharetta, GA 30004

B

BB & T Bank
PO Box 1367
Dalton, GA 30720-1367

BB & T Insurance Services
201 W. Waught St.
Suite 400
Dalton, GA 30720

Belmont Textile Machinery Co.
PO Box 568
Mt. Holly, NC 28120

Blue Fox NedGraphics Inc.
1208 Pointe Centre Dr.
Suite 200
Chattanooga, TN 37421

Blue Ridge Carpets
PO Box 507
Ellijay, GA 30540

Brown Industries
PO Box 1103
Dalton, GA 30722-1103

Burtco Enterprises Inc.
PO Box 2063
Dalton, GA 30721-2063

C

Card-Monroe Corp. (CMC)
4936 Adams Rd.
Chattanooga, TN 37343

Carpet & Rug Backing
PO Box 1808
Dalton, GA 30722

Carpet Crafts Inc.
PO Box 667
Dalton, GA 30722-0667

Carpet Industry Clearinghouse
PO Box 788
Dalton, GA 30722

The Carpet Network
PO Box 117
Rocky Face, GA 30740

Carpet Shippers/Baker Carpets
119 Maresca Dr. NE
Dalton, GA 30721

Cherokee Carpet Industries
PO Box 3577
Dalton, GA 30719-0577

Ciba Specialty Chemicals Corp.
6315 Oak Valley Rd.
Cumming, GA 30040

Cobble Tufting Co. Inc.
1731 Kimberly Park Dr.
Dalton, GA 30720

Colbond Inc.
6000 Woods Point
Rocky Face, GA 30740

COLDfire Technology
3000 Northwoods Pkwy.
Suite 220
Norcross, GA 30071

COS Business Products
& Interiors
PO Box 4568
Dalton, GA 30719

D

Daikin America Inc.
4402 Loftwood
Cohutta, GA 30710

Dye Systems
PO Box 4188
Dalton, GA 30719

E

Eagle Parts & Machinery Inc.
PO Box 1464
Chatsworth, GA 30705

Eltex U.S. Inc.
13031 E. Wade Hampton Blvd.
Greer, SC 29651

EMM Carpet Tufting Inc.
1001 Enterprise Dr.
Dalton, GA 30721-1500

Epic Enterprises Inc.
PO Box 979
Southern Pines, NC 28388-0979

F

Fletcher International Inc.
1485 Central Dr.
Southern Pines, NC 28387

G

Gilbos of America
407 N. Hamilton St.
Dalton, GA 30720

Global Floor Accessories Corp.
1715 Willow Oak Ln.
Suite 66
Dalton, GA 30721

Global Textile Services LLC
PO Box 188
Dalton, GA 30722-0188

Goulston Technologies
PO Box 5025
Monroe, NC 28111-5025

H

Harrell Machinery Sales Inc.
PO Box 2506
Dalton, GA 30722

Healthier Choice
401 Jones St.
Dalton, GA 30720

I

Independent Textile Testing
PO Box 1948
Dalton, GA 30722

Ingles Sales Associates
PO Box 4423
Dalton, GA 30719

J

Jolly Textile Sales
PO Box 903
Dalton, GA 30722

K

KMT Creative Group Inc.
402 Riverside Ave.
Chattanooga, TN 37421

Küstners Zima Corp.
PO Box 6128
Spartanburg, SC 29304

L

Lessco Inc.
PO Box 1971
Dalton, GA 30722

Looptex Inc.
PO Box 1507
Chatsworth, GA 30705

Lyle Industries
PO Box 44
Dalton, GA 30722

M

Manry & Heston Inc.
PO Box 49607
Atlanta, GA 30359

Master Touch Inc.
PO Box 2435
Dalton, GA 30722

MetLife Financial Services
1100 Circle 75 Pkwy. SE
Suite 1500
Atlanta, GA 30339

Millennium Mat Co.
3255 Shawnee Industrial Way
Suite 100
Suwanee, GA 30024

Modra Technology Pty. Ltd.
3/126 Albert Rd.
Warragula, VIC, 3820 Australia

MP Global Products
PO Box 2283
Norfolk, NE 68701

N

Northwest Carpets Inc.
PO Box 1844
Dalton, GA 30722

NorthWest Georgia Trade
& Convention Center
PO Box 2046
Dalton, GA 30720

O

Otto Zollinger Inc.
PO Box 5076
Spartanburg, SC 29304

P

PadTech Inc.
PO Box 2462
Dalton, GA 30722

PAF Sales LLC
c/o BTSR International
PO Box 35287
Greensboro, NC 27425

Parabond Consumer Products Inc.
PO Box 127
Simpsonville, SC 29681

Perpetual Machine Co.
PO Box 2086
Dalton, GA 30722

Pharr Trading
409 S. Walnut St.
Milford, DE 19963

Pivot Deco Inc.
75 ch du Parc de la Peche
La Peche, QC, J0X 2W0
Canada

Precision Loopers Inc.
PO Box 710
Chatsworth, GA 30705

Q

Quality Carpet Cushion
110 W. McCarter Rd.
Lafayette, GA 30728

R

RBI Printing Co. Inc.
PO Box 722
Dalton, GA 30722-0722

RFMS Inc.
3073 Palisades Ct.
Tuscaloosa, AL 35405

Rogers Finishing
PO Box 665
Dalton, GA 30722

Rubber Wholesalers
PO Box 128
Ranger, GA 30734-0128

S

Sample Dyeing Service Inc.
PO Box 1152
Dalton, GA 30722

Shaheen Carpet Mills
PO Box 167
Resaca, GA 30735

Shaw Industries
PO Drawer 2128
Dalton, GA 30722

Smyth & Co.
1620 Graham St.
Montgomery, AL 36106

Sunstar Floor Products
PO Box 1238
Rocky Face, GA 30740

Supreme Carpet Inc.
PO Box 1075
Chatsworth, GA 30705

T

Taylor Adhesives
3601 S. Hwy. 41
Dalton, GA 30721

Taylor, W.F. Co.
3601 S. Hwy. 41
Dalton, GA 30721

Teebaud Co. LLC dba
Constance & Co.
8732 Clay Rd.
Suite 109
Houston, TX 77092

Thermal Systems Inc.
114 Callahan Rd. SE
Dalton, GA 30721

Thom Engineering
Gorse St.
Blackburn
Lanchashire, BB1 3EU
United Kingdom

Thomas Industries
1900 Willowdale Rd.
Dalton, GA 30720

Thomson Research Associates
95 King St. Suite 400
Toronto, ON, M5C 1G4
Canada

Three HD
408 Broad St.
Apt. C
Chattanooga, TN 37402

Tuftco Corp.
PO Box 704
Dalton, GA 30722-0704

Tuftco Corp.
PO Box 3009
Chattanooga, TN 37404

V

V.R.W. Buba
Slotenbilk 4
Oostakker 9047
Belgium

Van de Wiele-IRO Inc.
14325 S. Lakes Dr.
Charlotte, NC 28273

W

Wilcom America Inc.
5875 Peachtree Industrial Blvd.
Suite 350
Norcross, GA 30092

X

Xpress Global Systems Inc.
PO Box 24628
Chattanooga, TN 37422



American Floorcovering Alliance

For almost three decades, the American Floorcovering Alliance (AFA) has been helping its membership do business in the floor covering industry. Formed in Dalton, Ga., in 1979 as the Dalton Floorcovering Market Association, the association changed its name to its present moniker in 2002 in an effort to stay abreast of changes in the floor covering industry.

AFA's goals remain the same as they did in 1979. It strives to provide members with a competitive advantage by promoting the industry's products and services to the world, and educating members and others through seminars, press releases and trade shows. To accomplish this goal, AFA constantly works to improve membership services and programs to keep current with the needs of its members and the industry.

Membership

The alliance, governed by a Board of Directors elected by and from within the membership, is open to any company in the floor covering industry or in a floor covering-related industry. This broad cross section of manufacturers provides a wide variety of resources and networking opportunities for its members.



The American Floorcovering Alliance is located in Dalton, Ga.

Financial support comes from membership dues and trade shows.

Benefits of membership include complimentary marketing services, participation in an AFA-sponsored online classified section, access to a global trade network and the opportunity to participate in group pavilions at international trade shows.

Expanding Markets

The alliance has helped to expand the markets of many of its members through its association with and participation in trade shows held around the world. AFA hosts pavilions at shows in Ger-

many, the United Kingdom, China and the Middle East.

Affiliations

AFA is affiliated with the following organizations: Warrington Fire Testing, United Kingdom — European Standards & Issues; International Textile Advisory Committee; Exporters' Textile Advisory Committee; North Georgia Export Council, which aids the Department of Commerce with trade promotion efforts for the State of Georgia; and the US Export Assistance Center, which aids businesses in exporting their products to new markets.

FloorTek *Equals* Opportunity



FloorTek Expo 2007 will take place at the NorthWest Georgia Trade & Convention Center.

Floor covering industry professionals will soon head to Dalton, Ga., for FloorTek Expo 2007, the global floor covering manufacturing exposition focused on production technology — showcasing the most up-to-date machinery, equipment and materials; as well as businesses that supply and service the floor covering industry.

Organized and sponsored by the Dalton-based American Floorcovering Alliance (AFA) and scheduled to take place at the NorthWest Georgia Trade & Convention Center Tuesday, October 23 through Thursday, October 25, the biennial show will feature an exhibition dedicated to the entire range of flooring surfaces — from carpet, hardwood, vinyl and laminate to stone and non-traditional surfaces. As of **Textile World's** press time, more than 70 companies have already registered to exhibit.

FloorTek Expo also will feature a panel discussion, workshop and

seminars, as well as a number of special events. (*See Table 1 for a comprehensive schedule of events.*)

Expo visitors traditionally include CEOs, mill owners, plant managers, purchasers and product engineers. Attendance is free of charge.

Ciba Customer Workshop

Ciba Specialty Chemicals — a Switzerland-based manufacturer of additives, dyes and pigments for use in fiber spinning targeted to such applications as carpets and upholstery, among others — will sponsor a free day-long workshop and lunch on Wednesday, October 24. Endorsed and supported by AFA, the workshop will offer presentations on:

- key effects expected by carpet manufacturers today and in the future;
- the latest technologies for color management, including color matching, color feasibility, design and creation software, and realistic visualization;
- Registration, Evaluation and Authorization of Chemicals (REACH) legislation's effect on companies that export to Europe, and the benefits of using a consulting service when business is impacted by the legislation; and
- innovative effects and colorants for carpets and fibers, as well as future products.

Panel Discussion

FloorTek Expo 2007 will commence with a continental breakfast Tuesday morning, followed by a panel discussion entitled "The Challenges of Globalization." The discussion will be moderated by Frank O'Neill, publisher of Floor Focus magazine. Panelists will include Ralph Boe, CEO, Beaulieu of America; Dan Frierison, CEO, The Dixie Group; Michael Harris, president, Faribault Mills Inc.; and Dr. Richard W. Williams, president and CEO, Williams Cos. Inc.

Best Of FloorTek 2007 Awards Dinner

The Best of FloorTek 2007 Awards Dinner will kick off at the convention center with a cocktail hour sponsored by Domotex Worldwide Events, a trade show brand with which AFA has a strong partnership (See sidebar).

Dinner and a presentation recognizing the Best of FloorTek award winners will follow. Sponsored by AFA, the third edition of the awards will be presented to individual and corporate innovators in the floor covering industry. Award categories include:

- Individual Leadership, recognizing individual industry contribution;
- Environmental, recognizing environmental responsibility and practices;
- Product/Method Innovation, recognizing the best product or

method of innovation; and

- Contribution to the Industry, recognizing the company that has made the largest historical contribution to the industry.

Seminars

Four seminars presented by Baltimore-based law firm Miles & Stockbridge PC — which also participated in the educational events at FloorTek Expo 2005 — will be held Thursday.

Edward Kondracki, a senior attorney and principal who has represented businesses in the floor covering industry and their intellectual property rights for more than



Approximately 100 companies are expected to exhibit at FloorTek Expo 2007.

40 years; and David Shaffer and Eric King, associates at the firm, will present "Global Protection of Trademarks," "Protecting Your Assets from Foreign Competition" and "Enforcing Your Intellectual Property Rights in International Waters."

Kondracki believes seminar attendees will attain a better

bein

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FloorTek Expo 2007 Schedule Of Events

Tuesday, October 23

8:00-8:30 a.m.	Continental Breakfast
8:30-9:30 a.m.	Panel Discussion: The Challenges of Globalization <u>Moderator</u> Kemp Harr, Floor Focus Magazine <u>Panel Members</u> Ralph Boe, President Beaulieu of America Dan Frierson, CEO The Dixie Group Michael Harris, President Faribauld Mills Inc. Dr. Richard W. Williams Sr., President/CEO Williams Cos. Inc.
10:00 a.m.-6:00 p.m.	Expo Open
6:00-7:00 p.m.	"Best of FloorTek Awards" Reception Upper Level Concourse Sponsored by Domotex Worldwide Events
7:00-9:00 p.m.	"Best of FloorTek Awards" Dinner Banquet Hall II Upper Level

Wednesday, October 24

9:00 a.m.-6:00 p.m.	Expo Open
9:00 a.m.-4:30 p.m.	Ciba Workshop Lecture Hall
<u>Topics:</u>	
<ul style="list-style-type: none"> • What's Hot Now in Colorants and Additives for Fibers • Color Management • Key Effects Carpet Manufacturers Expect Today • Effects of REACH Legislation on the Carpet Industry 	

Thursday, October 25

9:00 a.m.-2:00 p.m.	Expo Open
9:00 a.m.-1:00 p.m.	Miles & Stockbridge Seminars A-1, Lower Level
<u>Presenters</u>	
Edward Kondracki David Shaffer Eric King	
<ul style="list-style-type: none"> • Global Protection of Trademarks • Protecting Your Assets from Foreign Competition • Enforcing Your Intellectual Property Rights in International Waters 	

Table 1

AFA Calendar Of Events

FloorTek Expo 2007
NorthWest Georgia Trade & Convention Center
Dalton, GA
Oct. 23-25, 2007

AFA Annual Meeting
AFA Headquarters, Dalton, GA
Nov. 8, 2007

Domotex Hannover
Deutsche Messe AG Exhibition Grounds,
Hannover, Germany
Jan. 12-15, 2008

Surfaces Expo 2008
Sands Expo & Convention Center, Las Vegas
Jan. 30-Feb. 1, 2008

Domotex Asia/CHINAFLOOR
Shanghai New International Expo Center
Shanghai, China
March 11-13, 2008

Domotex Middle East 2008
Dubai International Convention & Exhibition Center
Dubai, United Arab Emirates
June 16-18, 2008

appreciation of how to protect their intellectual property, such as patents and trademarks, from foreign competition in the international trade arena.

Those who wish to attend the seminars may contact AFA or register the day of the event.

Traveling To The Expo

To aid those traveling to Dalton for the show, AFA has designated Admiral Travel Inc., Marietta, Ga., as the official travel agent for the show. For more information on getting to, staying in and traveling from Dalton, contact Hassan Ramadan (800) 822-2727, (770) 956-0900; h.ramadan@att.net.

Visitors who would like to arrange accommodations in Dalton may contact the following:

- America's Best Inns (706) 226-1100
- Comfort Inn & Suites (800) 733-7663
- Country Inn & Suites (800) 456-4000
- Courtyard by Marriott (800) 321-2211
- Days Inn (800) 329-7466
- Hampton Inn (800) 426-7866
- Jameson Inn (800) 526-3766
- Quality Inn (800) 753-6310
- Ramada Inn & Suites (800) 444-8888
- Wingate Inn (800) 228-1000

For more information about FloorTek Expo 2007, contact (800) 288-4101, (706) 278-4101; fax (706) 278-5323; afa@americanfloor.org; www.floor-tek.com.

To register for the Ciba customer workshop, contact (770) 421-7511. Attendees may also register the day of the workshop.

AFA & Domotex: A Valuable Partnership

AFA's partnership with Domotex — a brand of trade shows organized by Germany-based Deutsche Messe AG and held in Germany, the Middle East and Asia to showcase such products as carpets and rugs, contract flooring, natural stone and ceramic tiles, parquet and laminates, and textile and flexible floor coverings — began in 1998, when AFA started its international trade show program. That program included the original Domotex show in Hannover, Germany.

Since then, as part of the program, AFA has worked to recruit US companies to exhibit at Domotex events, and also has participated in the trade show itself.

"Domotex [Hannover] can open doors to global markets and provide a look at the European market and trends without having to travel around Europe," said Wanda Ellis, executive director, AFA. "Regional shows in different sectors of the world are having an effect on this show in a small way, but it is still a most economical way to develop a global market for small to mid-sized US manufacturers.

"AFA is very much aware of the need for smaller manufacturers to grow their businesses," Ellis explained. "We work with local, state, federal and international organizations to provide seminars, on-site assistance, compliance and

more, to help them be export-ready.

"With the dollar weak and the euro so strong, every US manufacturer that is export-ready should look to exporting as a way to grow their sales," she added.

"For 2007, AFA received a grant from the Appalachian Regional Commission that helped exhibitors with the cost of exhibition space at Domotex. We have applied for a grant to apply to a two-year pro-

gram that we have developed to better serve our members and the industry," Ellis said.

Ellis has seen AFA members' interest in participating in Domotex events increase steadily and has focused the alliance's efforts on helping them to exhibit.

"We have expanded the square meters (m²) of space at Domotex [Hannover] by almost 28 percent,"

Ellis said. "The number of AFA participants has increased from two to 18 since the first exhibition. Add to that the number that attend from this industry, and the opportunity to make contacts abroad is amazing."

Eighteen companies exhibited under the AFA banner at Domotex Hannover 2007 this past January. AFA's pavilion included a State of Georgia lounge and private conference room. The 2008 edition of Domotex Hannover will be held January 12-15.



Domotex highlights a range of products for the floor covering industry, including yarns.

Dalton: The “Carpet Capital Of The World”

Visitors to FloorTek Expo 2007 may also want to take in the sights in and around Dalton, Ga. Located in Whitfield County just 87 miles north of Atlanta and 28 miles south of Chattanooga, Tenn., it often is referred to by locals as the “Carpet Capital of the World.”

According to the Dalton Convention and Visitors Bureau, the town's nickname sprang from a cottage industry that produced hand-tufted chenille bedspreads, which were displayed and sold along a stretch of road known as Peacock Alley — the peacock remains a symbol of the city. The success of this industry led to the development of tufting machinery and subsequent production of tufted carpets.

Points of interest in and around town include downtown Dalton, which affords visitors a number of antique and specialty shops, as well as Dalton Green and Gateway Parks. Also located downtown is the Dalton Depot. Used as a railroad station from 1847 to 1978, it now houses a restaurant and is a prime spot for surveying the city.

Downtown also is the site of the only outdoor statue of Confederate General Joseph E. Johnston, commander of the Army of Tennessee during the Atlanta campaign of the Civil War.

Other shopping can be had at the Carpets of Dalton and American Home Showplace, both located off I-75. Carpet industry tours may be arranged through the bureau.

Nearby are the Blunt House, built in 1848 for Dalton's first mayor and postmaster, who also was a religious leader; as well as the Clisby-Austin House Railroad Tunnel, a Civil War historical site



Downtown Dalton offers a number of antique and specialty shops.

and the oldest railroad tunnel in the South, according to the bureau.

The Confederate Cemetery and Monument contains the graves of 421 Confederate and four unknown soldiers. The cemetery's monument was erected by the Civil War Roundtable and lists the names of soldiers who fought for the Confederacy.

Barnsley Inn & Golf at Barnsley Gardens offers golf enthusiasts and other visitors 1,300 picturesque acres nestled in the Appalachian foothills.

Crown Gardens & Archives is located near the Hamilton House Museum — Dalton's oldest brick home. The home features exhibits



Dalton is home to the only outdoor statue of Confederate General Joseph E. Johnston.

devoted to the town's textile industry, Cherokee Indian history, Georgia poet Robert Loveman, and Civil War materials and artifacts, among other collections.

Dug Gap Battle Park comprises a collection of breastworks built by Civil War soldiers during the Atlanta campaign.

There are a number of sites to see just outside of Dalton, including the Blue and Gray Trail, which follows the Civil War's most dramatic moments from Chattanooga to Atlanta. Thirty-two commemorative trail markers are located throughout Whitfield County.

Chickamauga National Military Park is the oldest, largest and most visited national military park, according to the bureau. Attractions include the Fuller Gun Collection, walking tours, and hiking and biking trails, among others.

Spots along the Chieftain's Trail, which was dedicated during the 150th anniversary of the Trail of Tears, allow visitors to see Cherokee Indian villages, homes, mounds, museums and ceremonial grounds.

Built in 1804, The Chief Vann House was the home of Cherokee Indian Chief James Vann, who recruited Moravian missionaries to teach the tribe's children.

Red Clay Park is the site of the last Council Grounds of the Eastern Band of the Cherokee Indians. Visitors to the park may tour a museum of Indian history and displays featuring daily life, as well as replicas of Cherokee structures.

For more information about Dalton attractions, contact the Dalton Convention and Visitors Bureau (800) 331-3258, (706) 270-9960; fax (706) 876-1561; www.daltoncvb.com.

SAVE THE DATE



**FloorTek Expo 2007 begins on Tuesday, October 23,
and runs through Thursday, October 25, 2007.**

Registration is Easy!

Register online @ www.floor-tek.com
Or complete and fax this form to 706-278-5323

FREE ADMISSION
YES! I want to attend!

Name: _____

Company: _____

Address: _____

E-mail: _____

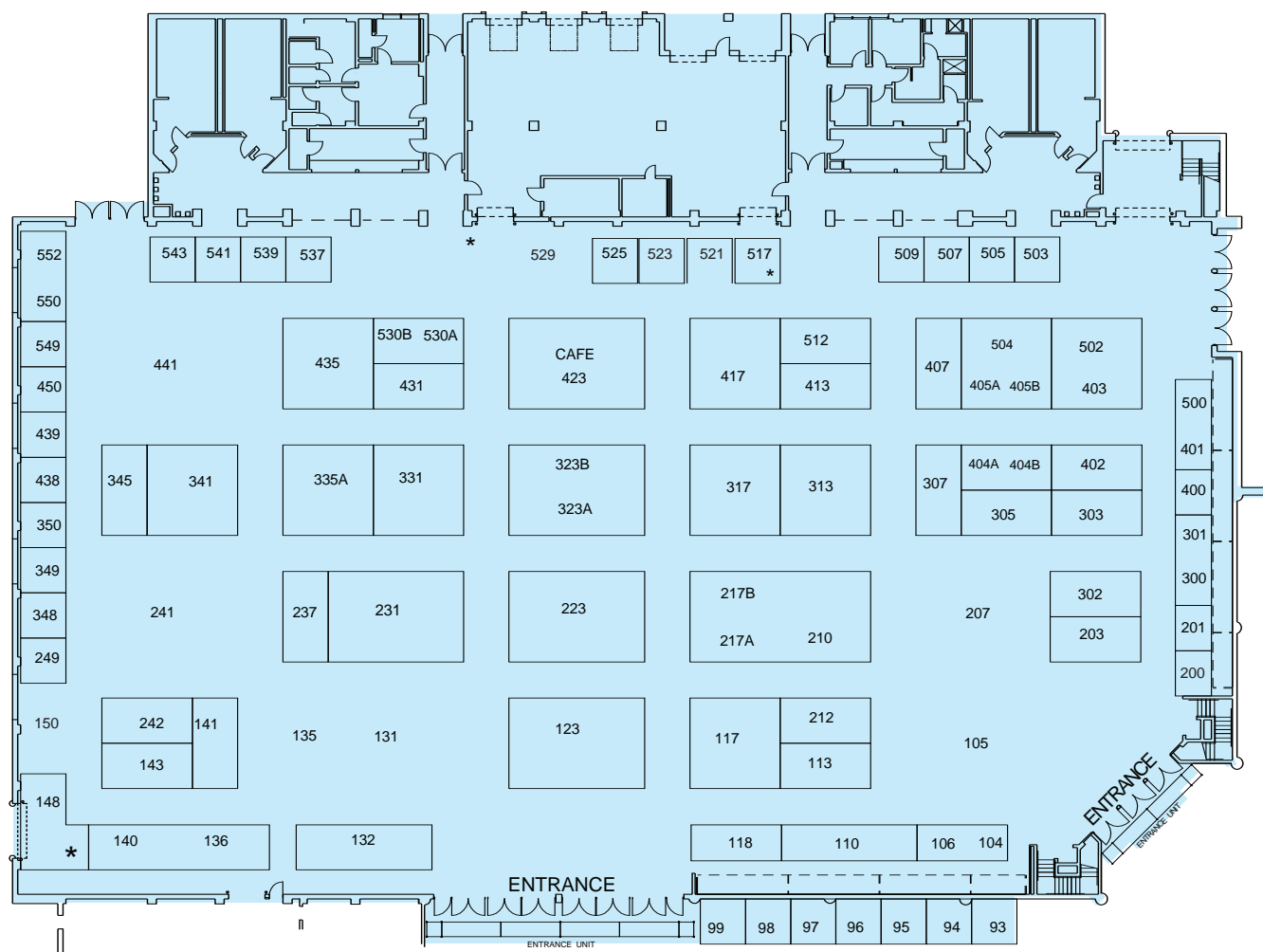
Phone: _____ Fax: _____

For more information or to register by phone, contact:



210 W. Cuyler St. ▪ Dalton, GA 30720-8209
706-278-4101 ▪ 800-288-4101 Toll Free ▪ 706-278-5323 Fax
www.americanfloor.org ▪ www.floor-tek.com

Exhibit Halls I & II



A.B. Carter Inc.	217A	CIMS	117
Air & Hydraulic Equipment	242	Clariant Corp.	303
American Floorcovering Alliance	341	Cobble/Tufting Machine Co. Inc.	441
American & Schoen Machinery Co.	348	Colbond Inc.	331
American Superba Inc.	105	Communications and Electronics Inc.	135
American Tufting & Felting LLC	300	CS&S Filtration	543
Americhem Inc.	413	Dalton-Whitfield Chamber	
Bailey Co.	507	& Economic Development	136
Beta LaserMike	541	Eagle Parts & Machinery Inc.	150
Binsfeld Engineering Inc.	509	Eltex U.S. Inc.	431
Bodycote/Warringtonfire Global Safety	345	Engineered Crane Systems of America	104
Bowman Hollis Manufacturing	201	Epic Enterprises Inc.	118
Card-Monroe Corp. (CMC)	231	Erhardt + Leimer Inc.	323A
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Hansa Mixer GmbH & Co. KG	529
Harrell Machinery Sales Inc.	348
Hydrajet Technology	525
Indusco	539
Industrial Laboratory Equipment Co. Inc.	400
Ingersoll-Rand	140
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Lessco Inc.	123
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Mahlo America Inc.	407
McLeod Belting Co.	404B
Modra Technology Pty Ltd.	131
North American Manufacturing Co.	517
Otto Zollinger Inc.	349
Pacific Bearing	530A
PAF Sales LLC	450
Perpetual Machine Co.	123
Plant Engineering Consultants LLC	143
Power-Heat-Set of America Inc.	132
Precision Loopers Inc.	249
PrimeTex Technology Inc.	203
Process Sensors Corp.	530B
Protechna-Herbst GmbH	113
Red-Ray Manufacturing Co. Inc.	523
Saint-Gobain Performance Plastics	512
Sandell Plastics	350
Scale Systems	307
Schlumberger USA Inc.	439
Sellers of America Ltd.	302
SRT Machinery Co. Inc.	217B
Standridge Color Corp.	212
Taconic	237
Talladega Machinery	200
TexTube/GS Industries of Bassett	401
Thermal Systems Inc.	323B
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Notes

Expanded List

217A A.B. Carter Inc.

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Toll-Free: 800-288-4101
E-mail: ellis@americanfloor.org
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Contact Name: _____

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Company: _____

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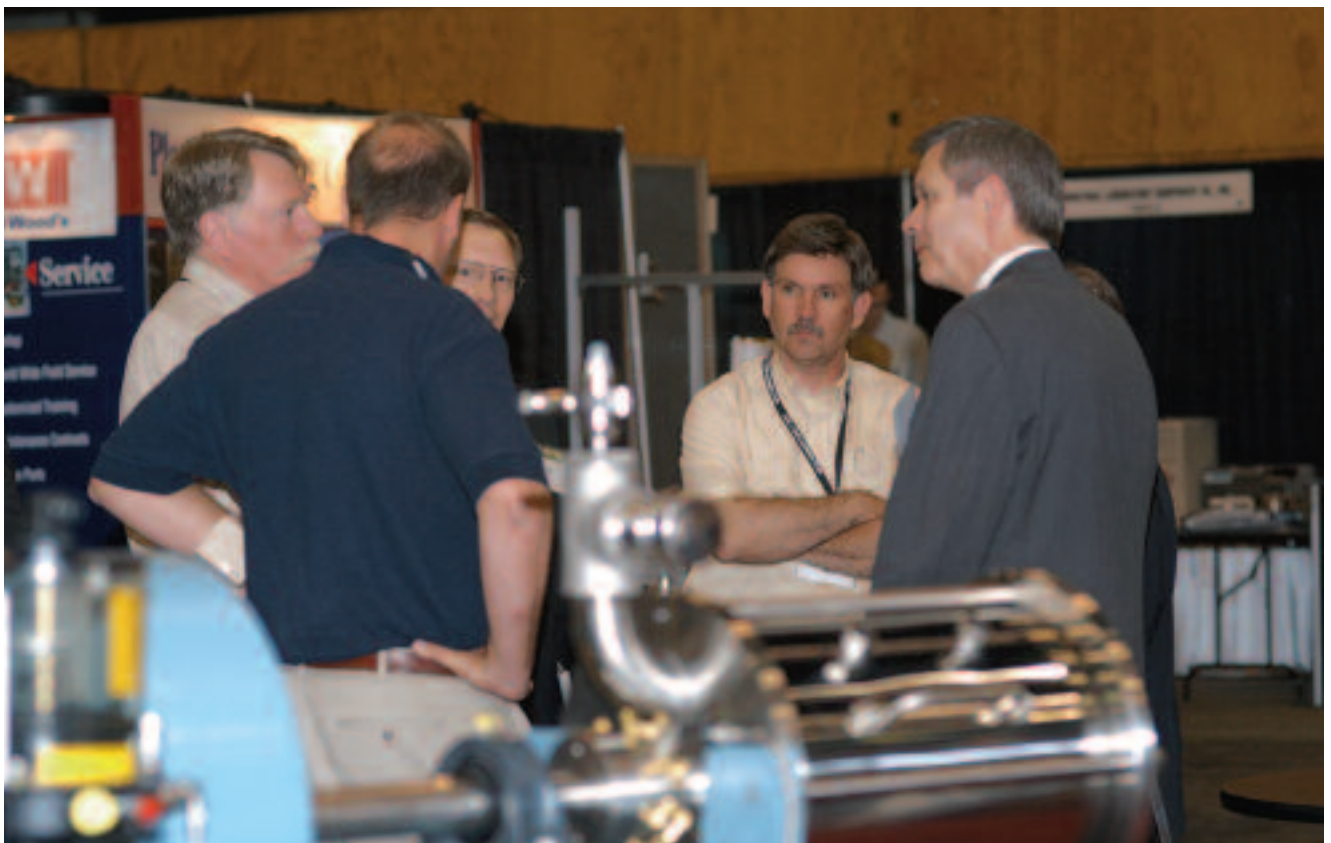
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Website: www.nscusa.com

Nonwoven lines for floor covering, machines, parts and service. Yarn processing equipment, parts and service

302 Sellers of America Ltd.

PO Box 1342
Dalton, GA 30722
1015 Chattanooga Ave.
Dalton, GA 30720
Contact: Charlie Armitage
Title: Vice President
Phone: 706-278-1592
Fax: 706-272-7102
E-mail: charlie@sellersofamerica.com
Website: www.sellersengineers.com

Sellers of America supplies shearing/coating equipment for tufted and woven carpets, powder coating lines and carpet tile finishing equipment.

217B SRT Machinery Co. Inc.

PO Box 6119
Dalton, GA 30722
1027A S. Hamilton St.
Dalton, GA 30720
Contact: Anthony Kile
Title: President
Phone: 706-277-5776
Fax: 706-272-7976
E-mail: srtmach@dalton.net

Portable creels with rotating cone holders, pneumatic yarn splicers, thermal hand-held splicer, thermal beam splicer, yarn guides with ceramic inserts and yarn vacuum head

212 Standridge Color Corp.

1196 E. Hightower Trl.
Social Circle, GA 30025
Contact: Sam Houston
Phone: 706-529-9170
Fax: 706-529-9174
E-mail: shouston@standridgecolor.com
Website: www.standridgecolor.com

Color concentrates, additives and custom color matches

237 Taconic

136 Coonbrook Rd.
Petersburgh, NY 12138
Contact: Mark Davis
Title: Southeast Sales Manager
Phone: 770-529-3761
Fax: 770-529-1942
E-mail: markd@taconic.com
Website: www.4taconic.com

Taconic is a global manufacturer of PTFE-coated products for the textile industry. Proven solutions for commercial carpet, walk-off mats and yarn heat-setting applications.

200 Talladega Machinery

PO Box 736
301 N. Johnson Ave.
Talladega, AL 35161
Contact: Jack Pomeroy
Title: Sales
Phone: 256-480-5068
Fax: 256-362-5466
E-mail: jack@tmsco.com
Website: www.tmsco.com

Mill supplies, lasers, machine parts

401 TexTube/GS Industries of Bassett

85 Rosemont Rd.
Bassett, VA 24055
Contact: Starlett Hedrick
Title: Sales Manager
Phone: 276-629-5317
Fax: 276-629-1264
E-mail: smh@gsib.com
Website: www.gsib.com

Yarn carriers for spinning, carpet cones and cylinders for spinning, winding, twisting, heat setting/cabling or finish winding or doubling

323B Thermal Systems Inc.

114 Callahan Rd. SE
Dalton, GA 30721
Contact: Michael A. Ellis
Title: President
Phone: 706-277-2302
Fax: 706-277-2304
E-mail: tsi@alltel.net
Website: www.carpetmachinery.com

Carpet finishing equipment including ovens, dryers, ten-ters, latex and chemical applicators, accumulators, foam machines, infrared burners, vacuum systems and service to related process machinery.



207 Tuftco Corp.
PO Box 3007
2318 Holtzclaw Ave.
Chattanooga, TN 37404
Contact: Bill Fowler
Title: Vice President, Sales
Phone: 423-698-8601
Fax: 423-698-0842
E-mail: bfowler@tuftco.com
Website: www.tuftco.com

Carpet samples and video presentations depicting the latest technology in tufting and finishing equipment

110 Van de Wiele-IRO Inc.
14325 South Lakes Dr.
Charlotte, NC 28273
Contact: Ben Mackey
Title: Vice President
Phone: 704-940-0448
Fax: 704-527-3964
E-mail: bmackey@vdwusa.com
Website: www.vandewielegroup.com

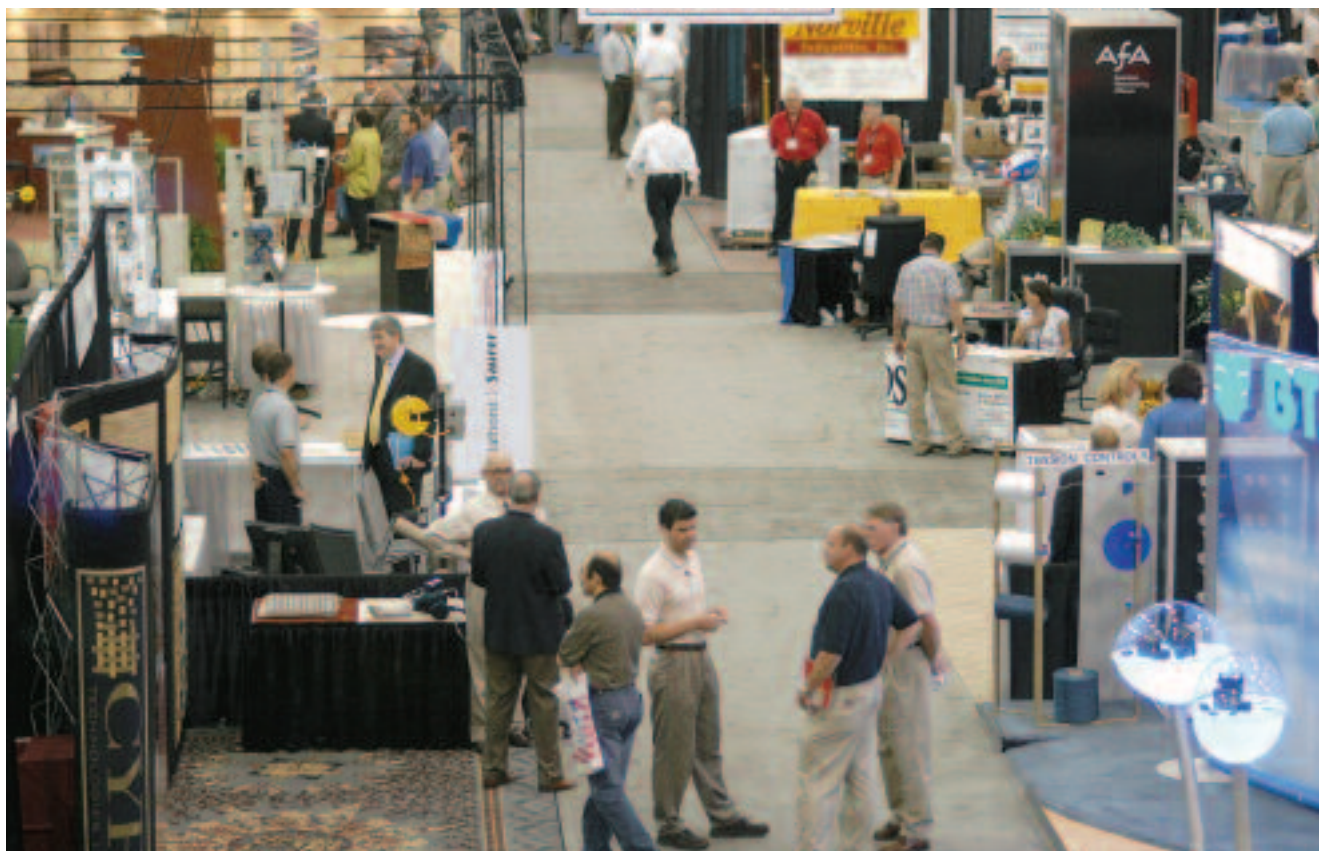
Worldwide leader in technology for woven carpet and rugs. Titan brand finishing equipment and IRO and ROJ brand yarn collection and tensioning systems

241 Wilcom America
5875 Peachtree Industrial Blvd.
Suite 350
Norcross, GA 30092
Contact: Jason Richardson
Title: National Sales Manager
for Carpet & Rug Technologies Group
Phone: 706-508-9201
Fax: 770-409-9545
E-mail: jrichardson@wilcomamerica.com
Website: www.wilcom.com.au

We offer carpet and rug design software for both tufting and weaving applications, as well as our custom rug AutoTuft machine.

317 Zimmer Maschinenbau GmbH
Eibergstrasse 2-8
6330 Kufstein, Austria
Contact: Tony Naxchberger
Title: General Manager
Phone: 43 664 300 1443
Fax: 43 5372 61476
E-mail: a.naschberger@namatec.com
Website: www.zimmer-austria.com

Chromojet4000, the new digital printing system for rugs, mats, runners, tiles and wall-to-wall carpet





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A Ciba Customer Workshop

Endorsed and supported by the American Floorcovering Alliance

October 24, 2007 | 9:00am - 4:30pm

during Floor Tek Expo 2007 • NorthWest Georgia Trade & Convention Center, Lecture Hall, Upper Level • Dalton, Georgia

Save the Date for an exciting and informative FREE workshop hosted by Ciba Specialty Chemicals, a leading supplier to the carpet and fiber industry. Presentations will cover the latest effects and colorants for carpets and fibers, how the new REACH legislation will affect companies that export to Europe, and the newest technologies for color management.

Here's a look at some of what we have planned for this all-day event:

- What's hot now in colorants and additives for fibers... and what to expect down the road
- Color Management for the carpet industry — from color matching to color feasibility, design and creation software to realistic visualization
- What are the key effects carpet manufacturers expect today... and what will they be looking for tomorrow
- The effects of REACH on the carpet industry — and why it makes sense to use a consulting service to help

Details:

- FREE for Floor Tek 2007 attendees!
- Lunch is included
- For more information or to register for this free workshop, call Ciba at 770-421-7511

We look forward to seeing you in Dalton!

For more information about Ciba Specialty Chemicals, visit our website at www.cibasc.com/fibers

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E X P O

Exhibitor Showcase



**AB
CARTER
INC.**

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(704) 865-1201 • Fax: (704) 869-0083

E-mail: sales@abcarter.com
www.abcarter.com

At the Show...

NEW:

- Lubricants for tufting and finishing processes
- High performance counterbands for polyester yarns
 - Ring knives for all cutting applications
- Ring restoration for improved spinning performance

OTHER:

- NYLON TRAVELERS & RINGS
 - TAPES, BELTS & STRAPS
 - LABORATORY EQUIPMENT
 - AIR SPLICING
- PLASTIC BOBBINS, TUBES & CONES
 - TEXTILE LUBRICANTS

About Our Company...

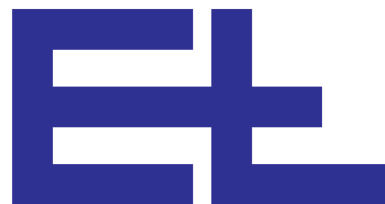
A. B. Carter, Inc., markets a diverse line of products through several divisions with specialized industry knowledge. Each division maintains the necessary technical expertise in order to assist customers with application, operation and servicing issues.

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Erhardt+Leimer, Inc

350 Tucapau Road

Duncan, SC 29334

(864) 486-3000

Fax: (864) 586-3011

E-mail: sales@erhardt-leimer-us.com

www.erhardt-leimer-us.com

**Contact: Martin Hercka,
Sales Division Manager**

At the Show...

Erhardt+Leimer will showcase its newest development, SmarterVision. This family of camera based process control equipment includes Elstraight Weft Straighteners and the OTS30 tuft edge detection system. The heart of SmarterVision is the CCD Matrix Camera developed by Erhardt+Leimer specifically for web process control. This smart camera with onboard processor incorporates application specific software in a rugged package designed to resist the harsh manufacturing environment. During your visit to FloorTek E+L invites you to view the following systems in our booth:

Elstraight HD weft straightener for carpet applications. This system includes the benefits of:

- SmarterVision Matrix Cameras for accurate detection of bow and skew distortions.
- Unique algorithm for detection of complex weft structures.
- AC driven bow and skew positioning system eliminates messy hydraulic units.
- Rugged heavy duty design for high tension, wide width carpet applications.

OTS 30 Edge Detection System

- SmarterVision Matrix Camera offers tuft edge or profile detection capabilities in a simple package.
- Specialized software and onboard processing with Ethernet connection offers simple installation and maintenance.
- Control package with analog and digital IO allows for simple integration to new or existing systems.

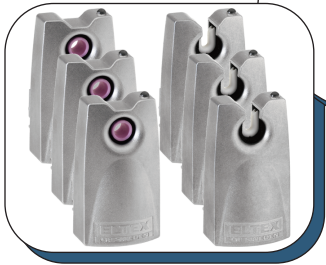
About Erhardt+Leimer...

Erhardt+Leimer is the worldwide leader in automation for the web process industries. As a global company with local presence, E+L serves the North American Carpet Industry from our facilities in Duncan SC, Burlington Ontario Canada and Mexico City, Mexico. With over 80 years of experience in web handling, E+L is unique in its ability to offer well-engineered web positioning, weft straightening and tension control solutions to the carpet manufacturing industry. If quality is your guiding principle, Erhardt+Leimer has the solution to your web process control needs including:

- Web Guiding Systems in various configurations
- Weft Straightening Systems for Carpet Manufacturing
- Tension Measurement and Control
- Edge Detection Technology for laminated webs

Hall 1 & 2, Booth 323

FLOORTEK
E X P O



ELTEX U.S., INCORPORATED
13031 E. Wade Hampton Blvd.
Greer, SC 29651
(864) 879-2131
Toll Free: (800) 421-1156
Fax: (864) 879-3734
Email: sales@eltexus.com
www.eltex.se

At the Show...

eye Eltex Yarn Expert

The Eltex EYE is a flexible system designed for yarn break detection on textile machines. It is designed to improve efficiency and quality.

- Flexible modular system
- Statistics logged in real time
- Simple installation, service friendly, self diagnostic
- Modern, smart and proven bus system
- Networkable

Further Advantages:

- Eltex well proven piezoelectric sensor principle.
- Simple connection with modular connectors.
- Automatic addressing of all the system parts.
- Automatic learning (no on-off switches on sensors).
- Modular system components.
- CAN Bus (available for OEM interface).
- I/O for up to six independent machines.
- Sensor parameters set individually or in groups.
- The stop function can be set for immediate stop or for a stop after a certain number of yarns break.

Applications:

- Warping Creels
- Creels for winders
- Heat set creels/winders
- Winding Machines
- Air entanglement machines
- Yarn preparation machines
- Cable machines
- General multithread applications

About Our Company...

Eltex has reached the position as the world's leading manufacturer of stop motion equipment for textile machines. We also develop and manufacture advanced systems for data acquisition and control equipment for electrical heating.

For 40 years Eltex of Sweden has been developing yarn sensors for textile machines. During that time we have built up an organization, that together with our representatives covers most of the world.

Eltex is continually investing on research and development in order to further strengthen its position as the leading company in yarn supervision.

Booth #431

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E X P O

**LP-13 SHAKE
ABSORBER®****SOLD AROUND
THE WORLD!****Kellett Enterprises, Inc.**201 Beverly Road
Greenville, SC 29609

Phone: (864) 244-7248

Fax: (864) 292-8612

E-Mail: info@kellettent.comwww.kellettent.com**At the Show...**

Kellett Enterprises, Inc. Announces a
"New and Improved"
LP-13 SHAKE ABSORBER®
VIBRATION ISOLATION PAD

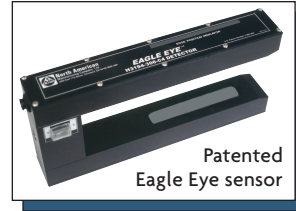
"NEW COLOR AND A GREATER
ADHESION FACTOR"

Kellett Enterprises, Inc. is the
pioneer in 3 layer vibration con-
trol for any equipment using a
patented neoprene formula.

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**North American
Manufacturing Co.**
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Cleveland, OH 44105
(216) 271-6000

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guiding@namfg.com



Patented
Eagle Eye sensor

**Guiding Solutions for the
Carpet Industry****At the Show...**

- Center guide Primary Backing for Tufting
- Complete applications for Dye Ranges
- Latex Dam and Tenter Wing control & guide systems
- Carpet guides - Displacement and Steering roll type
- Width and wind-up control for Primary Backing production

Booth #217**FLOORTEK**
EXPO**At the Show...****WHAT WILL WE THINK OF NEXT?**

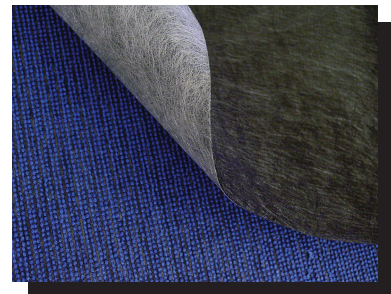
NEW from Colbond are Colback F2F and Colback SMR – two products that distinguish Colback Fabrics® from all other primary backings on the market today.

Colback F2F — Face2Face, is black on one side and grey on the other. Created for customers who manufacture multiple face weights and know the issues of "grinning," this dual color backing offers many benefits that translate into significant cost savings and operational flexibility.

- **Reduce machine downtime** — F2F can be "flipped" on the tufting machine
- **Reduce fork lift and warehouse assistance**
- **Reduce inventory** — stock one product instead of two
- **Less lead time on shipments from Colbond**

Colback SMR is the only primary backing available made from post-consumer recycled bottles. We aim to mirror the lead taken by the flooring industry toward sustainable products and environmentally conscious manufacturing practices. Colbond is a partner that strives to adapt quickly to changing market trends and customers' needs.

Visit Colbond booth #331 to see these NEW products at Floortek.
Or schedule a Face2Face meeting with your Account Manager!

COLBOND**Colbond Inc.****800-365-7391**info@colbond-usa.comwww.colbond-usa.com

Our ability to customize our bi-component fibers and thermally bond multiple yarn layers to create value-added specialty nonwoven fabrics is what makes Colbond products unique.

Booth #331**FLOORTEK**
EXPO