**Carpet**

**Provides Warmth and Comfort**

In colder climates or seasons, it retains warm air longer, an energy conservation benefit. Carpet also provides a comfortable place to sit, play, or work and gives a room an overall warmer feeling.

**Softens Slips and Falls**

Carpet is ideal for cushioning our footsteps, reducing slips and falls, and minimizing injuries when falls do occur. Carpet provides safety protection for the whole family, but especially for toddlers and older individuals.

**Reduces Noise**

TVs, computers, and sound systems make our homes noisy places. Carpet helps to absorb these sounds. Adding a cushion pad beneath your carpet reduces noise even further. Carpet also works as a sound barrier between floors by helping to block sound transmission to rooms below. Carpet on stairs also helps mask the sound of constant foot traffic.

**Clearing the Air**

We don't normally associate carpet with improved indoor air quality, but it does have a very positive effect. Gravity causes dust, pollen, and pet and insect dander, to fall to the floor. Carpet traps particles, removing them from the breathing zone and reducing their circulation in the air.

**Asthma and Allergies**

A misconception is that people with asthma and allergies should avoid carpet in the home. Studies have shown that properly cleaned carpet helps reduce symptoms and is the best flooring choice for those dealing with asthma and allergies.

**Carpet Is A Sustainable Choice**

The carpet industry is minimizing carpet’s impact on the environment through the “3 Rs” – Reduce, Reuse, Recycle. When carpet reaches the end of its long life, it is reused to make new carpet or is recycled into a variety of products, including roofing shingles, railroad ties, and automotive parts.