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For Immediate Release

Philadelphia Commercial Introduces High Design Flooring with Value in Mind

The Simple Mechanics Collection affordably meets the aesthetic demands of interior designers

PHILADELPHIA, PA — October 28, 2015 — Philadelphia Commercial™, a leading designer and manufacturer of commercial carpet, today introduced **The Simple Mechanics Collection**. Inspired by the simple, yet effective, building blocks of simple machines, The Simple Mechanics Collection fills the style void left by commodity commercial carpeting products for small budget projects. Philadelphia Commercial is previewing The Simple Mechanics Collection to commercial interior designers at NeoCon® East in Booth #1143 at the Pennsylvania Convention Center.

The Simple Mechanics Collection is available in 14 neutral colors to blend into any color palette and includes two 18" x 36" carpet tiles: Straight Shift and Shifting Gears.

- **Straight Shift** is an unstructured open weave pattern made of vertical and horizontal lines that come together to create subtle movement, offering designers a simple, textured visual that complements a variety of spaces.
- **Shifting Gears** is Philadelphia Commercial's interpretation of the uncomplicated inclined plane. Diagonal elements are balanced by irregular striping to create faceted shapes and angles like those used in modern architecture.

Simple Mechanics Collection is Cradle to Cradle Silver Certified and contributes to multiple LEED credits and is backed by our Environmental Guarantee.

"Designers want high style and high performance carpeting for even the most budget-restricted projects," said Debbie Houston, Philadelphia Commercial's R&D Creative Director. "The Simple Mechanics Collection is the direct result of our discussions with interior designers who want all of their projects to showcase their top-line style sensibilities while incorporating sustainability and resiliency. Just as simple machines like the wedge, the lever, the pulley and the screw were purposely designed for a specific need, the same approach applies to The Simple Mechanics Collection, our purpose-built flooring solution that combines form and function to fill the need for affordable high design."

Philadelphia Commercial is taking orders for The Simple Mechanics Collection at NeoCon East for delivery in April 2016. Visit our [website](#) to find a sales representative near you.

Join Us for a Live Event at Booth #1143

Carpeting 101

Thursday, October 29; 10:30 AM

Debbie Houston will share the basics of carpet construction from yarns to backings in Booth #1143.

About Philadelphia Commercial

Philadelphia Commercial delivers flooring that meets the unique needs of any commercial space without compromising on design, workmanship, quality, materials or service. From commercial tile and broadloom carpet to resilient flooring, Philadelphia Commercial products are known for high performance, fashion-forward design and attainability with an extensive variety of options in every price range. Based in Dalton, Georgia, Philadelphia Commercial is a division of Shaw Industries Group, Inc., a Berkshire Hathaway Company. More information is available at www.philadelphia-commercial.com.

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