

PRESS RELEASE

Lano Carpets' star turn

With a growing number of retailers across the country recognising the quality and value that soft flooring from leading European manufacturer Lano Carpets can deliver consumers, Startwist is set to turn yet more eyes in-store.

Enjoying its position as one of the longest running stain free twists on the European market, Startwist is re-launched with a striking new colour bank comprising new and trend leading shades, while also providing colourways to quench consumers' thirst for naturally inspired interiors. With the choice of 15 popular shades for customers to select from, Startwist is also solution-dyed, so consumers can be rest assured that whatever colour is chosen it will maintain its look for as long as it wears – even if subjected to strong sunlight or harsh cleaning chemicals.

Available in two qualities, Startwist (30oz) and Startwist supreme (40oz) and in a four-metre width, the two ply, heat set, 100% polypropylene twist cut pile range in a 1/8th pile depth provides consumers with a luxurious look while regarding that for many, carpeting is a cost-based decision.

The natural resistance of the polypropylene fibre endows Startwist with a heavy domestic rating making it ideal for living and dining rooms, bedrooms and even bathrooms.

Lano Carpets has also manufactured Startwist to be suitable for use with underfloor heating – making the carpet a natural choice for the increasing number of buyers selecting this heating method for their homes.

In an era when consumers are striving to find a floor covering that delivers quality and value, the performance, choice and flexibility provided by Startwist will ensure that it draws attention to the displays of retail outlets across the UK.

Star twist is anticipated to retail around £14 per square metre, with Startwist Supreme at £17 per square metre.

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