

CHESAPEAKE
FLOORING

CARPET COLLECTION

2018 Edition

BERBER

STAMPEDE

STOCKING

4 COLORS

ENTRY LEVEL BCF OLEFIN

12' TEXTURED BERBER



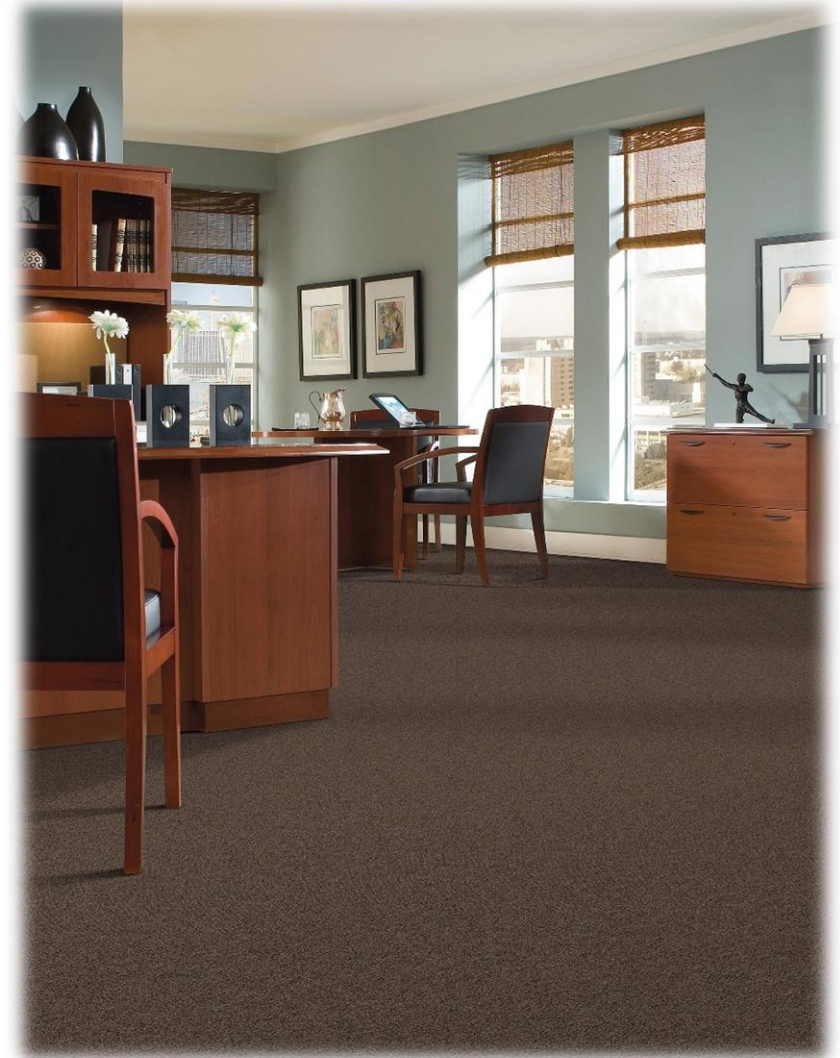
FIDELITY IV 20/26 (ab & un)

STOCKING

15 COLORS

20/26 OZ BCF OLEFIN

12' & 15' TEXTURED BERBER



PRIME ATTRACTION II

STOCKING

12 COLORS

26 OZ BCF OLEFIN

12' & 15' LEVEL LOOP BERBER



BINGO II

STOCKING

9 COLORS

32 OZ BCF OLEFIN

12' & 15' TEXTURED BERBER



SABER

9 COLORS

34 OZ BCF OLEFIN

12' LEVEL LOOP BERBER



PATTERN

PINE VALLEY / CASTLE PINES

STOCKING

4 COLORS x 2 PATTERNS

30 OZ SOL DYED BCF PET

12' BLOCK & DIAMOND PATTERNS



ENDEAVOR / VALIDITY

9 COLORS EACH

32 OZ SOFT SOL DYED PET

12' PATTERN (2 UNIQUE PATTERNS)



POLYESTER TEXTURE / SAXONY

BLAZER / TIMELESS

**Timeless is dropped, Blazer still an active style*

STOCKING

4 COLORS

18 / 24 OZ SOL DYED BCF PET

12' (TIMELESS = F.H.A. APPROVED)



ROCK STAR I / II SELECT

STOCKING

20 COLORS

18/25 OZ C.F. POLYESTER

12' & 15' TEXTURED RESIDENTIAL



AWESOME

STOCKING

7 COLORS

24 OZ. PURECOLOR SOL. DYED POLYESTER

12' TEXTURED RESIDENTIAL



HOTLINE IV

STOCKING

36 COLORS

29 OZ BCF PET POLYESTER

12' & 15' TEXTURE



SINBAD

STOCKING

16 COLORS

32 OZ. SOFT SOL. DYED BCF POLYESTER

12' TEXTURE



AMENITY

STOCKING

20 COLORS

38 OZ C.F. PET POLYESTER

12' TEXTURE



SCENIC BEAUTY I/II/III

40 COLORS

40/55/70 OZ C.F. PET

12' & 15' TEXTURE



JELLY BEAN

STOCKING

15 COLORS

42 OZ SOL. DYED PCF POLYESTER

12' TEXTURE



MONACO

STOCKING

12 COLORS

43 OZ. SOFT SOL. DYED PET POLYESTER

12' TEXTURE



PATRIOT

STOCKING

9 COLORS

45 OZ. SOFT SOL. DYED PET POLYESTER

12' TEXTURE



SOFT ESSENTIALS / SOFT DESIGN

STOCKING (SOFT ESSENTIALS)

12 COLORS

40 OZ EXTRA SOFT SOL DYED BCF PET

12' SAXONY & FLECK



ADMIRATION / ELATION / SATISFACTION

STOCKING (ADMIRATION)

9 COLORS

45/60/77 OZ SOFT SOL. DYED PET

12' TEXTURE



COLLIE

STOCKING

16 COLORS

55 OZ SOFT SOLUTION DYED BCF POLYESTER

12' TEXTURE



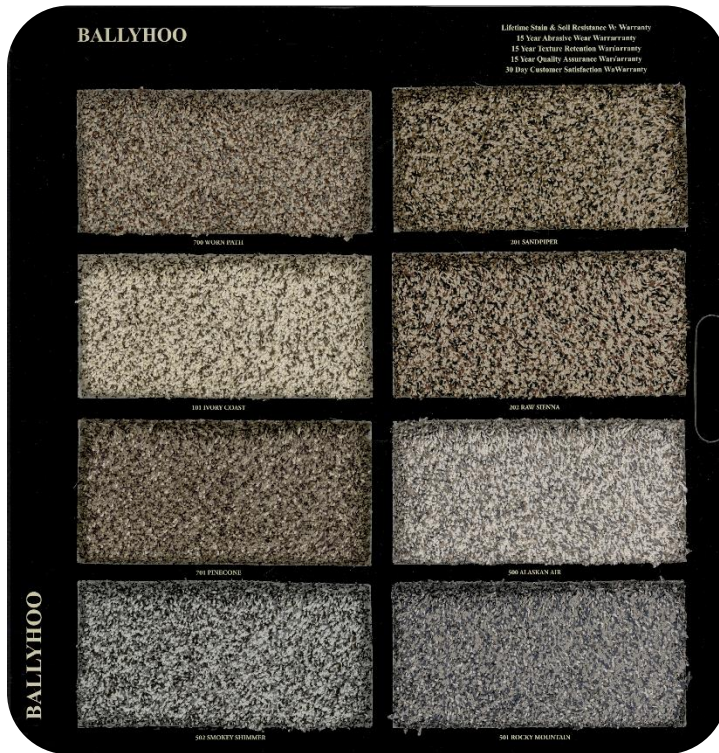
BALLYHOO

STOCKING

18 COLORS

59 OZ 100% BCF POLYESTER

12' & 15' TEXTURE



MAGISTRATE II

STOCKING

12 COLORS

59 OZ SOFT SOL. DYED PET

12' TEXTURE



MOGUL

STOCKING

24 COLORS

60 OZ. SOFT SOL. DYED BCF POLYESTER

12' TEXTURE



SHIMMERING

STOCKING

16 COLORS

65 OZ. SOFT SOL. DYED PET POLYESTER

12' TEXTURE



NYLON TEXTURE / SAXONY

CADET II / FREE & EASY II

4 COLORS

17/25 OZ BCF NYLON

12' NYLON



DESIRED CHOICE

STOCKING

16 COLORS

25 OZ C.F. NYLON

12' & 15' TEXTURE



HANOVER I/II/III

50 COLORS

35/45/55 OZ C.F. NYLON

12' & 15' TEXTURE



V.I.P. I/II/III

50 COLORS

40/50/60 OZ C.F. NYLON

12' & 15' (V.I.P. I)

12' (V.I.P. II/III)



TWIST / FRIEZE / MULTICOLOR

LIASON

8 COLORS

25 OZ C.F. POLYESTER

12' SOLID & MULTICOLOR TWIST



DEVOTION

STOCKING

9 COLORS

30 OZ BCF PET

12' FLEX TWIST / FRIEZE



ALPINE PASS

STOCKING

9 COLORS

35 OZ BCF PET

12' MULTICOLOR



CAPISTRANO / LAGUNA / REDONDO

STOCKING (CAPISTRANO)

12 COLORS

47/57/67 OZ SOL DYED BCF PET

12' MULTICOLOR TWIST / FRIEZE



COMMERCIAL

*(*Non-Stocking Items)*

CHECKERBOARD

6 COLORS

20 OZ BCF OLEFIN

12'

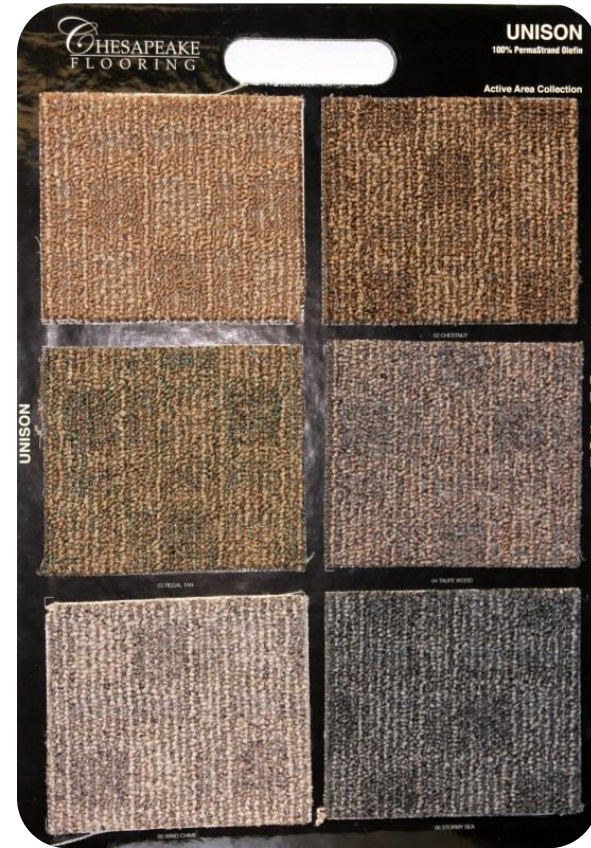


UNISON

6 COLORS

20 OZ BCF OLEFIN

12'



VANITY

6 COLORS

23 OZ BCF OLEFIN

12'



WAR CHEST

6 COLORS

20 OZ BCF OLEFIN / POLYESTER

12'



WORKOUT

6 COLORS

24 OZ BCF OLEFIN

12'

TENANT III 30/36

35 COLORS

30 & 36 OZ

CUT PILE C.F. BCF NYLON

12'



FASHION SENSE

24 COLORS

30 OZ

PIN DOT CUT PILE BCF NYLON

12'



Chesapeake Carpet Program Highlights

- **“All Star Team” lineup of products**
 - *Best products within different categories*
- **Variety of looks**
 - *Berber, texture, saxony, pattern, twist/freeze, multicolor*
- **Not specific to one fiber type**
 - *Nylon, sol. Dyed nylon, polyester, solution dyed polyester, olefin*
- **Wide widths represented**
 - *Several styles available in both 12' & 15' width*
- **Assortment of varying consumer friendly price points**
 - *\$5 - \$25 cut order pricing*
- **“Semi Private” Chesapeake branding**
 - *Better dealer protection vs. competition & the internet*
- **Delivered via Haines truck**
- **Several top manufacturers represented**
- **Selective display placement**
 - *Does not exist in every retail competitor*
- **Lower cost displays & samples than manufacturer displays**
 - *Initial investment + maintaining displays over time*
- **Aggressive cut delivered pricing**
 - *In stock items as aggressive as any supplier (buying power + tighter margins)*
- **Displaying dealers have a pricing edge over competition**
 - *Lower “across the board” tier pricing & displaying dealer only sales*
- **Freight bundling advantage**
 - *No per SY delivery & fuel surcharge to add (carpet “rides free” with other goods)*

CHESAPEAKE CARPET TWO TIER DISPLAY



24" D x 52" W x 83" H

Active Chesapeake Styles

(Not part of current display lineup)

ALLIANCE

STOCKING

6 COLORS

35 OZ. SOFT SOL. DYED

POLYESTER

12' TEXTURED RESIDENTIAL



CLANDESTINE

20 COLORS

43 OZ C.F. NYLON

12' TRADITIONAL MULTICOLOR



EXCLUSIVE STORY / ON THE RECORD / PRESS RELEASE

**On The Record is a dropped style*

50/45/36 COLORS

58/48/38 OZ BCF NYLON

12' NYLON



FAIRY TALE

20 COLORS

30 OZ P.E.T. POLYESTER

12' SOFT TOUCH BERBER



KINDRED SPIRIT / MINDSET

STOCKING (MINDSET)

9 COLORS

40/55 OZ EXTRA SOFT SOL DYED
BCF PET

12' MULTICOLOR TWIST / FRIEZE



PAMPERED CHOICE

36 COLORS

50 OZ PURECOLOR SOFT SOLUTION
DYED BCF NYLON

12' NYLON



**SILKEN DESIRE SOLID /
SILKEN DESIRE ACCENT**

STOCKING

16 COLORS

30 OZ EXTRA SOFT BCF ANSO
NYLON

12' SAXONY & FLECK



**SOUNDS HILLS / FRIARS HEAD /
ST. ANDREWS**

8 COLORS EACH x 3 PATTERNS

30 OZ SOL DYED BCF PET

12' PATTERN

(3 UNIQUE PATTERNS)



STYLE IMAGINATION / STYLE DÉCOR / STYLE CREATION

6 COLORS x 3 PATTERNS

42 OZ EXTRA SOFT BCF PET

12' (2) PATTERNS &

(1) TONAL TEXTURE

