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## **DALYN INTRODUCES NEW CUSTOM RUG COLLECTIONS FOR 2010**

**DALTON, Ga.** - Dalyn, the world's largest custom rug manufacturer, has dramatically expanded its line of custom rug collections for 2010. The company introduced 12 new collections that offer a wide variety of construction and design choices.

The new collections are made from stunning wool, natural grasses or premium nylon and offer a myriad of design, texture, color and size options. From the Maxim Collection with its throw back shag construction to the Vista Collection with its nylon plush pile with hand carved detailing, Dalyn's new custom rug collections have something for all types of style preferences.

"We're excited about the new custom rug introductions," says David Adams, executive vice president at Dalyn. "The new collections make custom rug ordering even more enticing. With an almost endless amount of options and Dalyn's simplified custom rug ordering process, the decision is no longer whether to order a custom rug, but which rug to choose!"

The process of creating a custom rug from Dalyn is simple. The rug can be created through the website by retailers via Dalyn's new Virtual Custom Rug Builder or by viewing the designs and color swatches in store and ordering via fax or phone. Dalyn offers great quality rugs at great prices with a two-week turn around time. Dalyn Rugs are also made in the USA.

The new custom collections are as follows:

### **Boulevard**

The Boulevard Collection is a compilation of 22 dynamic custom designs. Unique in its texture options, Boulevard offers dual yarn construction. The plush and twist yarns, both made of 100% premium polyester, can be used together in one design for depth, interest and texture or used individually for an overall concept. Each yarn system offers 32 colors. Seven standard sizes and infinite custom sizes are available. A 5x8 Boulevard retails for \$399 and is made in the USA.

### **Camden**

Camden's beauty is unveiled in its shapes; squares, octagons, rounds, ovals and rectangles. These 5 shapes are available in 10 designs and 32 colors, which are crafted using 100% premium polyester plush pile. A 5x8 Camden retails for \$399 and is made in the USA.

### **Casual Elegance**

The Casual Elegance collection redefines the modern shag. This collection is an incredible value featuring 32 colors in a multi textured, thick and thin yarn construction. The 100% premium nylon pile reflects a super soft hand and superb durability making Casual Elegance the perfect casual rug. A Casual Elegance 5x8 retails for \$399 and is made in the USA.

### **Chateau**

The Chateau Collection features a 100% premium nylon plush pile base with fabric inserts to create a uniquely beautiful border rug. Forty-one fabric options accompany 40 plush pile base colors. Available in rectangle, octagon and square, Chateau is available in 14 standard sizes in addition to custom sizes. A 5x8 Chateau retails for \$699 and is made in the USA.

### **Coronado**

The beauty of Coronado is in its heavy, cable yarn construction engineered of 100% premium nylon pile. Coronado offers a bank of 40 beautiful colors and 20 designs, which are available in 5 shapes and 18 standard sizes. A 5x8 Coronado retails for \$699 and is made in the USA.

### **Delray and Largo**

The Delray and Largo Collections are stunning custom wool collections, which have the same fiber content: 85% wool and 15% nylon and both have 40 fabulous abrash colors yet greatly differ aesthetically. Delray is a plush wool pile construction with high-end, hand carved detailing. Largo is constructed with a loop pile for a hardy, up-scale casual wool rug. A 5x8 Delray or Largo retails for \$799 and is made in the USA.

### **Grasslands**

Grasslands is a collection of 4 natural grass bases with forty-one, 4" fabric border options. Fifteen standard sizes plus custom sizes are available in rectangle, octagon and square. A 5x8 Grasslands retails for \$399 and is made in the USA.

### **Maxim**

Everything old is new again with Maxim. This super charged shag collection is available in 3 qualities; Good, Better and Best. Maxim combines thick and thin yarn systems made of 100% premium nylon pile. Featuring 33 colors, 18 designs, 17 standard sizes plus custom sizes and is available in 5 shapes. A Maxim 5x8 retails from \$599 to \$899 depending on selected quality and is made in the USA.

**Opulence**

The Opulence collection is a sleek, shimmering shag constructed of thin, shiny, 100% premium nylon. This collection is available in 3 qualities; Good Better and Best. Opulence offers 40 colors, 18 designs, 17 standard sizes plus custom sizes and 5 shapes. A 5x8 retails from \$599 to \$899 depending on selected quality and is made in the USA.

**Sierra Sisal**

Sierra Sisal is heavy, wool sisal with a ribbed pattern in 4 base colors, constructed of 85% wool and 15% nylon. This border program offers 41 fabric options, and features mitered fabric corners. Sierra Sisal is available in 15 standard sizes plus custom sizes and 3 shapes. A Sierra Sisal 5x8 retails for \$499 and is made in the USA.

**Vista**

The Vista collection showcases the 100% premium nylon plush pile with hand carved detailing in each of the 30 designs. This collection offers a bank of 40 colors, 31 standard sizes plus custom sizes and 5 shapes. A 5x8 Vista retails for \$699 and is made in the USA.

For 30 years Dalyn has established a reputation as a dependable manufacturer of rugs. As the industry's leading manufacturer of custom rugs, Dalyn ships custom orders in two-weeks. Innovation extends into the categories of machine woven, hand-tufted and printed rugs. That is what we call Beauty Beyond the Surface. For more information, visit [www.dalyn.com](http://www.dalyn.com).

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