

Roll Out the Road to Relaxation

Don't overlook the importance of color and texture when selecting floor coverings.

Although home accessories urging you to “Keep Calm and Carry On” are no longer a top trend, creating a home humming with harmony is always in style. “It’s more important than ever to create a comfortable place to live,” says Guy Williams, president of Factory Carpet Outlet in Pawtucket, Rhode Island. “What better way to put your best foot forward than decorating your home with carpeting in colors and textures that give you a good feeling?” While some people may create a sense of serenity by bringing in hues from the sky, ocean and earth, others may favor a palette or design that has nostalgic significance. “We welcome clients to visit our showroom and look at colors and touch textures that make them smile,” says Williams.

BY STACEY MARCUS



PHOTO: CHRIS VACCARO

Selecting the Correct Carpet For Your Space

There are three important steps to selecting the ideal carpet for your home, explains Williams. He recommends you consider design, color and fiber. If you are looking to bring in a breath of calm and comfort, he suggests simple patterns for contemporary rooms, floral and organics for traditional spaces, or solids in neutral tones and layered textures for a clean look.

In terms of color, Williams says to choose the colors that most resonate with your personal preferences. Make sure colors complement your overall design scheme, but don't be afraid to add an area rug that sings to your soul. "Light-colored rugs create a cool, airy ambience, while darker styles make rooms feel cozy and intimate," says Williams. If an area rug's intent is to quietly complement existing décor, a solid color or subtle pattern works best.

Natural fibers such as wool and silk are celebrated for their luxurious look and luster. Although they can be expensive, they are a wonderful choice for those seeking a fiber that looks and feels fantastic.



PHOTO: CHRIS VACCARO

Factory Carpet Outlet always goes the extra mile, even promoting carpet recycling initiatives.

Incorporate Colors of the Year

Serenity, a transcendent blue, and Rose Quartz, like a serene sunset, are Pantone Paint's Colors of the Year. They are ideal choices for rugs and upholstery, too. Coupling solid and patterned fabrics in these shades provides a comforting respite and feeling of well-being in the home. "Incorporating texture enhances the duality and kinship of these hues," says Laurie Pressman, vice president of the Pantone Color Institute at Pantone LLC.

"This winning combination is ideal for homes where people are seeking serenity and soulfulness." At Factory Carpet Outlet, clients can discover soft colors in a variety of products. One way to incorporate a trending color is to "buy area rugs that allow you to introduce splashes of specific colors in patterns or motifs," says Williams.



Guy Williams, president of Factory Carpet Outlet, has been in the flooring business for more than 35 years.

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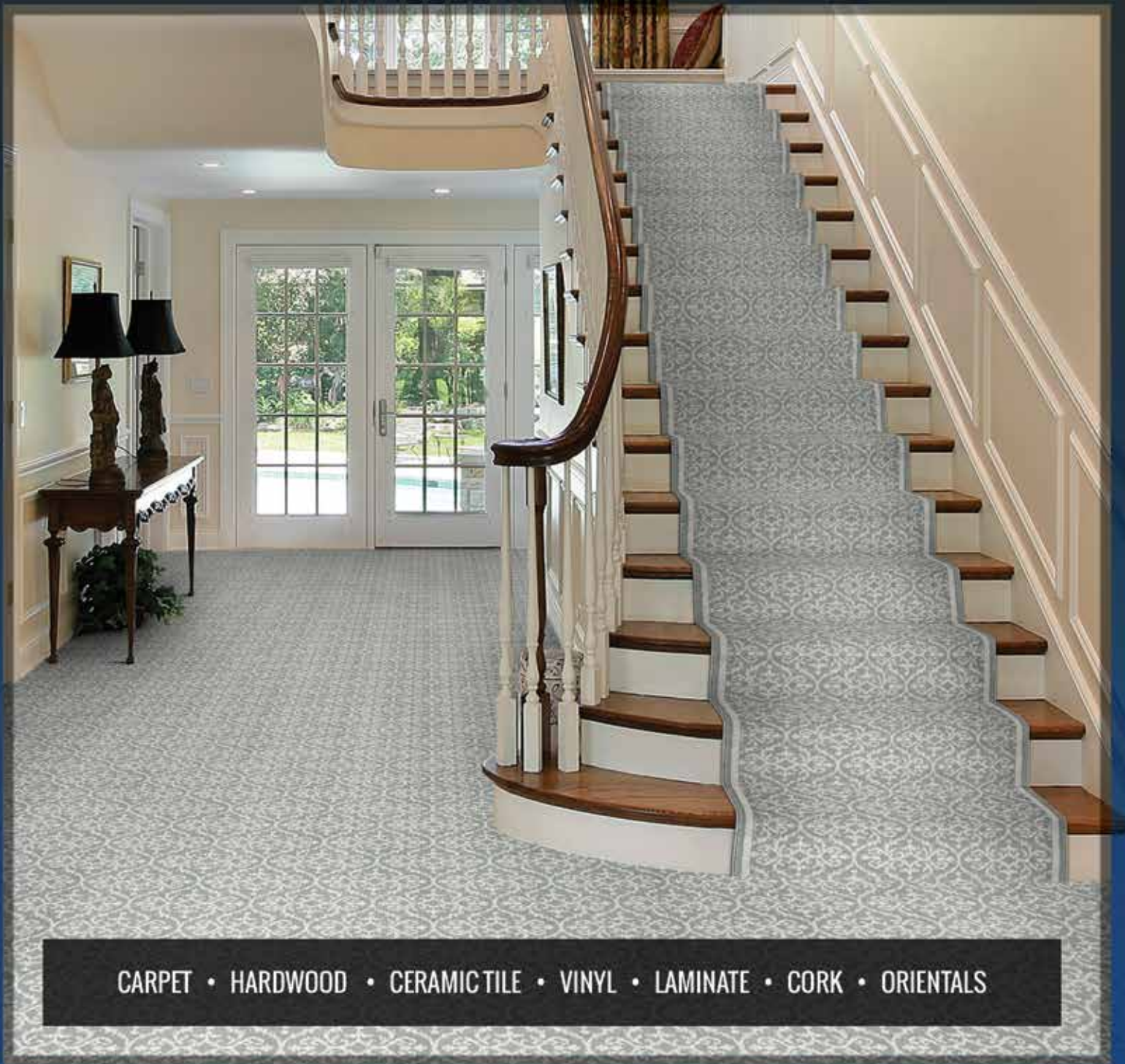
At Factory Carpet Outlet's 10,000-square-foot showroom, clients find just what they're looking for.

Simply Keep It Clean

One way to ensure tranquility in your home is to keep it clean and organized. Williams gives a trio of tips to keep your carpets clean:

- Creating and maintaining a regular cleaning schedule will both help rugs retain their original beauty and extend the time they will grace your home. Daily vacuuming is recommended for high traffic areas while twice a week is suggested for light to medium traffic area.
- Professional carpet cleaning is recommended periodically. Never dry clean your rugs or use bleach.
- Clean up food and beverage spills right away. Blot with a clean cloth, then spot clean with a solution of clear dishwashing detergent and water. Rinse with water and blot dry. When is the best time to bring a breathe of calmness into your home?

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