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PRESS RELEASE

FOR IMMEDIATE RELEASE

WOOL FLOORING PROVES TO BE A HEALTHY CHOICE

MILWAUKEE, WISCONSIN (January 26, 2011) – Kashou Carpets, located on Milwaukee's east side, is pleased to announce their partnership with "Wools of New Zealand". The 100 year old flooring company is a recognized Wools of New Zealand distributor with hundreds of collections of rugs and wall-to-wall carpeting, all carrying the Wools of New Zealand registered mark.

To be recognized as a Wools of New Zealand floor covering, carpets and rugs must meet demanding quality standards and fiber content requirements. More than 60% of the wool content must be harvested in New Zealand and the flooring material must be at least 80% wool overall. Studies have found that within seven hours of installation the indoor air quality of a room is greatly improved and the benefit can last for up to 30 years.

Kashou Carpets is a recognized Wools of New Zealand dealer with wool carpets and rugs surpassing all testing required, meeting the Wool: Clean Air Certified certification. Wools of New Zealand certified products also meet all US Green Building Council LEED point requirements.

Wool traps particles of dust, pollen, and fungal spores within its fiber, keeping them out of the range of breathable air. As a natural air filter, allergens are removed from the breathing zone where they would otherwise cause irritation and respiratory reactions. In the state of Wisconsin, where humidity levels differ greatly from one season to the next, wool offers additional health benefits. When humidity is higher, wool absorbs and stores excess moisture, reducing the chance for mold to form and respiratory health challenges to flare. Once humidity levels drop, moisture is released back into the air where it aids skin hydration. As a result, properly maintained wool floor coverings provide more than just beauty and comfort, they are proven to offer general health benefits as well.

As Southeast Wisconsin's largest dealer of wool floor coverings, including carpet and rugs, Kashou Carpets wants to encourage home and business owners to investigate the benefits of introducing wool carpet into the home and business. "Partnering with Wools of New Zealand was an easy decision," says Bob Kashou, third generation owner of Kashou Carpets. Kashou carries an extensive wool floor covering inventory, making the Wools of New Zealand a natural partnership. "Providing our clients with quality floor covering products and service has always been our mission. Today however, we are also dedicated to informing the public of the many health and environmental benefits of wool as well. We know from extensive research studies that there are numerous environmental and quality characteristics to New Zealand wool. We are excited to be able to tell the story of Wools of New Zealand to the community and our valued clients," adds Mr. Kashou.

For more information on Wools of New Zealand, visit www.woolnz.com. To learn more about Kashou Carpets, visit www.kashoucarpets.com.

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