

July 25, 2007

Dear Godfrey Hirst Dealer/ Partner:

Subject: Installation of Wool Broadloom

Godfrey Hirst has investigated two extremely valuable programs that we are now endorsing and we would encourage you to evaluate for your business.

The first is a seaming tool and technique called **KoolGlide**. This program uses radio frequency between the tapes and the seaming tool that activates the adhesive in the tapes. This allows for a better, lower profile seam, which is critical on low profile products like the wool broadlooms. It also can make a seam where the edges do not bind, when stretched in, which is the number one cause of seam peaking. Peaked seams account for 80% of our claims and they are installation related, not manufacturing or carpet related.

Since the tool (iron) does not actually heat up, there is virtually no damage to the face yarns from an iron that is too hot. In addition, the seam can be "re-activated" to make repairs if necessary allowing for the best possible installation. To learn more about **KoolGlide**, call 888-486-6342 or website: www.kool-glide.com. **KoolGlide** does require your mechanics to be certified to use their equipment but the cost of the certification is modest and the value is potentially tremendous.

The second program is an installation certification class called **Natural Fiber Installation Certification (NFIC)**. This is certification program that focuses on the unique installation aspects of natural fiber floor coverings. Wool, sisal, sea grass, flatweaves and other natural fibers require specialized installation techniques to insure proper seaming and floor applications. While the certification class addresses all natural fiber constructions, we have found the wool broadloom portion of the class very helpful to installing our type of products. Certification classes are being formed throughout the U.S. and I would encourage you to require your mechanics that are handling your natural fiber products, woven materials or specialty carpets to be certified in the installation of these materials. **KoolGlide** certification comes as a portion of this program. To get more information on NFIC, you can call them directly at 678.445.8777 or visit their web site at www.nficnet.com.

Thank you for taking a few moments to review this letter and for your continued efforts to make sure installations is performed by educated and qualified mechanics. These extra steps ensure successful installations; will lead to more satisfied customers, additional sales and better profits.

Sincerely,



John Sheffield
Vice President - North America