

# LANGHORNE CARPET COMPANY

“The Foundation of Fine Interiors”

## NEWS RELEASE

### ***FIRST ALL-PERUVIAN ALPACA WILTON CARPETS NOW WOVEN IN U.S. AT LANGHORNE CARPET COMPANY IN BUCKS COUNTY, PA***

PENNDDEL, PA (June 23, 2011) –Langhorne Carpet Company is now weaving Jacquard-Wilton carpets made of luxurious 100% Peruvian alpaca fiber, the gold standard of all-natural carpet. It is similar to the touch of cashmere but far more durable.



“This is another milestone in our 80-year history,” said William H. Morrow,

President of Langhorne Carpets. “We are honored to be the first carpet mill in America to be weaving pure Peruvian alpaca carpets for our customers across the U.S. and throughout the world.” He explained that part of the allure of Peruvian Alpaca fiber, also known as fleece, is that it contains microscopic “airbags” that contribute to its extraordinary silky softness and yet durable performance on par with the finest British and New Zealand wools (also used by Langhorne).

Langhorne’s first order of nearly 2,000 pounds of alpaca fleece – there are more than 20 natural colors from bold white to midnight black – will be woven into the mill’s first designs especially for the Peruvian alpaca.

Lili Wright, owner of award-winning Wright Design in Philadelphia, is excited to offer her clients exquisite Langhorne carpet in Alpaca. “I am confident that the Langhorne alpaca carpets will become immensely popular and treasured by those who love the finest in interior floor coverings and who prefer the health and environmental benefits of natural fibers.”

Alpaca, much like wool, also offers an eco-friendly alternative to synthetic carpets, which are generally made from petrochemicals. “Much like our wool, alpaca is renowned as a renewable fiber. Alpaca are sheared once a year in the spring and usually yield about nine pounds of fleece, which, of course, grows back,” said Winnifred K. Morrow Vice President of Langhorne.

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*Langhorne Carpet Company artisans meticulously weave America's most luxurious and cherished Wilton carpet from the finest wools. Established in 1930, every Langhorne carpet - gracing grand rooms in renowned residences and landmarks worldwide - is a labor of love deftly defined by unequaled quality and superior craftsmanship. For more, including how to purchase the new "Tree of Life" tapestry that benefits Habitat for Humanity, visit [www.langhornecarpets.com](http://www.langhornecarpets.com)*

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