



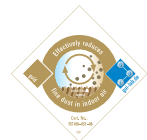
The Floor is Yours



9502/4406/4208

DESSO AirMaster®

Express yourself, shape your own world





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Innovation to improve the quality of everyday life

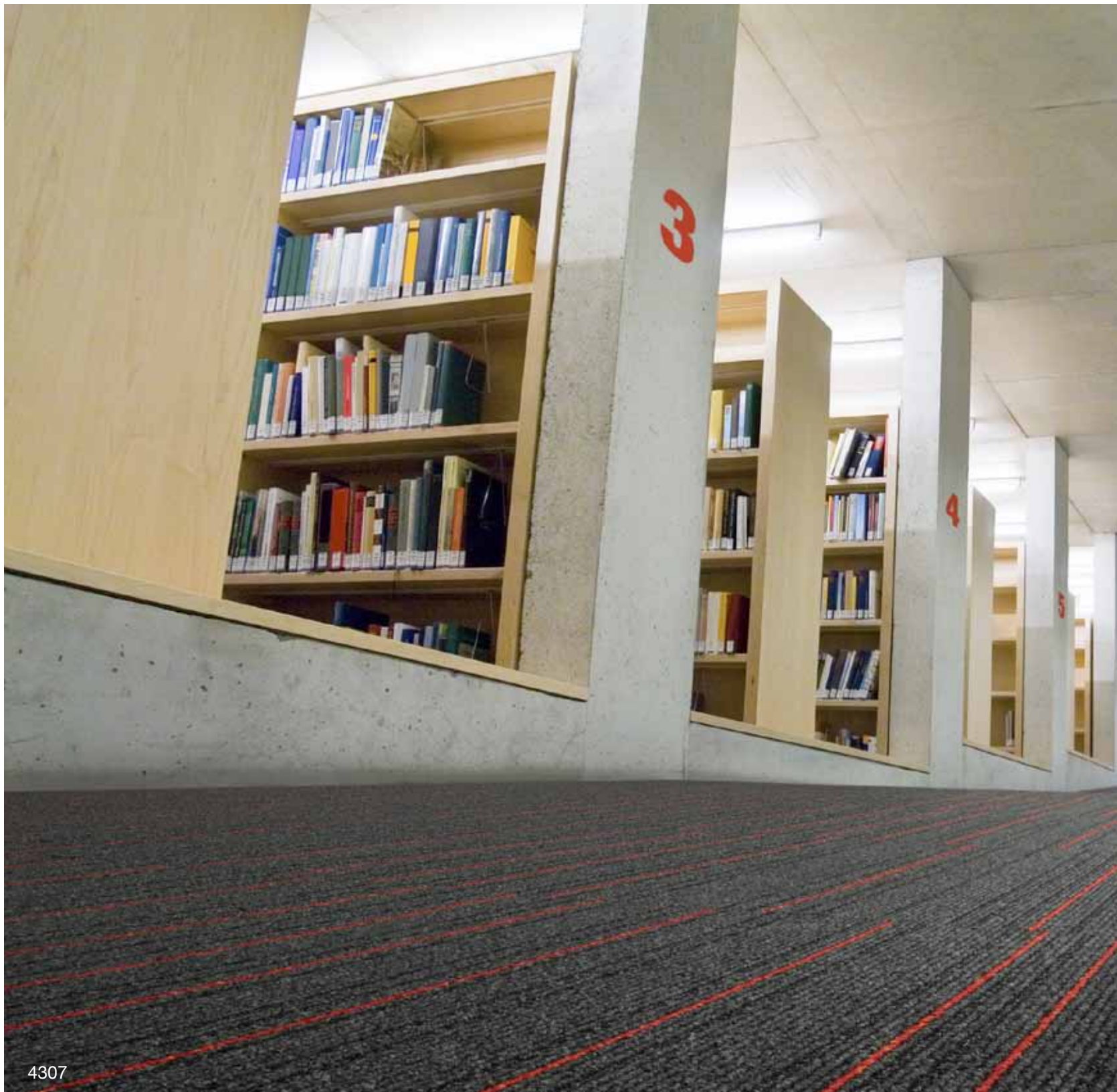
At Desso, we are always asking ourselves how our carpet solutions can do more for people in their daily lives. The development of products that make a difference is at the heart of our business.

Desso is committed to delivering superior products and developing pioneering solutions through continuous innovation.

Our innovation strategy is concentrated in 3 key areas:

Creativity	Spearheaded by Desso's design philosophy CARPETECTURE® and our international concept Circles of Architects®
Functionality	Pioneering solutions that make a difference, such as DESSO SoundMaster®, DESSO AirMaster®, DESSO Light Reflection Master®
Cradle to Cradle®	Developing products and processes that will contribute towards a better environment and indoor quality

Our carpet solutions already contribute to providing outstanding performance qualities for enhanced human well-being. However, we keep looking for improvements to go one step further. DESSO AirMaster® is a key example of an innovative solution that takes design and functionality to the next level. It contributes to better working and living conditions in offices, schools, care centres and other commercial environments.





Lines that **accentuate** the
building's spaces

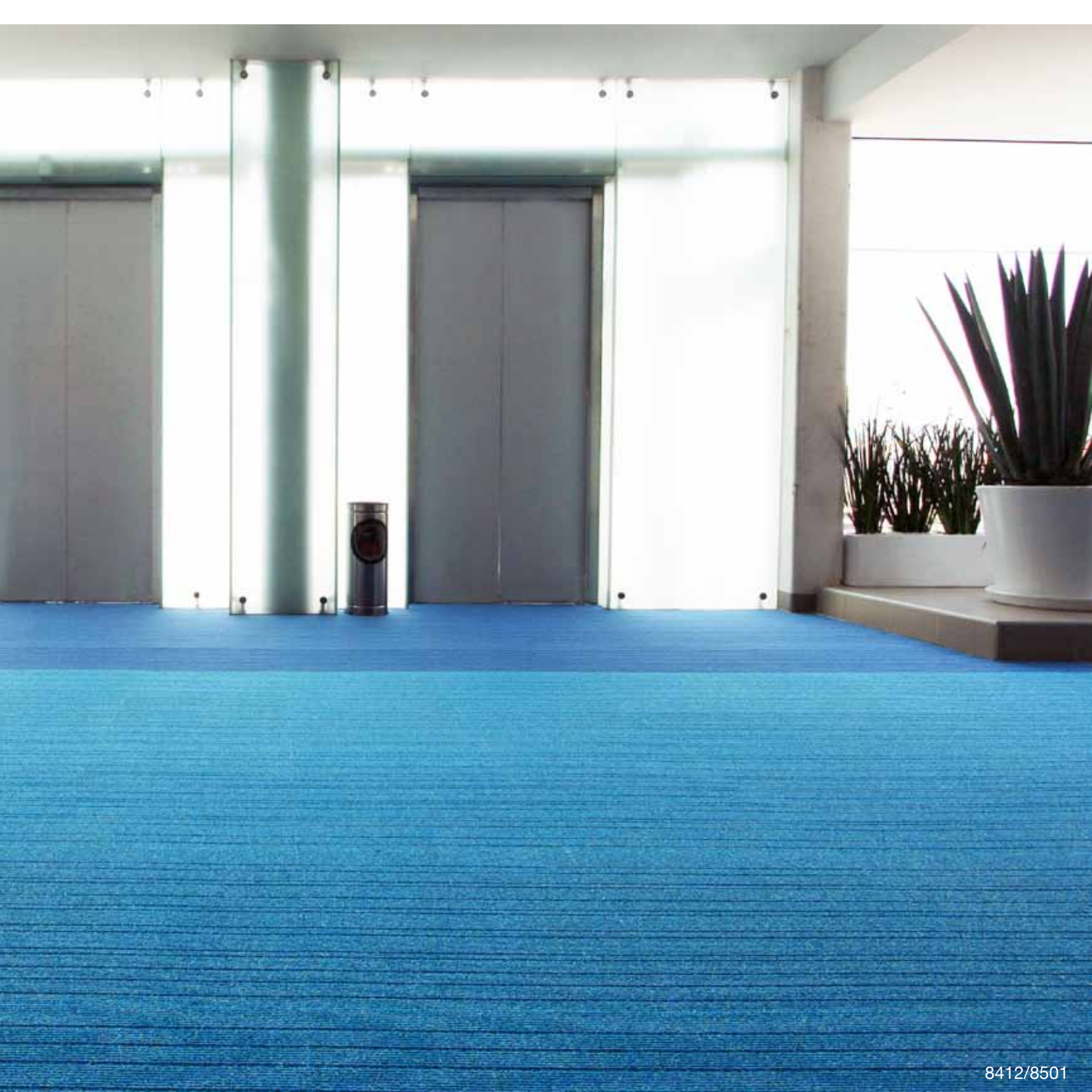
Exuberant or reserved, you
pick **your own style**





Blue can be calming,
relaxing, healing









DESSO AirMaster® is a
Cradle to Cradle® product
and contributes to a better
indoor air quality

with EcoBase™ backing



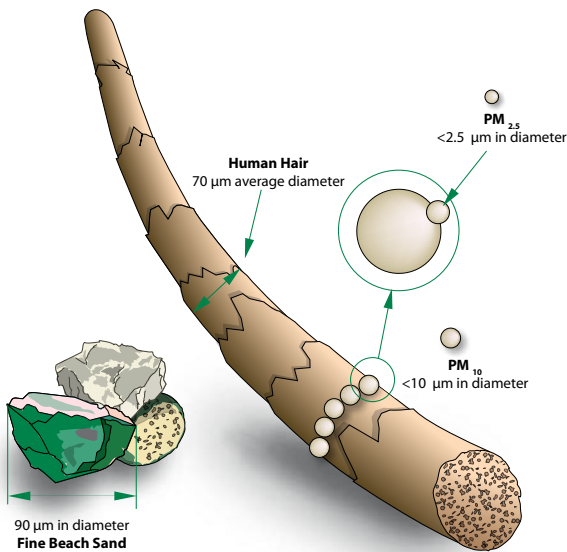
SILVER

Cradle to Cradle Certified® is a certification mark administered by the Cradle to Cradle Products Innovation Institute

What is particulate matter?

Particulate matter (PM), also known as particle pollution or fine dust, is a mixture of extremely small particles. The size of particles is directly linked to their potential for causing health problems. The smaller these particles are, the more hazardous they are to your health. Particles of this size cause health problems, because these are the particles that generally pass through the throat and enter the lungs.

Extensive evidence from World Health Organisation indicates that concentrations of fine dust currently found in most cities in developed countries around the world results in a serious health risk³⁾.

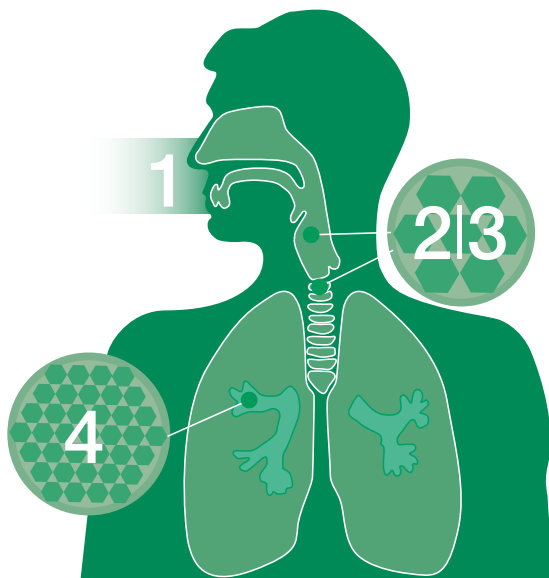


The essential role of **DESSO AirMaster®**

According to a study performed by the German Allergy and Asthma Association DAAB, it is proven that the burden from fine dust is significantly reduced when using carpet, as opposed to hard flooring¹⁾. With the introduction of DESSO AirMaster® the filtering function of carpets is taken to the next level.

Tests performed by the independent German test institute GUI, which specializes in the analysis of indoor and outdoor air quality, have proven that DESSO AirMaster® is the most effective flooring solution to capture fine dust from the air ²⁾.

Based on the test results DESSO AirMaster® is the only existing product in the world that is certified with a GUI Gold logo.



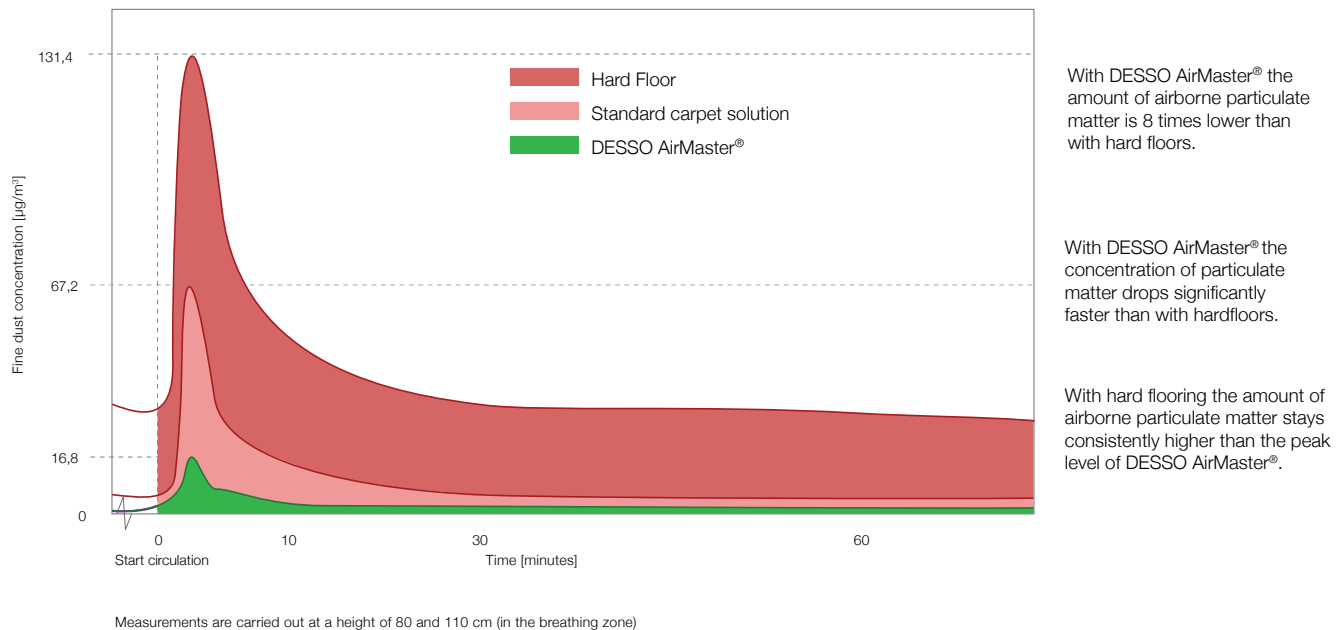
How particulate matter enters your body

- 1 Particulate matter enters our respiratory (lung) system through the nose and throat.
- 2/3 The larger particulate matter is eliminated through coughing, sneezing and swallowing.
- 4 Smaller particulate matter can penetrate deep into the lungs. It can travel all the way to the alveoli, causing lung and heart problems and delivering harmful chemicals to the blood system.

TNO study confirms previous findings

Dutch research agency TNO has investigated the effect of DESSO AirMaster® on exposure to fine dust indoors. The research concluded that textile floor coverings of this kind remove more dust from the air than a smooth floor, because of the greater micro surface and the greater contact between the surface and the air. The more textile floor covering there is in a room, the lower the airborne fine dust concentration. And the coarser the floor covering, the greater the effect. Because AirMaster® was developed to be more effective in retaining dust than standard carpeting, less resuspension is to be expected from it⁴⁾.

GUI Laboratory test DESSO AirMaster® - Particulate Matter (PM₁₀)



With DESSO AirMaster® the fine dust concentration in the indoor air is 8 times lower than with hard flooring solutions (PM₁₀)²⁾

With DESSO AirMaster® the fine dust concentration in the indoor air is 4 times lower than with standard carpet solutions (PM₁₀)²⁾

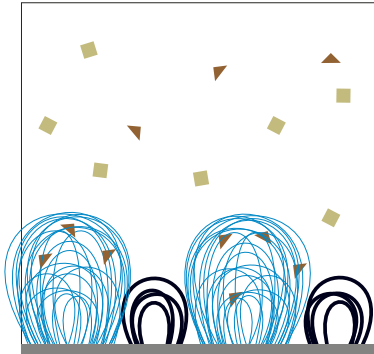
¹⁾ Study performed by Deutscher Allergie- und Asthmabund e.V. in 2005.

²⁾ Based on tests performed by GUI, with DESSO AirMaster® versus standard PVC hardfloor and versus standard structured loop pile carpet.

³⁾ World Health Organization Air quality guidelines for particulate matter, global update 2005.

⁴⁾ TNO report / TNO-60-UT2011-01978.

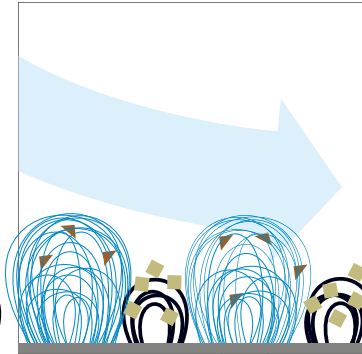
Enlarged profile of DESSO AirMaster®



Very fine dust is captured and retained in the fine yarns of the DESSO AirFilters™.



Coarser fine dust is captured in the thicker yarns of the DESSO DustCollectors™.

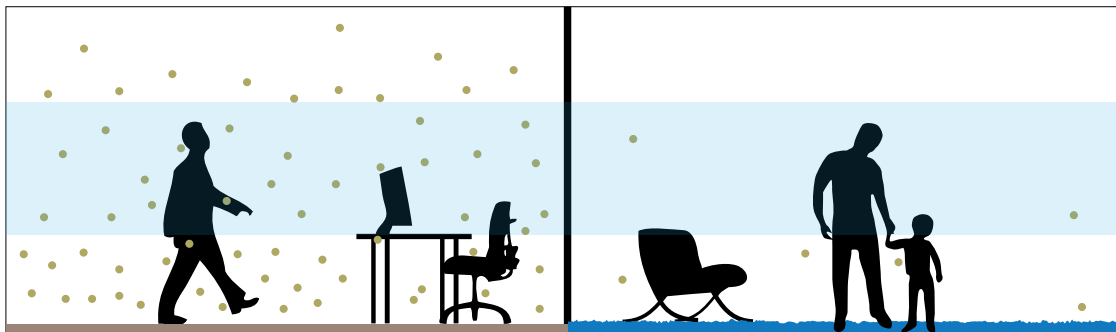


The unique structure of DESSO AirMaster® prevents the dust from becoming airborne again.

- ▲ Fine dust ($< 10 \mu\text{m}$)
- Coarser dust ($> 10 \mu\text{m}$)

Hard floor

DESSO AirMaster®



Breathing zone

But how does it work?

The Desso engineered product is able to capture fine dust, without the use of chemical additives. It is the carpet's structure that delivers a mechanical solution, making this functionality permanent and without side effects.

The coarser dust is captured in the thicker yarns of the lower pile (DESSO DustCollectors™). The high pile consists of ultra fine yarn filaments (DESSO AirFilters™), capturing and retaining the smallest particles (< 10 µm).

The open product structure ensures that dust is easily released during cleaning, to ensure maximum regeneration of the carpet's filtering function.

The size of the particles determines the time they spend in the atmosphere. Particles of PM₁₀ remain airborne for hours. Smaller particles can remain airborne even longer, depending on air circulation⁵⁾. When applying DESSO AirMaster® fine dust is captured and retained, which helps creating a cleaner breathing zone⁶⁾.

Continuous air filtering capacity

A regular and thorough cleaning and maintenance programme is important for every flooring solution. For DESSO AirMaster® it ensures a maximum regeneration of performance potential to capture and retain fine dust from the air.

The ribbed structure and the open spaces between the thick and fine yarns create optimal air circulation by vacuum cleaners. Tests indicate that over 80% of the dust is released by the carpet during vacuum cleaning. This is a 16% improvement compared to standard carpet⁷⁾. Additional tests indicate that during vacuum cleaning the airspeed at the core of the carpet structure is 55% higher compared to standard carpet⁸⁾, resulting in an improved dust release⁹⁾.

⁵⁾ World Health Organization, Europe fact sheet EURO/04/05

⁶⁾ Measurements are carried out in the breathing zone at a height of 80 and 110 cm (PM₁₀).

⁷⁾ Tests performed by Philips Floorcare, applying 350W of airpower and a tri-active nozzle (tested acc. 60312).

⁸⁾ Tests performed by BOND Textile Research.

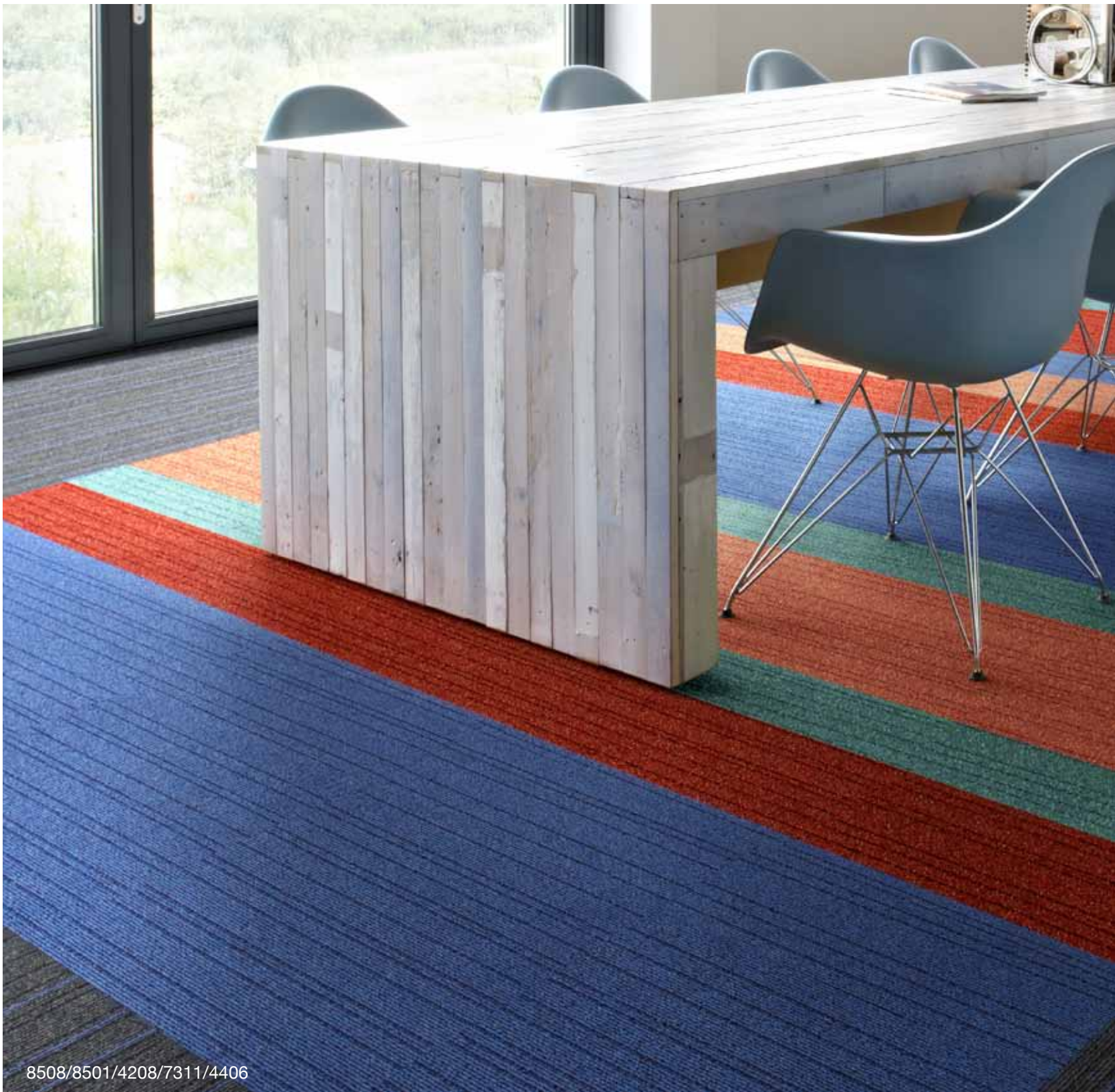
⁹⁾ Desso advises to apply a brush roller nozzle for professional use. Optimal cleaning performance when vacuuming in the pile direction.



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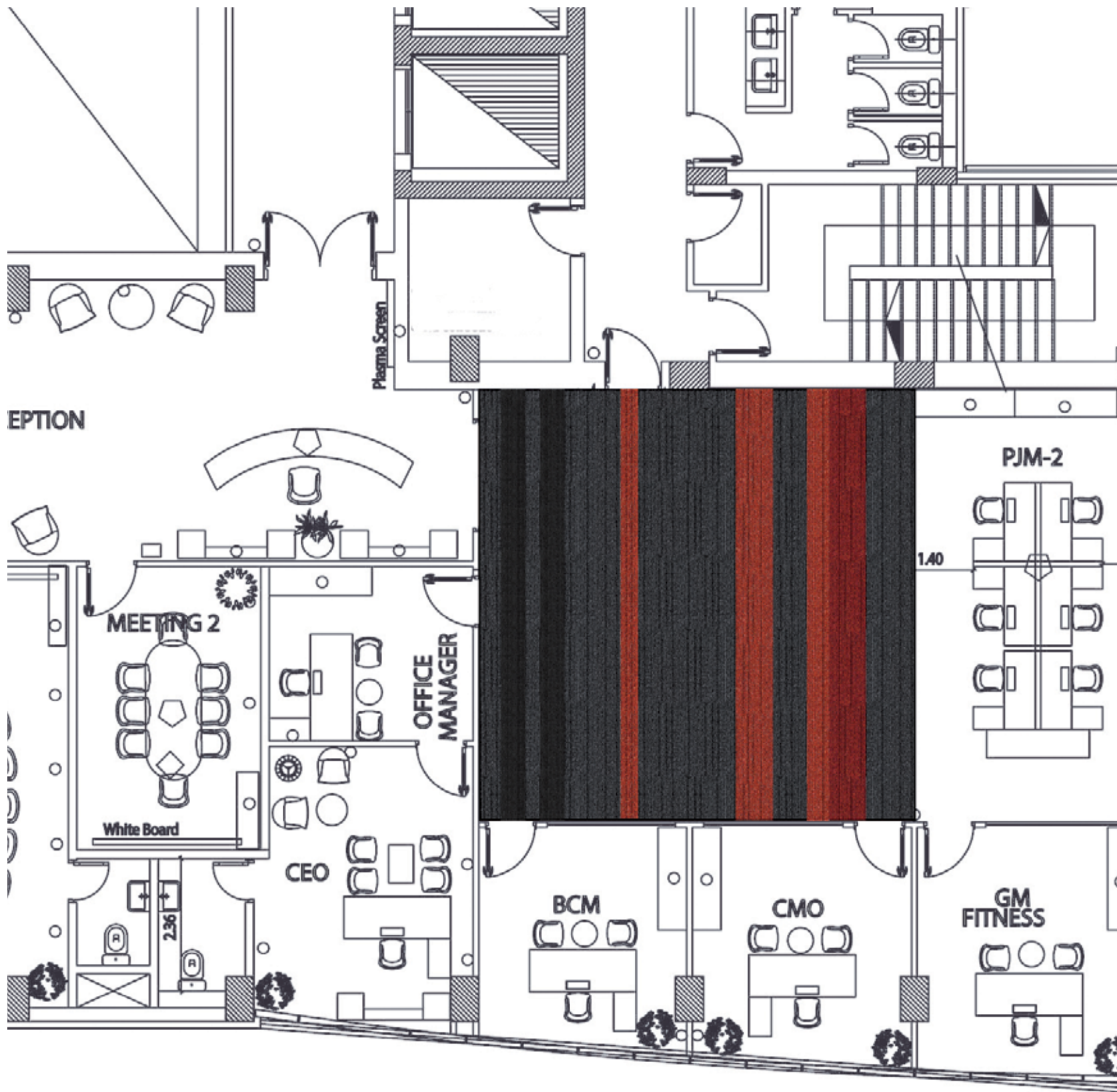
Experiment with colours and
channel your **ideas** in the
right direction

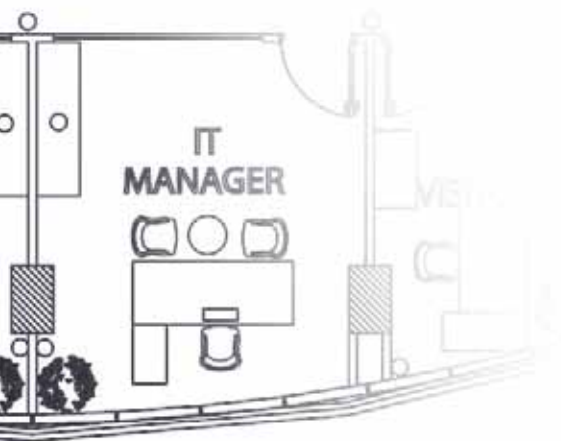
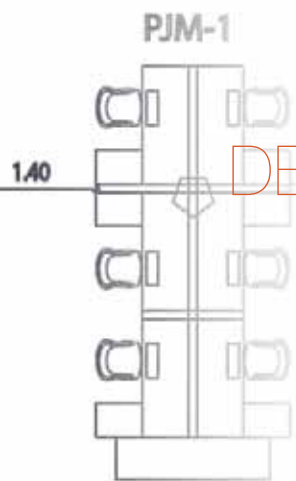


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Lively colours for **dynamic**
spaces





DESSO AirMaster® breathes new life into offices

A product that lives and
breathes **style and class**





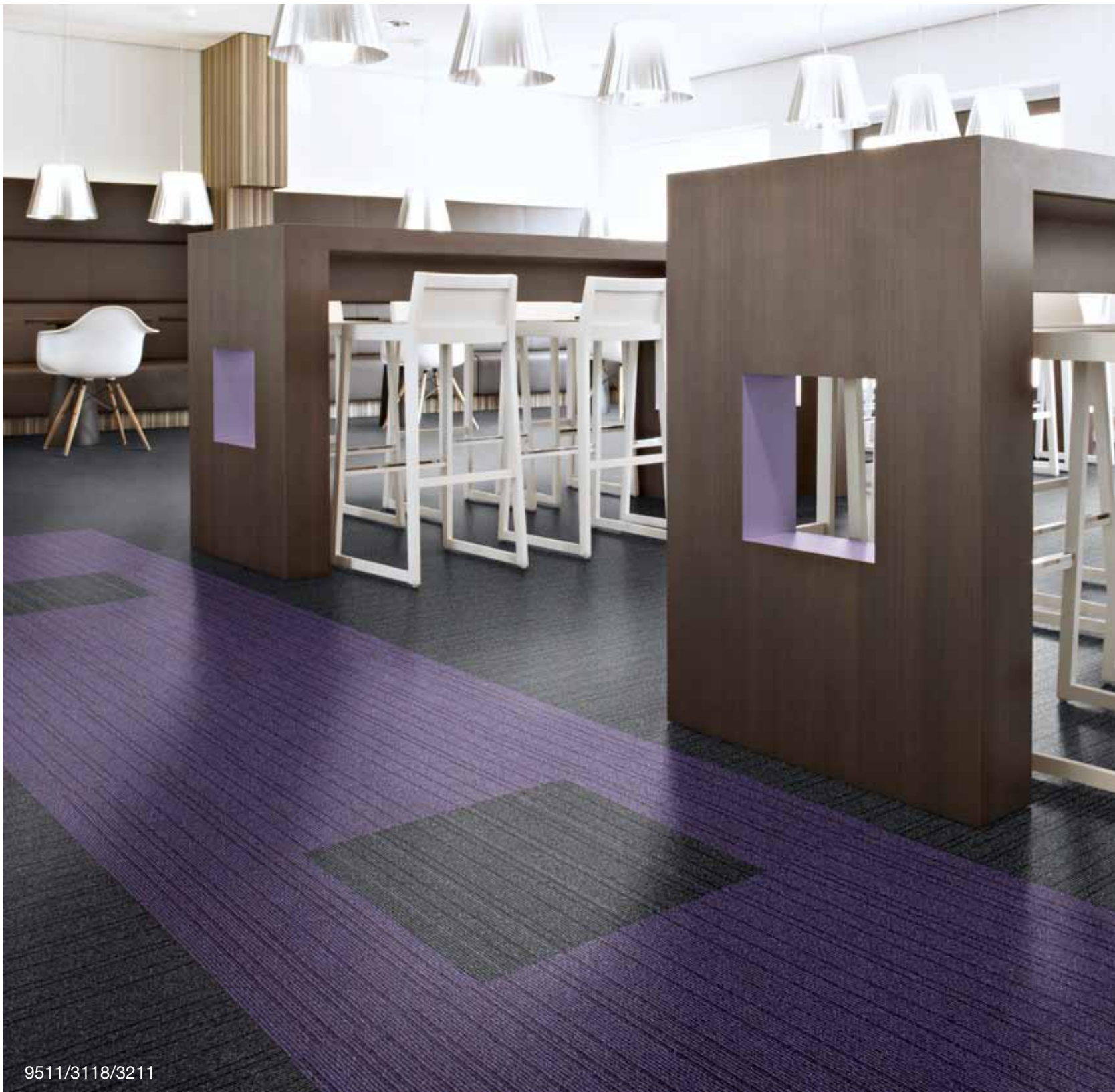




DESSO AirMaster® Bringing
healthy air to high traffic
locations

DESSO AirMaster® helps to improve the
learning environment



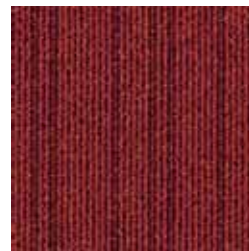


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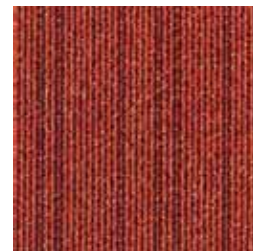
Playful **accents** for a light
atmosphere

Express yourself, create your own world

Colours and pattern designs define the look and character of a building or a room. DESSO AirMaster® comes in 24 colours, offering you a range of possibilities. Combinations of colours and structure create exciting design variations and can be used to define specific areas or zones. Now, DESSO also offers the design flexibility to create your own AirMaster®.



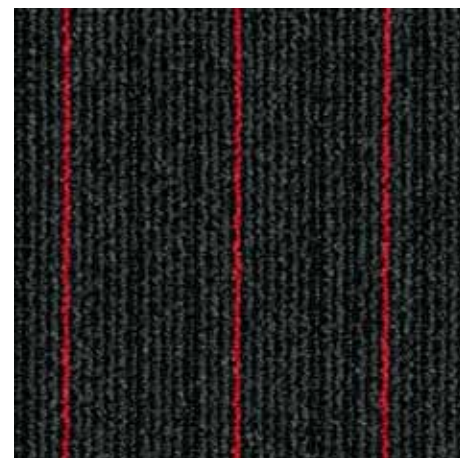
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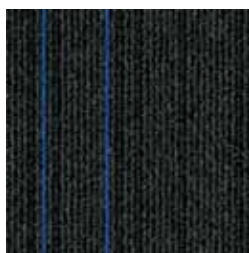
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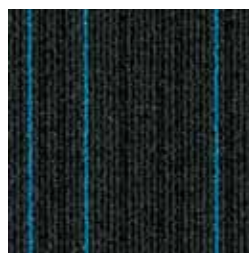
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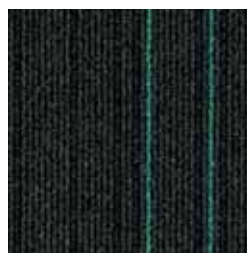
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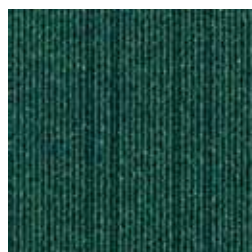
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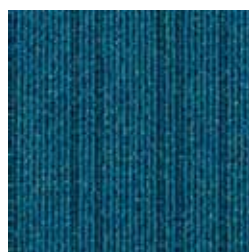
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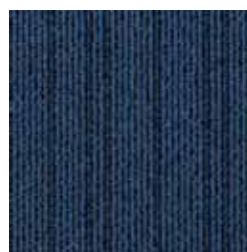
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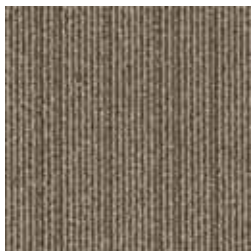
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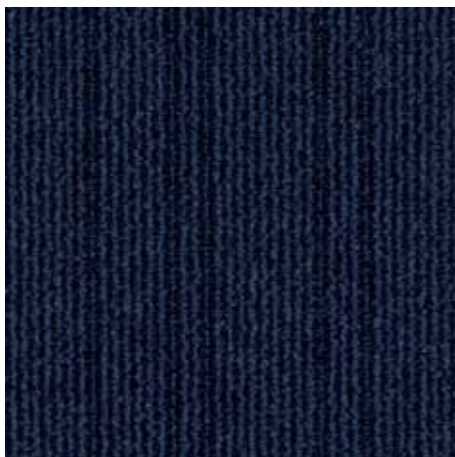
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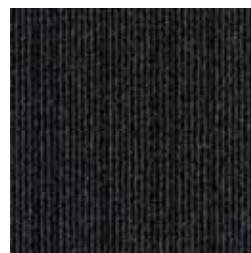
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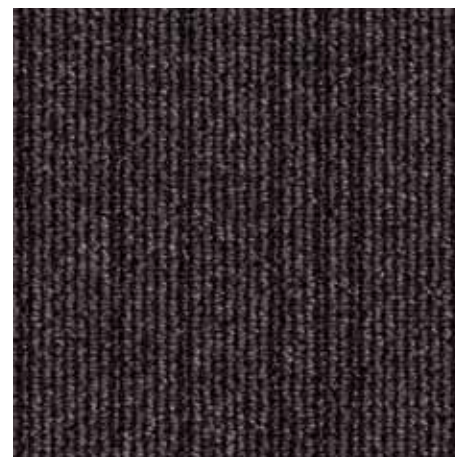
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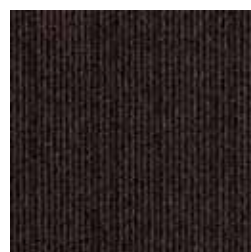
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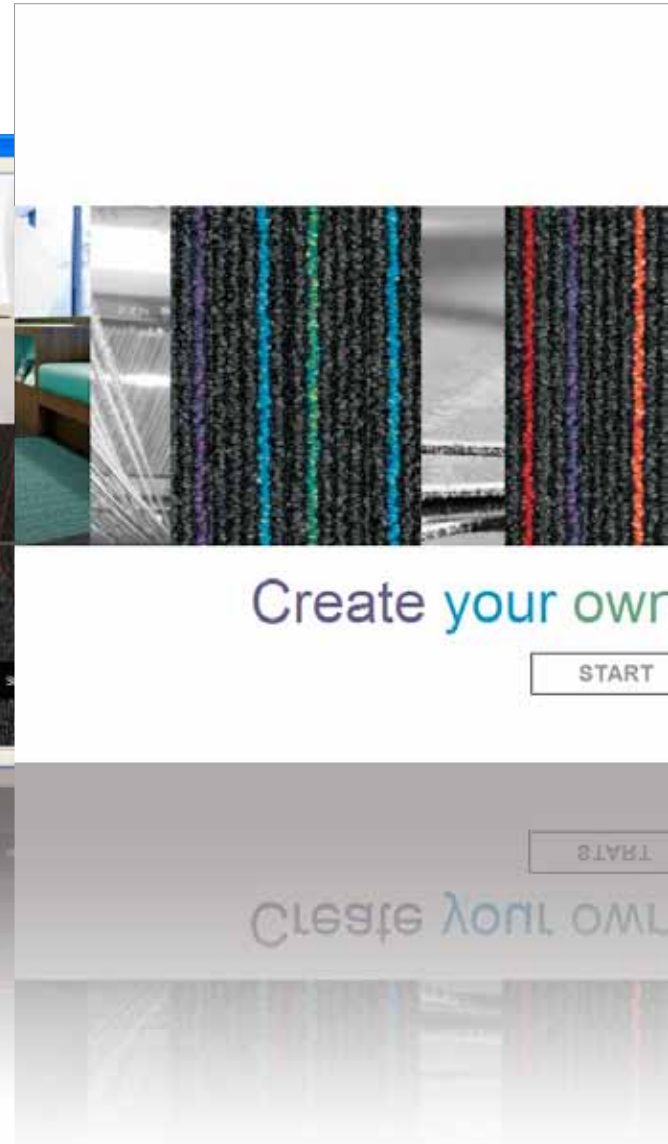
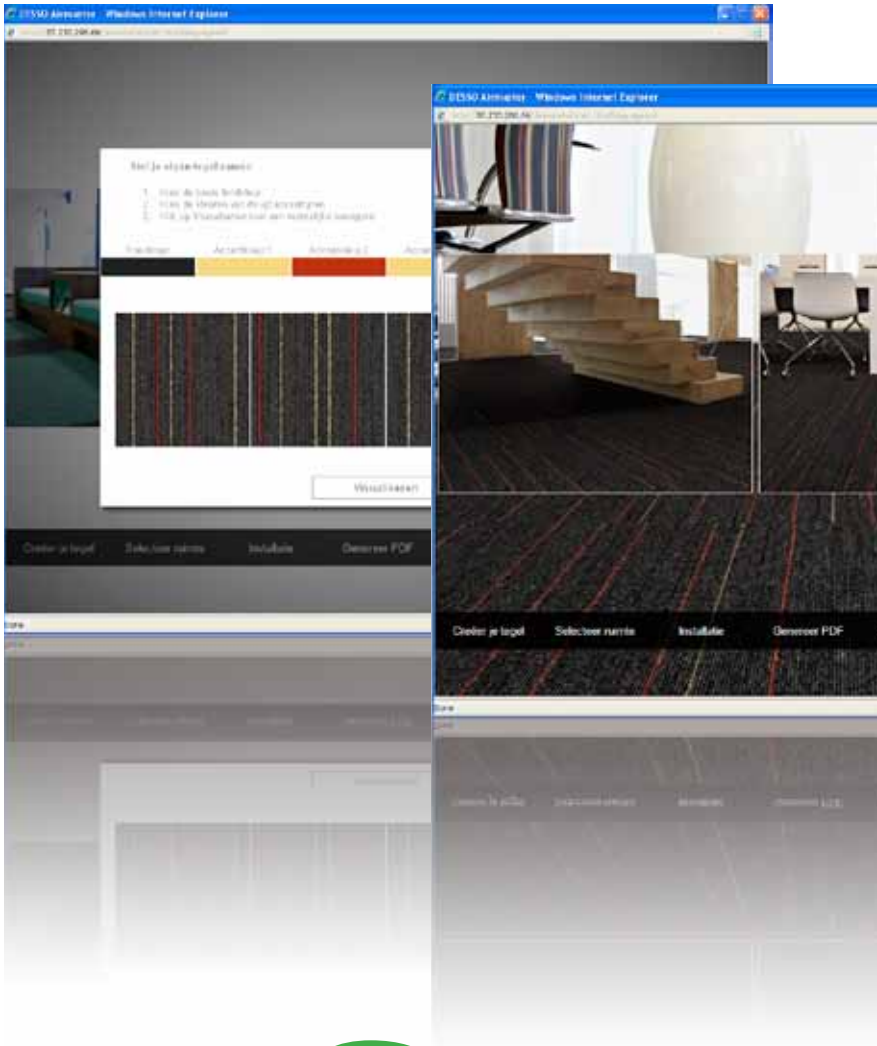


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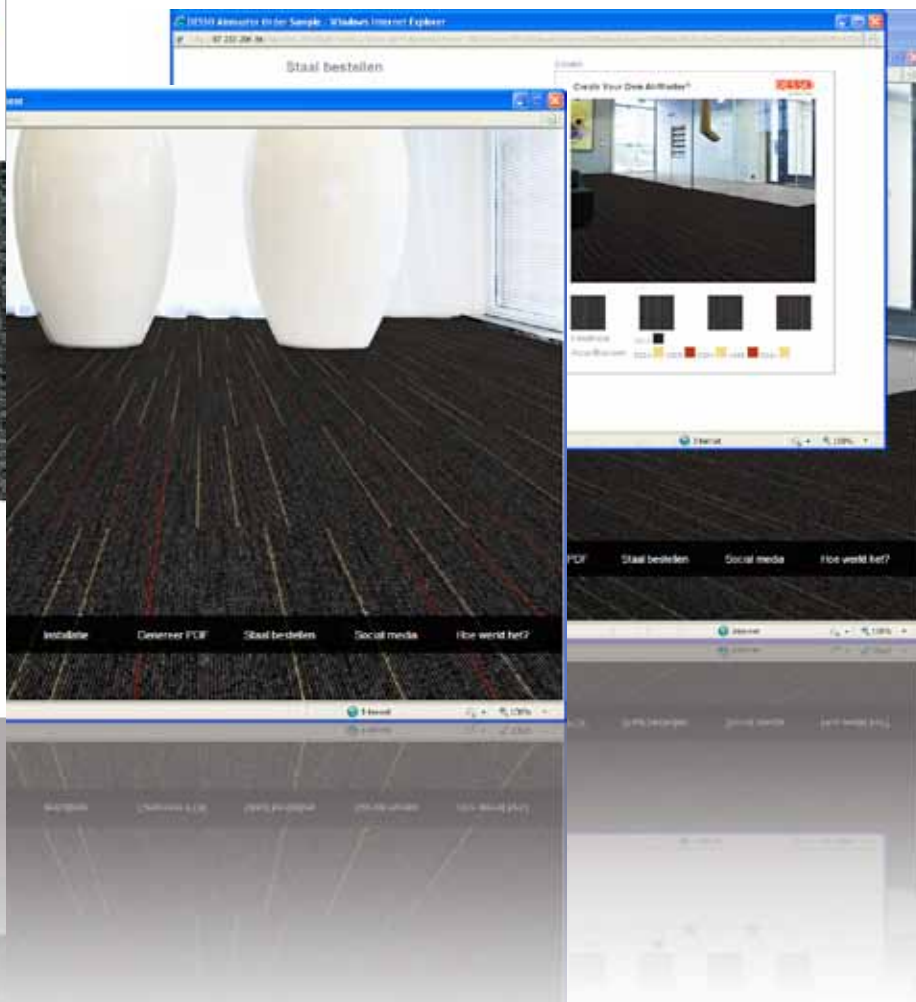


9091

Create your own AirMaster®



Over **6** million
design possibilities!



When using 'Create your own AirMaster®' you have the freedom to create the colour combination of the carpet tiles yourself.

You have a choice of **six background colours** and can select up to **five accent colours lines** from a collection of sixteen.



Curious? Go directly to www.desso.com

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The Floor is Yours

About DESSO®

Desso focuses primarily on superior floor design and Cradle to Cradle®, in providing high quality carpet tiles and broadloom. Its commercial product offering, business carpets, represents more than half of total sales and can be found in offices, banks, retail units, public buildings, schools, universities and care centres. Customers include ABN AMRO, Rabobank, AkzoNobel, Dutch Ministry of Safety & Justice, KPMG, PWC, Deloitte, Allianz, Canon, EDF, HSBC, Porsche, Procter & Gamble, SNCF, Nestlé and many more.

Desso's innovation strategy is concentrated in 3 key areas: Creativity, Functionality and Cradle to Cradle®. For Desso, creativity is synonymous with CARPETECTURE®, which is a powerful example of Desso's commitment to creative carpet design and its dedication to meet the needs of architects, interior designers, building owners and end users. In the field of functionality, Desso develops pioneering solutions that make a difference for health, wellness and wellbeing. As a result of this innovation and creativity strategy, Desso has launched a number of patented products like DESSO AirMaster®, for 8 times lower fine-dust concentration in the air (versus hard floors), and DESSO EcoBase®, which enabled Desso to achieve a Cradle to Cradle® silver certificate for an entire carpet tile product.

Desso Consumer Carpets is represented by three strong brands: Parade, Bonaparte and Desso. All with a rich history in manufacturing high-end consumer carpets where products are available through specialist retail traders, plus selected carpet stores and home furnishing shops. Desso Consumer Carpets is the only European high end consumer carpet company with sales in Benelux, Germany, France, Switzerland and Austria.

Desso's creative carpet design and service oriented approach has enabled Desso to become a leader in developing solutions for the Hospitality, Marine and Aviation (HMA) markets. Desso's HMA division works with companies such as Hilton, Intercontinental, Maritime, KLM, China Airlines, Royal Caribbean Cruise Lines and Holland America Line.

Desso Sports is a leading player in the provision of artificial turf for sports fields and reinforced natural grass systems that provide the perfect surface at every level of sport. DESSO GrassMaster® is a sports field of natural grass reinforced with Desso synthetic grass fibres, which has been installed in two Euro 2012 stadiums and in 'football temple' Wembley.

Cradle to Cradle®

In signing a partnership agreement with the Hamburg-based Environmental Protection Encouragement Agency (EPEA), Desso has become the first carpet manufacturer in EMEA to adopt the Cradle to Cradle® design. It marks Desso's radical decision to move beyond 'mere' sustainability in producing its carpets and artificial grass. In the Cradle to Cradle® principles, products are made from positively defined* components that are easy to disassemble, in order to create new products in both the biological and technical cycles.

Desso is active in more than 100 countries and can look back on almost 80 years of proven performance, having built a reputation as a leading manufacturer of high quality carpet tiles, broadloom and artificial grass pitches.

Desso has two factories and a major distribution centre in Europe, as well as specialist customer service centres throughout Europe, in America, Asia, Latin America, Africa, the Middle East and Australia.

For more information please visit: www.desso.com

*Positively defined = all ingredients have been assessed as either Green (optimal) or Yellow (tolerable) according to the Cradle to Cradle® assessment criteria.

As described in the Cradle to Cradle® Certification Program Version 2.1.1, prepared by MBDC September 2008, updated January 2011.

