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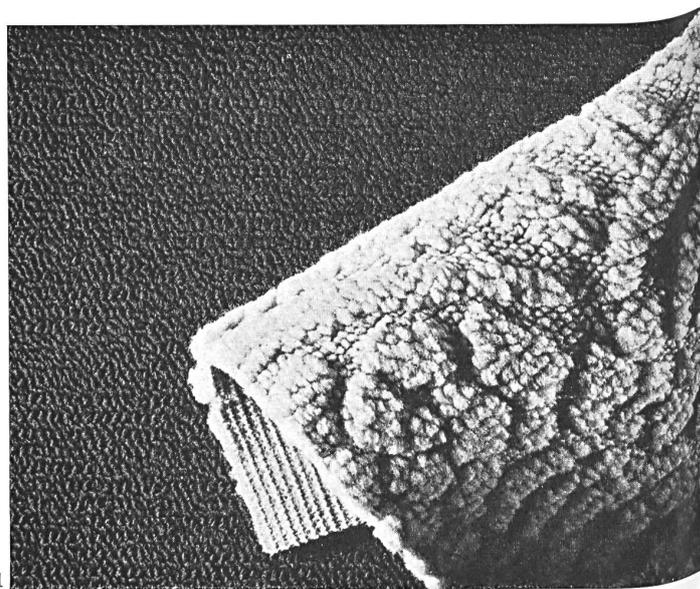
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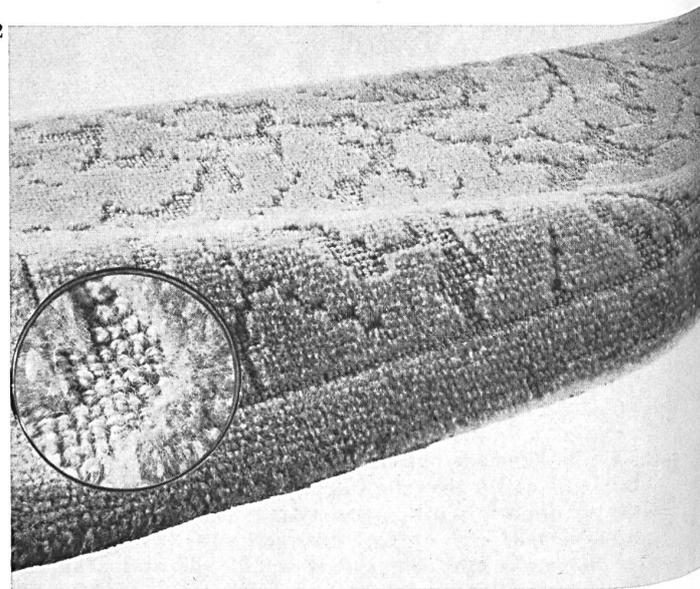
«Flixor», a New Textured Nylon Yarn for Carpets

Nowadays a carpet has to stand up to treatment never expected of it before. Formerly, a carpet was a luxury article looked after in a way that is no longer possible today. The general rise in living standards has made the carpet an object of daily use, and the reduction in the size of apartments, bringing with it the concentration of family life into a single «living room», where the members of the family sit, eat, work and play, means that a carpet one of whose functions it to deaden noise — especially in big apartment buildings — is used to give rooms an appearance of comfort and warmth not required before. Nowadays a carpet has to stand up to much more wear than previously: it is walked on more — sometimes with spike heels — it gets dirtier and housewives have less help and less time for cleaning it. The carpets of the good old days would not stand up very well to this intensive use and simplified form of care. Consequently it was necessary to devise new ways of making carpets stronger and more resistant to wear without detracting from their decorative qualities. The «Société de la Viscose Suisse» at Emmenbrücke has provided an answer to this problem with the introduction of its new textured nylon yarn, known as FLIXOR, specially designed for the manufacture of furnishing fabrics and tufted carpets with qualities answering present-day requirements. Naturally carpets made with this new yarn are not only more resistant to wear and easier to look after, but at the same time possess all the aesthetic features demanded by the customer in the way of colour, appearance, design, etc.

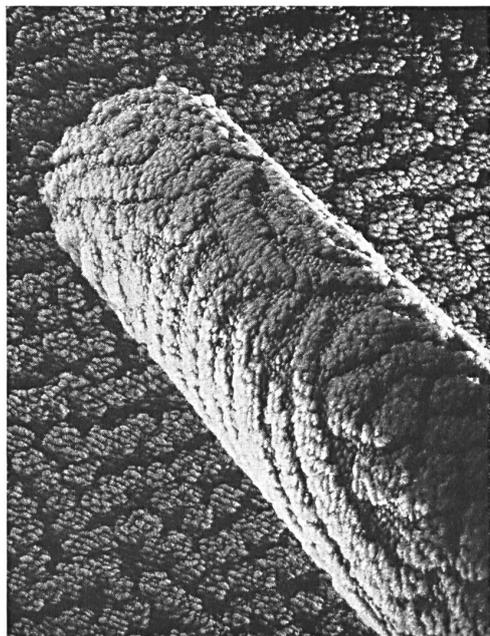
The new FLIXOR carpets, manufactured with the structured nylon yarns produced at Emmenbrücke, are authorized to bear the FLIXOR label only if they satisfy the quality checks imposed by the «Société de la Viscose Suisse». These carpets are guaranteed therefore by the producer of the raw material, who has every interest in seeing that it is used properly in order to make sure the label keeps its prestige. Carpets made with these yarns are available in fast colours, to which the special structure of the yarn gives an attractive iridescent sheen; they are springy underfoot, almost never wear out, and are resistant to all ordinary water soluble stains, which do not penetrate the fibre. Light daily brushing combined with weekly vacuum-cleaning, is sufficient to keep them clean. Once a year, however, they can be washed, without



1



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- 1 Tapis «Flixor» en fil continu de nylon
«Flixor» carpet in continuous filament nylon
«Flixor», alfombra de filamento continuo de nylon
«Flixor»-Teppich aus endlosem Nylonmaterial
- 2 Tapis tufting «Flixor» à dessins bouclés sur fond coupé
«Flixor» tufting carpet with cut and looped pile designs
Tapiz peludo (tufting) con dibujos anucados y fondo cortado
«Flixor»-Teppich mit Bouclé-Mustern auf geschrittenem Florgrund
Photos Raoul Heeb

any alteration to their shape, size or colour. In addition, even the most stubborn stains can be removed quite easily with any standard cleaner.

The Emmenbrücke FLIXOR textured nylon yarn is used by Swiss carpet manufacturers for the production of articles guaranteed by their label, under the supervision of the producer, the «Société de la Viscose Suisse».

Tapis tufting «Flixor» en fil continu de nylon
Tufting «Flixor» carpet in continuous filament nylon
Tapiz peludo (tufting) «Flixor» de filamento continuo de nylon
«Flixor»-Tufting-Teppich aus endlosem Nylonmaterial