

# FLOOR TEK EXPO 2009

Opening Panel Discussion  
September 22, 2009  
8:00 a.m. - 9:00 a.m.  
NorthWest Georgia Trade & Convention Center  
Upper Level Theater

## How Raw Material Pricing has Effected Demand Shift in Carpet Fibers?

Come learn how raw material pricing has affected a demand shift in carpet fibers from four unbiased experts in the industry. Invaluable information will be shared on price and performance of yarn systems. Panelists will show how changes residential and commercial real estate transactions have affected the demand equation. And they will explain the cost and performance parameters that have led to big shifts in the types of fibers used to construct carpet. Learn the answer to this question and many more.

### Panel Members and Their Respective Focus

Mr. Daniel Frierson –The Dixie Group CEO

Mr. Alasdair Carmichael – PCI Fibers

Mr. Thomas Rennie – TLR Consulting

Consumer/end user

Polymer supply

Yarn supply

Panel Moderator – Mr. Kemp Harr – Floor Focus Magazine/Floordaily – Publisher

Each of the panelists were selected for their area of expertise with regard to this discussion. Kemp Harr will open the session with information on the change in the overall demand for carpet, based on information from Floor Focus and Market Insights. Dan Frierson will talk about shift in demand from the consumer/ marketplace perspective. Tom Rennie will present shifts in carpet yarn pricing, mill offerings and face yarn demand fluctuations. Alasdair Carmichael will provide insight on global pricing and demand over time from a polymer perspective. At the end of the presentation, time will be open for questions from the audience.

Fibers that will be discussed are Nylon, Triexta, Polyester, Polypropylene and Wool. Attendees should leave this meeting with a better perspective on key price points (wholesale and retail), average net selling price, historic fiber pricing, supply and demand factors over time, capacity, performance and consumer preference. Data will include information on both the commercial and residential sectors of the market.