

ARONSON'S FLOOR COVERING TO HOST KASTHALL AND RUCKSTUHL WAREHOUSE SALE Up to 60% Off Hundreds of Area Rugs



New York, NY – Aronson's Floor Covering will offer hundreds of area rugs by European specialty manufacturers Kasthall and Ruckstuhl at a Warehouse Sale in its Chelsea showroom from October 2-5, 2009. Shag, felt, and flat weave rugs in wool, sisal, and linen will be up to 60% below the manufacturers' suggested retail prices. In addition, Aronson's Floor Covering will offer a 20% discount on new orders for Kasthall and Ruckstuhl area rugs and wall-to-wall carpeting placed during the Warehouse Sale.

Designer Preview (By Invitation Only)

Thursday, October 1
4–8pm

Wine and Hor D'Oeuvres

The Warehouse Sale kicks off with an invitation-only Designer Preview for the trade on Thursday, October 1, 2009 from 4pm to 8pm. Wine and hor d'oeuvres will be served. The sale opens to the public on Friday, October 2, 2009 at 10am and continues from 10am to 6pm on Saturday, October 3 and Monday, October 5. Additional details are available online at www.aronsonsfloors.com/warehousesale.

Main Event

Friday, October 2

Saturday, October 3

Monday, October 5

10am–6pm

Sample Prices

Kasthall Hagga (5'-4" x 8'-0") was \$2,355, now \$945

Kasthall Kongo (5'-7" x 7'-10") list \$4,830, now \$1,935

Kasthall Olivia (3'-3" x 7'-6") list \$2,650, now \$1,060

Ruckstuhl Handknotted Cube (6'-0" x 8'-0") list \$1,625, now \$650

Ruckstuhl Loft (6'-0" x 9'-0") list \$1,475, now \$750

Ruckstuhl Feltro (5"-10" x 8'6"), list \$1,450, now \$580

Location

Aronson's Floor Covering

135 West 17th Street

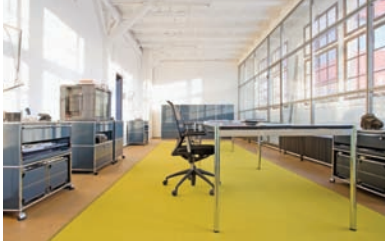
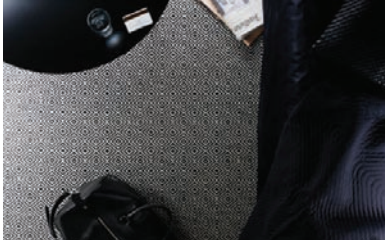
(between 6th and 7th Aves)

Ground Floor

Local delivery or shipping to anywhere in the United States can be arranged through Aronson's. Custom-cut padding will also be available for purchase.

About Kasthall

Kasthall has been designing and manufacturing unique woven and handtufted rugs since 1889. From its inception, the company has operated its own factory in Kinna, an area in the west of Sweden rich in textile manufacturing history. Over the years, Kasthall has grown to become one of the leading international designers and manufacturers of rugs, the result of maintaining meticulous control over its entire manufacturing process, combined with a consistent focus on design



TOP: Kasthall Hagg
MIDDLE: Ruckstuhl Loft
BOTTOM: Ruckstuhl Feltro

and product development. Kasthall takes an active responsibility for the environment and is environmentally certified according to the ISO 14001 standard. The company makes continuous improvements to benefit the environment, from creating a healthy workplace to helping preserve the beauty of nature. For more information about Kasthall, visit www.kasthall.com.

About Ruckstuhl

Ruckstuhl is a Swiss manufacturer of natural fiber carpeting and rugs. Combining the elegance of natural fibers with innovative weaving techniques and understated design, Ruckstuhl carpets are timelessly beautiful and exceptionally enduring. Renewable materials such as coir, sisal, jute, wool, cotton, paper, linen, flax, horsehair and goat's hair are gathered from around the world and woven in Europe into designs that reflect their traditional origins. Respect for nature and a commitment to environmental responsibility inform the entire product life cycle—from working with individual growers and producers to ensure purity and quality, to developing loom and weaving techniques and equipment to produce wear-resistant carpets, to safe disposal after many years of use. For more information about Ruckstuhl, visit www.ruckstuhl.com.

About Aronson's Floor Covering

Aronson's is a niche leader in retail floor covering with a history and presence in New York City for more than 140 years. Aronson's collaborates with architects, interior designers, visual merchandisers, and general contractors to provide innovative flooring solutions for private residences, hotels, retail environments, and corporate office interiors. Based in a 4,000 square foot showroom in Chelsea, Aronson's has developed an extensive network of strategic partners in the flooring industry, including specialty manufacturers and artisanal fabricators, as well as installers who can provide turn-key solutions anywhere in the world. Combining the latest technologies with traditional craftsmanship, Aronson's has the unique ability to creatively respond to the varied and ever-changing needs of their diverse clients. Over the last decade, Aronson's has honed a philosophy of environmental sustainability that is reflected in flooring collections featuring natural fibers and other sustainable materials, beautiful design, and quality workmanship. For more information about Aronson's, visit www.aronsonsfloors.com.