



For Immediate Release

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**Durkan Rolls Out the Platinum Carpet for Proximity Hotel  
*Hospitality Carpeting Company Specified in First LEED® Platinum Hotel in America***

**KENNESAW, Ga., Oct. 29, 2008** – Eco-conscious travelers are following the Platinum brick road to Proximity Hotel – the “greenest” hotel in the U.S. The Greensboro, N.C., hotel recently received LEED® Platinum certification from the U.S. Green Building Council (USGBC) for its sustainable design and the over 70-plus sustainable practices, including solar panels, natural lighting, energy recovery, and regional vendors it employs.

Durkan’s CRI Green Label Plus™ Merit® Custom carpeting contributed to Proximity’s LEED Platinum rating with its pre- and post-consumer content and recommended adhesives that meet the most stringent rules for VOC emissions.

The first LEED Platinum hotel in the U.S., this luxury space pays a contemporary tribute to Greensboro’s textile heritage, and is named after the Proximity Manufacturing Cotton Mill and Proximity Print Works Mill. Proximity provides business and leisure travelers an environment that is not only restorative for them, but also for Mother Nature.

*From the hotel lobby and corridors to guest rooms and ballrooms, casinos, and areas of assisted living facilities, Durkan is world-renowned as an industry leader in innovative design solutions and high style, high-performance hospitality carpeting. With state-of-the-art spectronic printing and forward-thinking pattern and texture technologies, Durkan’s comprehensive line of patterned and custom carpet products provide the inspired design, advanced engineering and expressive style needed to set the right tone for every installation. Durkan’s primary manufacturing facility is located in Dalton, Ga. For additional information, look for Durkan at [www.durkan.com](http://www.durkan.com) or [www.themohawkgroup.com](http://www.themohawkgroup.com) or call 800-241-4580.*

Pictured Above: Durkan’s Merit Custom – featuring a tone-on-tone interlocking circle pattern – is the sustainable carpet solution that unites Proximity Hotel’s guest rooms, corridors and onsite restaurant, Print Works Bistro.