

# Karastan Wins ASID Design Award

For the second time in three years, Karastan has won the American Society of Interior Designers' International Contract Products Design Award — the top design prize in the commercial carpet field.

The award was presented at a special ceremony in Chicago at the opening of the NEOCON exposition June 21. Presentation was made by H. Albert Phibbs, president of the ASID, to Francis X. Larkin, president of the Karastan Marketing Division, representing the company and to Robert V. Dale, vice-president of Styling and Design, representing the Karastan design team.

The ASID award is unique in that it is determined by a professional panel of judges on significant products in the contract market. The products are selected according to what these professionals consider the best designs currently in the field rather than from entries submitted by manufacturers. This is the reason the valued award is considered so prestigious.

Karastan received the first ASID award presented in 1975 for its "Berebeau" carpet. "New Projections," introduced last year, is a geometric design in a rhythmic theme of squares and diagonals

combining cut and looped pile. Featuring an exciting color palette, the carpet has been a popular item

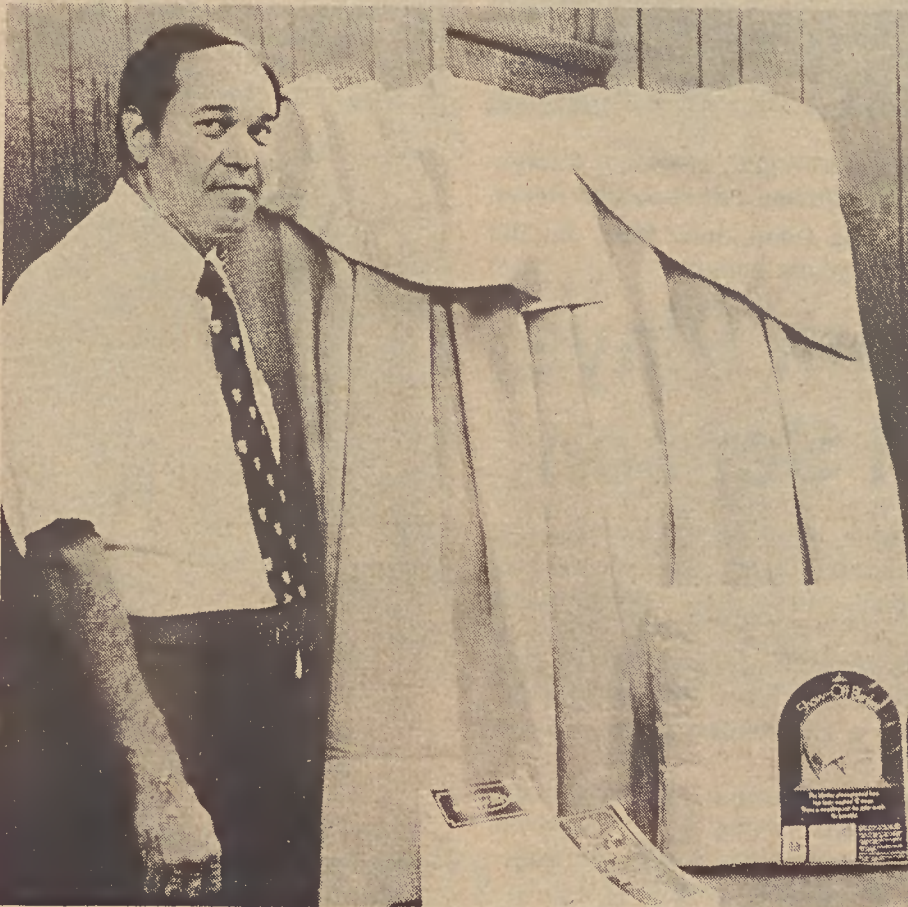
with interior designers, architects and other specifiers. It is Kara-loc woven of Antron nylon yarns.



1977 ASID DESIGN AWARD is presented by (left-right) H. Albert Phibbs, president of ASID, to Robert V. Dale, vice-president of Styling and Design, and Francis X. Larkin, president of the Karastan Marketing Division. At right is Samuel Taylor, national communications chairman of ASID.

## Buyer Wins Sears Tower Award

### Fieldcrest Develops Show-Off Blanket For Sears



Dick Rutland, technical services manager, Blanket Manufacturing, with award-winning "Show-Off" blanket on display.

The Fieldcrest Blanket Division has developed a "Show-Off" blanket for Sears Roebuck and Co. which won a 1976 Sears Tower Award for Robert Young, Sears blanket buyer.

The award recognizes buyers who demonstrate outstanding achievement in product development. Young was honored for the idea and marketing of the new blanket.

"Our congratulations go to Bob Young," said Dick Rutland, technical services manager, Fieldcrest Blanket Division. "He worked diligently and with admirable dedication with us on this product."

"The blanket is truly a 'show-off-quality, loom-woven item with a brilliant color line and unique Permasoft (patent pending) finish. This special finish makes it an easy care blanket that does not pill and keeps its softness and good looks after many washings. The traditional nylon satin binding is attached with an exclusive triple lock stitch that will not ravel even if the stitch is broken."

Because of the success of the conventional woven blanket, a Show-Off thermal and a Show-Off automatic blanket are being introduced this year.

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operator at Foremost.

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