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MERIDA AND ABC REDESIGN CUSTOM RUG SHOWROOM FOR DRAMATIC IMPACT

BOSTON (April 5, 2010) – Merida Meridian and ABC Carpet & Home have begun a complete transformation of Merida’s [custom area rug](#) boutique in ABC’s high-traffic Manhattan showroom. The newly styled boutique will be revealed in mid-April as the rush to freshen interiors for the summer heats up.

Some of Merida’s newest and most beautiful [contemporary rugs](#) in woven sisal designs, in trend-right shades of grey and black, will cover the walls surrounding the boutique. Valente is a simple boucle pattern, woven with an innovative twisted yarn that gives it a heathered sheen. Cortina, a luxurious wool and sisal design, will cover the custom-built soffits on each wall. Complimentary colors in each design will unify the look, while varying textures will provide visual interest.

This high-profile location will showcase, for the first time in a retail setting, Merida’s newest introduction: a recycled leather flooring made from remnants of leather production. ABC Carpet will be one of the first showrooms in the country to promote [sustainable flooring](#) through the Veledo collection of eco-friendly leather floor tiles.

The boutique will also feature bound area rugs displayed on interior walls, and section that will highlight Merida’s new collection of Tanzania-inspired area rugs for the National Geographic Home Collection.

A new display system for Merida’s collection of more than 150 natural fiber area rugs will also be constructed for the boutique. Each pattern will have a prominent place in a custom-built shelving unit that will be organized by rug color to better serve customers working with a specific palette. The display will also accommodate small samples of sisal rugs, wool rugs and jute rugs for designers and consumers to take home, as well as brochures and informational materials.

About Merida Meridian

Merida Meridian is a design-driven [rug company](#), passionate about creating innovative and fashionable floor coverings that help solve interior design challenges. Inspired by the textures and aesthetics of natural fibers, Merida uniquely customizes its products through sizing, colors and patterns and a selection of over 300 different edge finishes. As [area rug manufacturers](#), Merida products can be created in sizes and shapes to fit most room décors. We are committed to a tradition of integrating the finest quality natural fibers with innovative textile design and floor covering style. Merida is headquartered in Boston, Mass., maintains a manufacturing facility in Fall River, Mass. and partners with leading manufacturers and suppliers around the world. For more information, please visit <http://www.meridameridian.com>.

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