



## **OutdoorRugsOnly.com adds 2011 line of Sawgrass Mills DuraCord Outdoor Rugs**

*OutdoorRugsOnly.com broadens its already extensive collection of outdoor floor coverings to include the 2011 Sawgrass Mills DuraCord line, long on durability, sophistication and a welcome sense of fun.*

([PRWEB](#)) June 30, 2010 -- OutdoorRugsOnly.com is proud to announce the addition of the 2011 line of Sawgrass Mills® DuraCord® [Outdoor Rugs](#) to the retail website's extensive inventory of top-quality rugs manufactured for outdoor use.

The 15 rugs in the 2011 Sawgrass Mills DuraCord collection meld the stateliness and elegance that customers expect from fine hand hooked rugs, yet with splashes of the freewheeling flair of the festive outdoors.

The Peacock Ocean Aqua rug, part of the 2011 line, is a perfect example of how sophistication need hardly equal stuffiness. Vibrantly hued in citron green, oatmeal, king's blue and coastal blue, its happy design begs the question: Is it a plume of pretty peacock feathers, or a school of brilliantly colored fish? The answer: It's a joy to look at, no matter what you see!

Established in 2007, Sawgrass Mills DuraCord began as an [outdoor rug](#) company, not as a manufacturer of indoor rugs that sensed a new sideline of opportunity in the recent trend toward expanded outdoor-living spaces.

Many traditional indoor-rug manufacturers have, upon venturing into the outdoor market, nonetheless remained stuck in an indoor state of mind, recycling those muted hues and subdued patterns forever associated with parlor-room elegance to create a muted, subdued line of outdoor rugs. By contrast, Sawgrass Mills DuraCord creates all its rugs with the dynamic nature of outside spaces foremost in mind. The result: a growing line of vibrant outdoor floor coverings made to heirloom quality, and with a sophistication of design that would be perfectly at home if taken indoors as well.

All Sawgrass Mills [DuraCord Outdoor Rugs](#) are hand-hooked in the traditional Eastern manner using solution-dyed DuraCord threads, the industry's most stain-resistant thread fiber. The process of solution-dyeing means the color isn't soaked into finished threads through dipping or washing, but is added to the synthetic thread fiber while it's still in liquid form, sealing the color inside.

The advantages to DuraCord go far beyond uncommon colorfastness, however. This remarkable fiber also cleans with ease (just soap and water, though bleach won't hurt it, or fade it, either). In addition, DuraCord is virtually nonabsorbent and quick-drying, and is resistant to staining, rot, mold and mildew as well.

On top of all that, the softness of DuraCord will fool your feet into thinking they're walking on cotton. It's really that soft.



All Sawgrass Mills DuraCord designs are available as either 5-foot-by-8-foot rugs, or 8-foot-by-10-foot rugs. Several designs in the 2011 collection come in more than one color palette.

#### ABOUT OUTDOORRUGSONLY.COM

OutdoorRugsOnly.com, based in Greenville, N.C., is an online specialty retailer focused on quality outdoor rugs designed to meet the rigors of outdoor use with a richness of design that makes them perfect indoor additions as well.

The site carries everything from traditional [hand made rugs](#) to [machine made rugs](#), braided rugs, floor mats (including sports-team mats), bamboo mats and rug pads, as well a selection of outdoor pillows, furniture pads and ottoman-style seating cubes. Brands include Sawgrass Mills DuraCord, Couristan, Paula Deen Rugs, Colonial Mills, Tommy Bahama, [Mad Mats](#), Jellybeans, Koko Trends, Anji Bamboo Mats, Nautica Rugs, Ernest Hemingway and more.

Customers can search the site not only by rug brand but also by type of rug, rug colors, style, size and even shape.

New quality rug brands are being added monthly.

For more information, visit [www.OutdoorRugsOnly.com](http://www.OutdoorRugsOnly.com).

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