



As natural as walking on grass™

P R E S S R E L E A S E

For Immediate Release:

Earth Rugs Reaches Milestone, Thirty Years in business!

Little Rock, Arkansas ~ Capitol Earth Rugs firmly establishes itself as a leader in the gift, and rug industry celebrating 30 years of excellence. Since 1980, 100% natural jute rugs remain the hallmark of Earth Rugs. Earth friendly, easy care; durable braided rugs separate Earth Rugs from the rest. A large selection of timeless braided rug designs are inventoried in Little Rock, Arkansas and sold throughout the United States and Canada.

About Rose Fitzhugh-Back and Ed Back

In 1980, Ed Back began the rug business in Little Rock, Arkansas hiring one employee to ship while on the road making sales calls from his Dodge Van. Earth Rugs gradually developed through perseverance and a great product line. In 1986, Rose Fitzhugh-Back began designing and selling rugs in new markets. The dynamic duo went on to sell department stores chains nationwide. Now with a terrific staff of twenty at the Earth Rugs headquarters in Little Rock, the Backs continue to travel, design and open new markets for high quality earth friendly braided rugs! Earth Rugs are exhibited in markets throughout the United States and their designs are celebrated in homes everywhere.

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