



THE COMMERCIAL FLOORING REPORT

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Design 2013 - Tufted, Woven, and CYP Carpets also Hard Surface Flooring

The Hospitality Design show in Las Vegas this year showcased a multitude of new designs in textile floorcovering materials. Never before has there been such a departure from the “normal” offerings of what many would consider high styled carpet and flooring. This move in design can be considered more art than design. These styles cover all means of manufacture of textile and hard surface flooring materials.



Brinton's Novae Collection

Nova, by definition, is a star which increases in brightness. Brintons, by innovation, strives to expand the possibilities of Axminster

This is not to take away from the abilities of new high tech tufting machines, such as the Color Point machine that can create extraordinary patterns in all shapes, sizes and colors in cut and loop styles. Tufted carpet that is printed on can be made to look like virtually anything, from the surface of the moon to replication of works of art – realism to abstract. Essentially, whatever the mind's eye can conceive can be achieved in carpet; like never before. If you want unique, one of a kind carpet for a project you can have it. But remember, you're buying art for the floor not plain beige carpet.

Woven carpet has been considered the most stylish carpet available because of the capabilities of limitless design. The individual placement of yarns to create a design or pattern in a woven carpet allows for one pattern to cover an entire room or for the smallest detail to be added to one element in the design. Woven carpet, when it comes to style and design is still the standard for comparison. It is the Rolls Royce of broadloom carpet. Great gains have been made however with tufted and printed carpet as was readily exhibited at Hospitality Design. The capabilities of CYP (computer yarn placement) tufting machines,

able to use up to 8 colors are the closest tufted products to woven goods.



Introducing Moment, Milliken's newest floor covering collection. These image-based designs are comprised of colors and dimensions.

Design

Every good outfit starts with a great pair of shoes or the outfit is not complete without a great pair of shoes or so the saying goes. Consider flooring the shoes in any design scheme. It is the cornerstone of any design and brings all other elements together; an integral ingredient in the formula for making a statement whether bold or subtle. It can create the mood for the space whether exotic, sophisticated, contemporary or comfortable.

Trends for 2013 – Boston Design Center

Pattern

- ⊙ Neo Geo – Clean and graphic lines with modern feel
- ⊙ Say it with Flowers – graceful and lyrical lines
- ⊙ The Stripe is Right – from pinstripe thin to awning-stripe bold, crisp combinations
- ⊙ Go Figure – Animal prints and human forms, from sedate to fanciful, realistic to imaginary



Color

- ⊙ Mellow Yellow – Dusky shades of yellow, mustard and amber
- ⊙ True Blue – Navy, periwinkle, bright teal, and ocean blue
- ⊙ Tea Party – Smoke neutrals, with hints of mushroom and caramel
- ⊙ Seeing Red – Rosy hues in tones of orange, coral and lobster

Style

- ⊙ Femme Fatale – Elegant finishes, soft lines, ladylike forms, touches of gold and silver leaf
- ⊙ Metropolitan – Easy, elegance, chic and multi-functional city living
- ⊙ Getting Personal – Celebrating individuality and character, charm and idiosyncratic design, layering
- ⊙ The Classics – Tailored shapes, tasteful and refined, polished surfaces, perfectly modern

The interior design community is always looking for the next best thing. The flooring industry strives to deliver by pushing the limits of their capabilities and finding new ways to provide what designers want, often by working together and by being attuned to the trends. Flooring materials have never been more beautiful.



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The interior design community wants:

- ⊙ More Color: colors are too muddy & muted – too limited
- ⊙ More Variety: something different because it now all looks the same
- ⊙ Less Linear: more freeform/abstract patterns, less stripes
- ⊙ Less Corporate: need more luxurious looks
- ⊙ Large-Scale Patterns: not enough large scale, need to be unique
- ⊙ Better use of Scale: mix it up

And the floor covering industry, in both soft and hard surface products, is delivering. Flooring has become very exciting. Some of what you'll see is as follows:

Pattern Carpet

- ⊙ Has become more elaborate, intricate and bold
- ⊙ Design and style are limited only by ones imaginations
- ⊙ Pattern and design can hide a multitude of spills, spots and wear
- ⊙ Pattern color and design adds detail to a space
- ⊙ The flooring brings character and complexity to the overall design
- ⊙ Pattern and design can complement certain furniture styles
- ⊙ There is a trend toward textured materials and bold graphics
- ⊙ Flooring pattern and design can create 100 percent customized visuals



B Carpet – CYP – Donia Design

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Most of what we've talked about so far relates to broadloom carpet. That is carpet that is twelve feet wide or wider. Color, style and design are not limited to just broadloom carpet, it is also available in narrow width carpet, normally six feet wide and modular; that being carpet tiles. Carpet tiles add yet other design and style element because they can be used randomly and mixed with various colors, patterns and textures. If printed, where it is possible to create individual looks on a tile, the limitations on what can be done with style, pattern and color are endless.

We can't forget hard surface flooring products when talking about design, color and style. Luxury vinyl tiles can be made to look metallic and like wood or stone. Designs created by craftsmen capable of installing hard surface flooring - and installers with these skills are scarce - can look three dimensional or create any look desired. The same can be done with ceramic tiles. Wood can be used to create elaborate patterns on the floor and can even be made with colored patterns. It's amazing how gorgeous floors can be with imagination and with the products available on the market today. Virtually any design idea can be created with flooring materials. Remember an important fact however. All of these types of products must be installed by flooring contractors with individuals possessing the highest skill levels, craftsman and journeymen in their trade, who can be qualified and verified as to their capabilities. Installing floor art requires floor artists.

With all that is wondrous about the information up to this point there are exceptions. The wildest designs are most often used and most appropriate for use in the hospitality market, with the higher end properties having the need and desire for magnificent styling. The greater the desire to make a bold statement, the more fitting high style, color and pattern are. And, the more one wants to Wow those entering a space, the more impactful the flooring has to be. From the lofty heights of the high end hospitality market, the true big league of the floor covering industry,



The new **Velcro Brand Carpet Protector** is ready to go. This product takes the place of clear plastic coverings with pressure sensitive adhesive that have created a host of problems for the industry. The new **Velcro Brand Carpet Protector** is made for use on loop and cut and loop carpet; the vast majority of commercial carpet. Bentley Prince Street is the first carpet manufacturer to offer this unique product. Contact Velcro for more information and samples.



Systems like EnviroSTIX for hard surface and hard backed flooring materials and Bentley Prince Street Contact Release for carpet are systems that will help prevent the failure of flooring installations. There is more technology coming, most of which we are involved with. We'll keep you informed to help you. In the meantime understand that moisture, temperature and humidity have a profound effect on flooring materials and the integrity of their installation.

we move to the next category. The next market looking for the greatest visual impact would be specialty space which would include unique businesses. These include some semblance of the corporate vision or other unique dynamic of what the business is trying to convey. This could be a spa, specialty retailer or unique service, all would be high end. The space and all the design used in it, would complement, enhance and help promote the products or services being offered. The retail market, especially high end, would be and should be receptive to higher style and design. Some corporate would allow for space, in particular that of executives, if the boys are receptive enough to being fashion forward. The least likely application for style, design and elaborate patterns would be residences for elderly, especially with mobility impairment. Anything that would disorient or impair the senses limiting movement could not be used. Here you want warmth, comfort, homey and performance not wild colors, designs or patterns that would have people falling down.

Feel free to let your mind go wild when designing a space. The flooring industry is up to the challenge and ready to deliver what you desire. If we can help you at all in any way with any project, whether consulting, writing specifications or testing materials, let us know. We can do it.

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