

# DESIGN INSPIRATIONS

## WOODGRAINS

### Deep tones and saturated hues

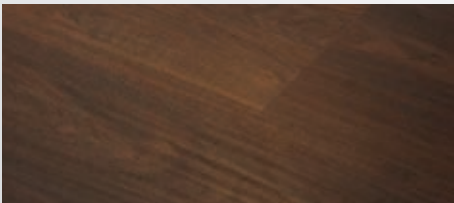
Trends in the marketplace suggest a movement towards colors like chocolates, lattes, and colors reminiscent of spices such as paprika and cinnamon. Working with these colors tends to direct the interior to a more sophisticated look. Adding to that sophistication, each plank design is in a true width format in 5" or 7.70", supporting the realism of the product. Movement and variation in the grain structures, colors, and contrast levels within each plank, as well as from plank to plank add interest and draw your eye across the finished floor.



#### BLACK WALNUT, C03C

5" x 46.5" / Beveled / Everyday Luster / High Sheen

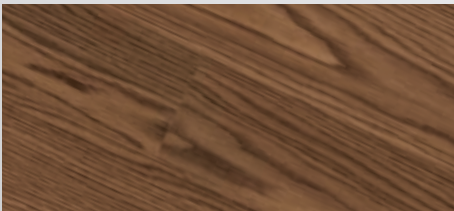
Color contrasts of dark chocolates, found in the heart wood, and light lattes, found in the sapping, create the interest and movement in this finished floor.



#### WESTERN OAK, C04

7.70" x 46.5" / Hand Scraped

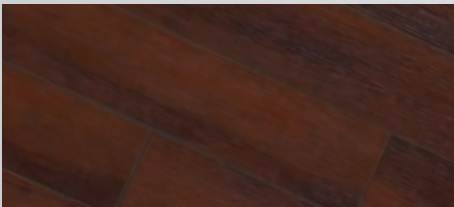
A traditional American species with a twist; stained in a rich espresso and finished with an artisan hand scraped texture. Voila! It's not your grandmother's country oak floor. Western Oak will be right at home in a contemporary loft space or an attorney's office that is moving towards a transitional look.



#### LATTE OAK, C05

5" x 46.5" / Everyday Luster / High Sheen

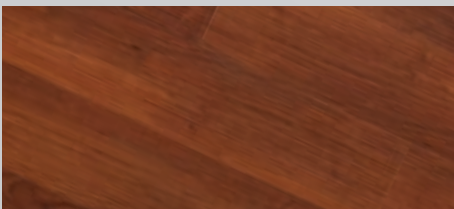
This great American oak complements brown tones with its warm latte hue.



#### CHERRY LARUE, C02C

5" x 46.5" / Beveled / Everyday Luster / High Sheen

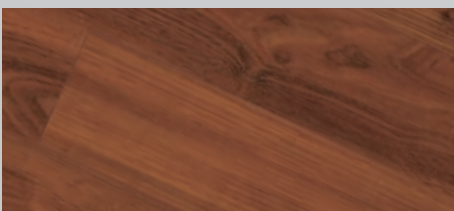
The deep rich coloration of Cherry Larue will add a tailored and upscale introduction for the rest of the interior.



#### FIGURED PERUVIAN CHERRY, C12

5" x 46.5" / Everyday Luster / High Sheen

This design offers a rich cherry tone infused with golden highlights for contrast. The subtle swirling in the cathedrals of the grain structure offers a nice variation from other traditional cherries.



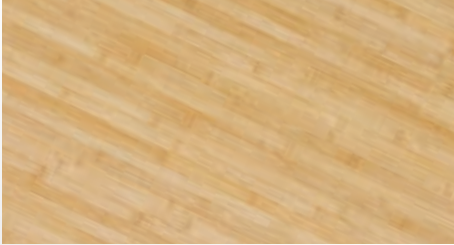
#### AUSTRALIAN ACACIA, C11

5" x 46.5" / Everyday Luster / High Sheen

This exotic from Australia boasts fantastic colors reminiscent of browns and reds in the Global trend. The character of this floor is emphasized by the curling and movement in the grain structure.

## Light to mid-tone wood grains

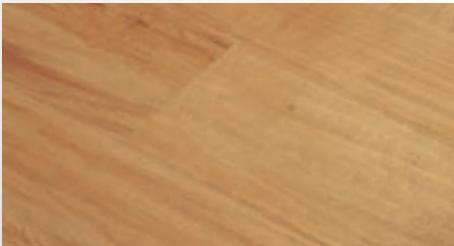
Light to mid-tone wood grains have a mainstream appeal. Wood in general is a neutral; it helps to anchor the interior, giving it personality and warmth. In this color range, just as the darker tones, each design is in a true width plank format of 5" or 7.70".



### BAMBOO – NATURAL, C07

5" x 46.5" / *Everyday Luster* / *Low Sheen*

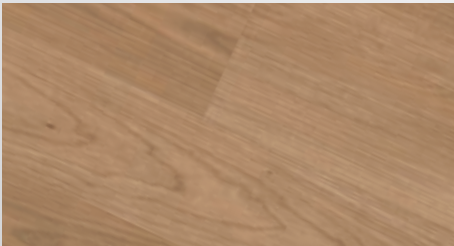
Horizontal bamboo in its natural coloration supports a neutral color palette as well as a wide variety of specialty interiors. From spas to retail facilities, Bamboo - Natural is a seamless fit.



### SETTLER'S MAPLE, C08

5" x 46.5" / *Hand Scraped*

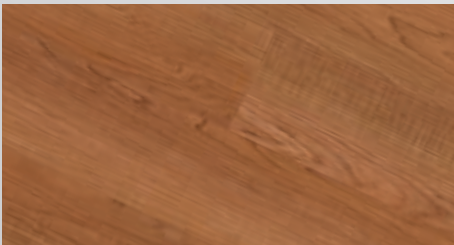
Settler's Maple has a slightly rustic appearance enhanced by the hand scraped texture.



### AMERICAN BLACK CHERRY, C06

5" x 46.5" / *Everyday Luster* / *High Sheen*

American Black Cherry possesses classic cherry figuring while remaining in the light brown tones.



### FIDDLEBACK RED MAPLE, C01

5" x 46.5" / *Everyday Luster* / *High Sheen*

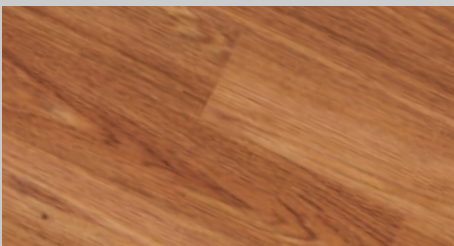
Fiddleback Red Maple is a beautiful mid-toned design that ranges from light to medium browns with a warm red undertone. The curly figuring of the wood grain along with the shifts of highlights and lowlights add interest to this finished floor.



### ENGLISH ELM, C10

5" x 46.5" / *Everyday Luster* / *High Sheen*

English Elm is characterized by fantastic feather-like figuring mixed with calming straight grains to help with the spontaneity of this floor. Subtle hints of red and amber come through, drawing you into the warmth of this mid-toned design.



### NUTMEG HICKORY, C09

5" x 46.5" / *Everyday Luster* / *High Sheen*

Hickory is a common species in North America, and has a comfortable and casual appearance when finished as a floor. The color range of Nutmeg Hickory starts with honey tones and moves to soft browns. There is a balance of straight graining and cathedral graining adding to the overall appearance.

## TILES

### Concrete Series

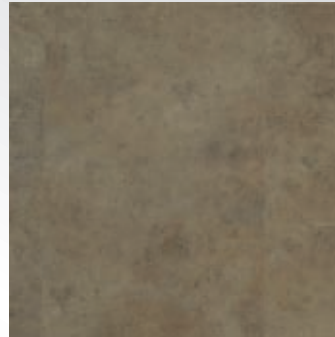
The Concrete Series is a calming, low contrast version of a solid. The visuals have interest and movement through the mottling in the pattern, while staying low-key and mainstream. This is a versatile look for any interior be it sleek and industrial, or casual.



**CONCRETE –  
COLA, C25**

15.5" x 15.5" / *Everyday  
Luster / Low Sheen*

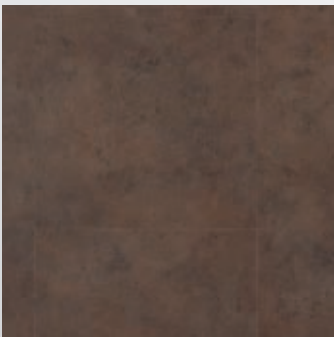
Reds, ambers and browns  
are the colors found in  
Concrete - Cola.



**CONCRETE –  
LICHEN, C26**

15.5" x 15.5" / *Everyday  
Luster / Low Sheen*

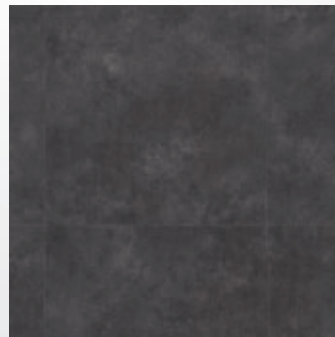
A mixture of greens, soft  
and serene, can be found  
in Concrete - Lichen.



**CONCRETE –  
SIENNA, C27**

15.5" x 15.5" / *Everyday  
Luster / Low Sheen*

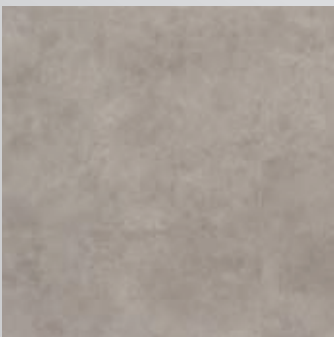
Browns and sables  
describe the colors  
of Concrete - Sienna.



**CONCRETE –  
CHARCOAL, C28**

15.5" x 15.5" / *Everyday  
Luster / Low Sheen*

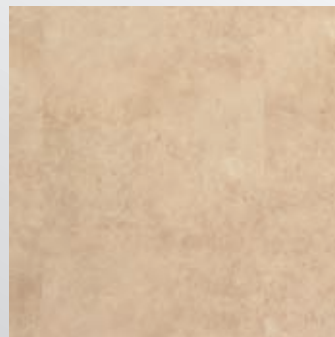
Charcoal and various  
shades of grey are mixed  
in Concrete - Charcoal.



**CONCRETE –  
SEALED, C29**

15.5" x 15.5" / *Everyday  
Luster / Low Sheen*

The cool grey of natural  
sealed concrete describes  
Concrete - Sealed.



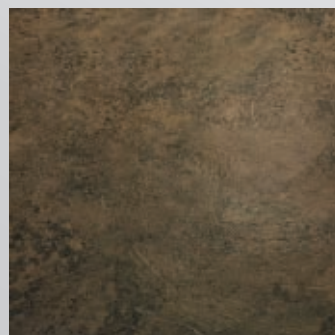
**CONCRETE –  
MOCHA CREAM,  
C30**

15.5" x 15.5" / *Everyday  
Luster / Low Sheen*

Creamy and milky light  
browns and tans can be  
found in Concrete - Mocha  
Cream.

### Metalwork

The Metalwork Bronze tile is an abstracted pattern reminiscent of drops of liquid metal or a mottled metallic stone. Metalwork is an artistic, high style metallic visual which can be adapted to many design directions. Add sparkle and pizzazz to an interior, create a focal point, and be confident that no one else has this look!



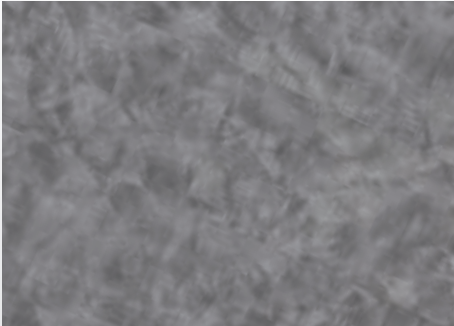
**METALWORK  
BRONZE, C33**

15.5" x 15.5" / *Rusticated  
Stone*

## SPECIALTIES

### Brushed Series

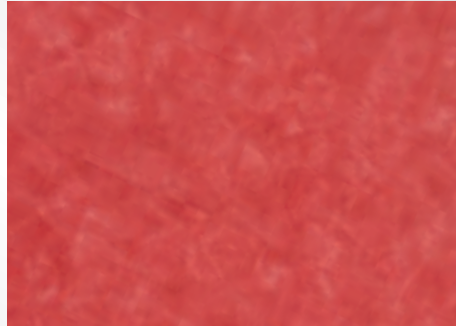
The Brushed Series is a great way of adding shots of color and energy to your interior. There are three designs that utilize metallic inks creating an understated industrial look. The remaining designs have the softer look of an artist's brush stroke due to the fact that there are no metallic inks used.



**BRUSHED IRON, C13**

7.70" x 46.5" / *Everyday Luster / Low Sheen*

The use of metallic inks in this design helps support an industrial look; however, it is also a great alternative to a solid black or grey floor.



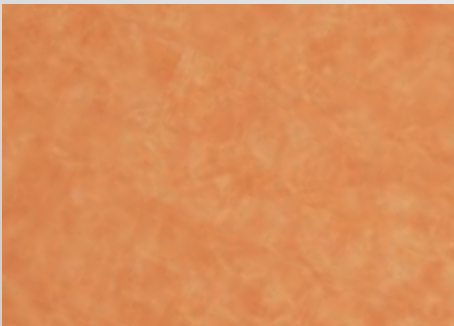
**BRUSHED RED, C14**

7.70" x 46.5" / *Everyday Luster / Low Sheen*



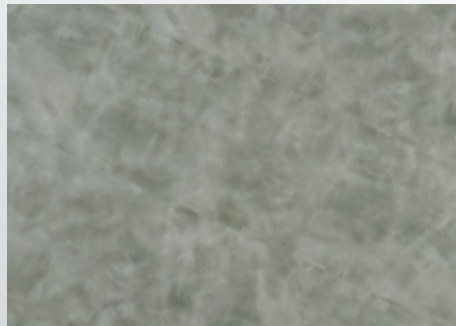
**BRUSHED BLUE, C15**

7.70" x 46.5" / *Everyday Luster / Low Sheen*



**BRUSHED ORANGE, C16**

7.70" x 46.5" / *Everyday Luster / Low Sheen*



**BRUSHED SAGE, C17**

7.70" x 46.5" / *Everyday Luster / Low Sheen*

A great metallic green.



**BRUSHED OCHRE, C18**

7.70" x 46.5" / *Everyday Luster / Low Sheen*

A metallic brown tone.



**BRUSHED VIOLET, C19**

7.70" x 46.5" / *Everyday Luster / Low Sheen*

## Rhythm and Lines

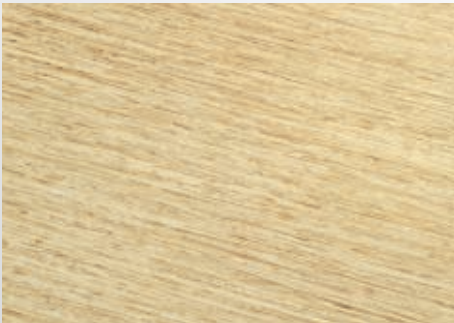
The designs in this series have the common thread of visual rhythm.



### PINSTRIPES, C21C

5" x 46.5" / *Beveled / Fine Grain*

Pinstripe is an abstracted wood grain boasting stripes of chocolate browns, spicy reds, and a touch of sparkle from metallic gold ink.



### STRATA WOOD, C22

7.70" x 46.5" / *Distressed*

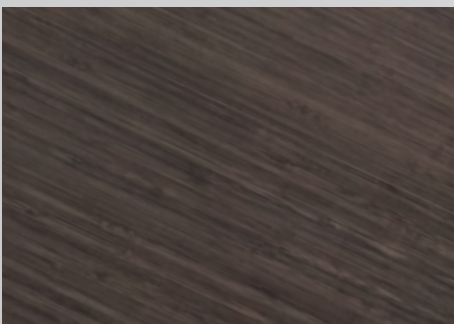
Strata Wood is a unique floor reminiscent of engineered straw board or a tatami mat. Not only does Strata Wood have a visual rhythm through the stripes, but it has a great visual texture supported by a tactile distressed texture.



### VERTICAL BAMBOO – CARBONIZED, C23

5" x 46.5" / *Everyday Luster / Low Sheen*

Vertical cut bamboo has a tight and narrow profile from strand to strand making the joints of the bamboo less noticeable. The color variation from light to dark is subtle, adding to the streamlined appearance of this caramel hued floor.



### VERTICAL BAMBOO – BLACK, C24

5" x 46.5" / *Everyday Luster / Low Sheen*

Vertical Bamboo – Black has a smoky appearance with accents of black graining.