

FOR IMMEDIATE RELEASE

Patcraft's 2022 NeoCon Showroom Explores Design from the Inside-Out

Flooring Collections Designed to Create Space to Connect, Promote Wellness and Transform Experiences

Cartersville, Ga. – Patcraft, a leader in high-performance commercial flooring, will preview several new collections at this year's NeoCon. Focusing on Patcraft's Inside-Out approach to design—an approach that connects our inner spaces with our outer world—the NeoCon showroom explores innovations in both product and process, highlighting Patcraft's ongoing commitment to sustainable design. The showroom features a mix of flooring, blending hard and soft surface products to demonstrate both the flexibility and functionality of coordinating various collections.

“Inside-Out design focuses on the interconnectedness of people, product, process and place,” said Shannon Cochran, vice president of marketing and design for Patcraft. “Our showroom is designed to promote this concept, as we've created spaces that bring people together for conversation and connection, while utilizing visual storytelling with detailed displays that explore the inner workings of product construction. The displays highlight materiality, durability and product circularity, showcasing process for a deeper look at how a product is made.”

The collections on display in Patcraft's NeoCon showroom incorporate a range of flooring solutions to create a balanced, inviting space. Leveraging neutral colors to highlight product coordination, both warm and cool colorways are featured to demonstrate flexibility in use. Through the lens of Inside-Out design, the products in the showroom are designed to create spaces that allow us to connect, promote wellness, and transform our experiences.

Patcraft's NeoCon collections include:

- **AdMix™**: Originally launched in 2016, Patcraft is re-introducing AdMix at NeoCon 2022, expanding upon the popular collection with eight new colorways. Incorporating color within the pattern's fleck, the new hues include 5 brilliant shades of single and two-tone primary colors for energetic, playful spaces, along with 3 neutral options for flexibility in design. When installed, AdMix offers a virtually seamless terrazzo-like visual and is available in 36" square tiles and an 18" x 36" tile. AdMix is Patcraft's first 100% homogeneous solid resin resilient that is constructed to withstand the most demanding environments.
- **Earthen™**: Earthen is a collection of high-performance LVT and SPC available in 12" x 24" tiles in four different constructions: LVT and SPC with a 12 mil wear layer, and LVT in 2.5 and 5mm thicknesses with a 20 mil wear layer. The collection's realistic stone visuals feature varying amounts of visual texture and veining, and the 12 colorways are connected to nature with shades of stone ranging from warm to cool.
- **On Neutral Ground™**: Envisioned as a collection that can embrace its surrounding environment, On Neutral Ground was designed to provide a neutral foundation for layered spaces. With six styles available in multiple constructions, the 18" x 36" carpet tile collection

offers a multi-priced solution with a tiered approach. On Neutral Ground is constructed with EcoSolution Q100™ yarn, a yarn system that offers 100 percent post-industrial recycled content allocated from waste minimization and collection efforts. Products are manufactured with EcoWorx® backing, which can be recycled at the end of their useful life and made into more EcoWorx® flooring through the re[TURN]® Reclamation Program. The collection is carbon neutral through the purchase of verified carbon offsets, and it is manufactured in a carbon neutral facility.

- **Spatial Palette™:** Spatial Palette is the first collection to launch on the innovative new platform, ReWorx™ which is a 100% PET product that can be recycled in its entirety. Boasting hard surface performance against stains and spills and providing enhanced roller mobility, the collection also offers soft surface acoustical benefits, comfort underfoot and textural design. With an embossed grid visual, the heathered cross-hatch design contributes to a feeling of warmth and tactility throughout commercial interiors. Each 12" X 48" plank within the collection contains post-consumer recycled content from approximately 27 recycled bottles. Overall, Spatial Palette is constructed with an average of 51% recycled content per 12" X 48" plank.

About Patcraft®

Driven by imagination, intention and purpose, Patcraft creates high-performance flooring for every market sector. As a leading soft and hard surface commercial brand, we hold ourselves to the highest standards, delivering award-winning, high-quality products that transform spaces and human experiences. Inspire, create, and transform every day with Patcraft.

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