



DESIGN
COLLECTIVE

TAKE A STEP BACK AND REASSESS.
REEVALUATE. TAKE A NEW APPROACH.
THE WAYS WE WORK AND LIVE HAVE BEEN
RENEWED IN A NEW COLLECTIVISM. WE'RE
SHIFTING OUR MINDSET FROM ME TO WE
AND FINDING SYNERGIES FOR RECIPROCAL
VENTURES. PERSONAL DECISIONS FOR
COLLECTIVE IMPACT TO DESIGN, WORK,
PLAY, INTERACT — DIFFERENTLY. WE'RE
REGROUPING WITH A COMMON PURPOSE
TO PROVIDE BALANCED SOLUTIONS.
CREATING NEW CONNECTIONS FOR A FRESH
APPROACH. MEET US WHERE YOU ARE.

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ARE

THE PERSONALIZED EXPERIENCE REDEFINED. A COMPLEMENTARY COLLABORATION. A SHARED COLLECTIVE EXPERIENCE. A NEW WAY TO DESIGN FOR POSITIVE IMPACT. WHETHER YOU'RE ONLINE, IN-PERSON OR SOMEWHERE IN BETWEEN, WE'RE HERE TO PROVIDE THE TOOLS, RESOURCES AND PERSONALIZATION FOR THE NEW WAY TO WORK. EMBRACE A RENEWED SENSE AND UNDERSTANDING OF WHAT IT MEANS TO CONNECT.

A

COMPLEMENTARY
COLLECTIVE

▼
Serendipitous. A partnership that began in 2019 over coffee — sharing insights, discussing trends, providing perspectives — has evolved into a complementary collaborative. Recognizing the connectivity between two brands, Patcraft Account Managers, Nena Goozner and Erin Kelly, and Benjamin Moore Representative, Shipta Chawla have begun a joint venture. Finding synergies with product offerings for a new kind of design presentation. Collaborating to bring people together for a one-stop-shop inspirational experience. Call it a reboot, a refresh, a new design perspective. A true understanding of personalization with a common purpose.



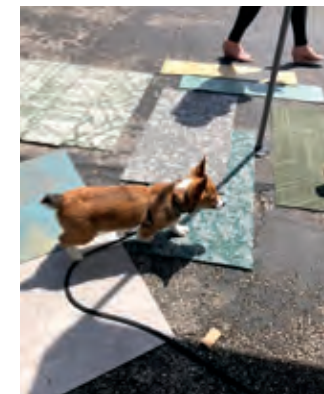
DESIGN COLLECTIVE



“WORKING TOGETHER TO PRESENT COMPLEMENTARY PRODUCT OFFERINGS LIKE PATCRAFT FLOORING AND BENJAMIN MOORE PAINT MADE SENSE. WE’VE ALL EXPERIENCED NEW WAYS OF WORKING. A SYNCHRONOUS EXPERIENCE LIKE THIS PROVIDES A SENSE OF EASE FOR DESIGNERS. THERE’S A RECIPROCITY IN OUR WORKING RELATIONSHIPS THAT OFFERS A REFRESHED PERSPECTIVE.”

NENA GOOZNER /
PATCRAFT ACCOUNT MANAGER

A COMMON PLACE



Cooperation. Consider this a mini-trade show rejuvenation. With a shared interest, a common purpose and a fresh approach to providing solutions, the Designer's Market is a refreshing customer experience. Patcraft Account Managers Julianne DeCarlo, Mimi Haywood and Karlyn Johnson joined a group of fellow design solution partners to bring people together for convenience and shared experience. Forging new relationships and creating new connections with a focus on customer needs, the series of market events combined work and play. Reps created a unique experience for visitors offering items including flowers, vegetables, herbs and more alongside product presentations. Creating a sense of unity and purpose. Meeting customers where they are.

“DESIGNER’S MARKET HAS BEEN A GREAT WAY TO CONNECT SAFELY AS OUR MARKET SLOWLY OPENS. DESIGNERS ARE ABLE TO SEE NEW PRODUCTS, CATCH UP WITH MULTIPLE REPS, AND TAKE HOME THEIR FAVORITE FARMER’S MARKET FINDS. EVERYONE TOGETHER IN AN ACCESSIBLE AND INTERACTIVE SETTING – WITH THE HOPE THAT THESE IN-PERSON MEETINGS ARE HERE TO STAY!”

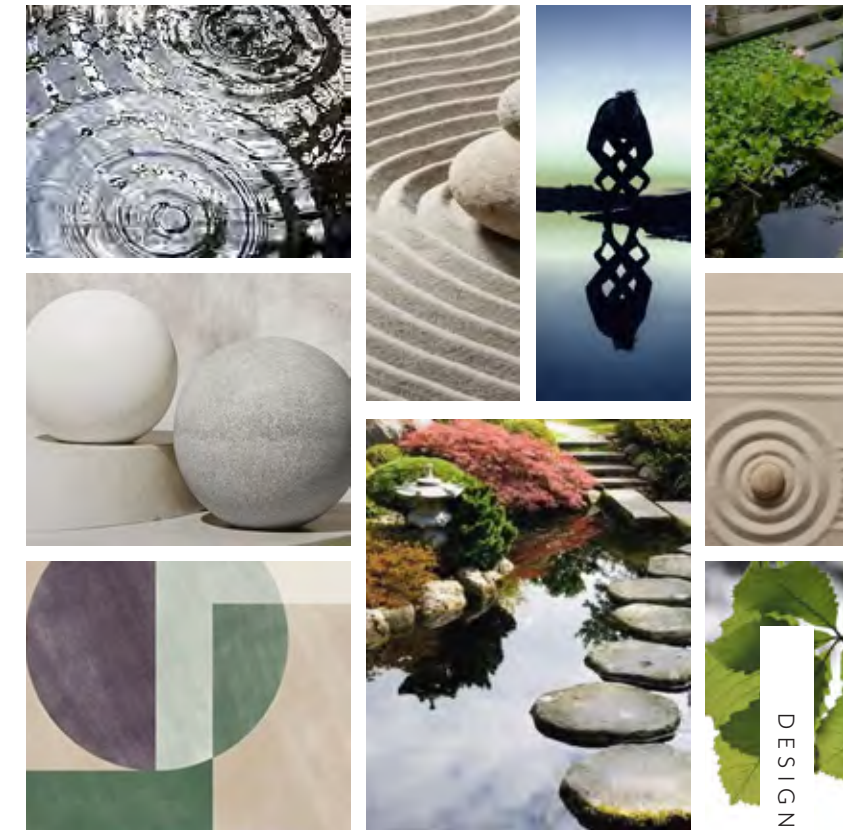
MIMI HAYWOOD /
PATCRAFT
ACCOUNT MANAGER



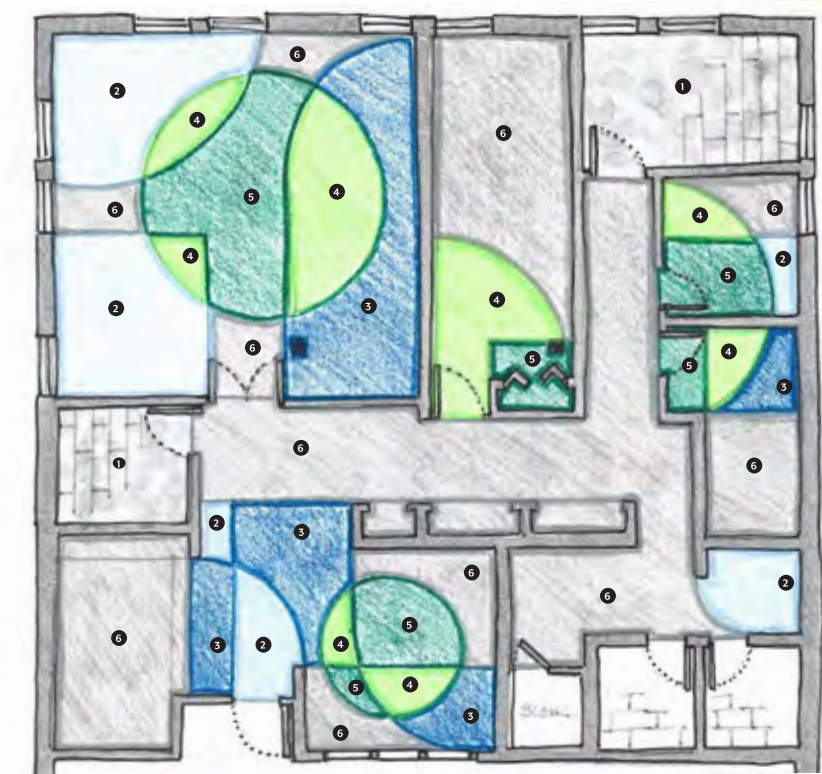
A RENEWED INSPIRATION



Idea-starters. Creating a meaningful space requires a meaningful vision. And, sometimes we need the space to do more, be more. Patcraft Account Manager, Sarah Pease, came to Katie Meyers, Patcraft's TransFORM Studio designer, with a creative challenge. Seeking refreshed inspiration and renewed design direction, there was a need to reconnect with the purpose and vision of a customer's project. With customer input, the Patcraft team provided inspiration and idea-starters to bring the space to life. From beautiful visuals to inspiring pieces, the vision for the project became clear. Working together to create the feeling and mood provided a sense of renewed inspiration. Connecting meaning and vision. Providing design solutions. Together.



DESIGN COLLECTIVE



“FROM THE INSPIRING VISUALS TO THE CAREFULLY CURATED MATERIALS, THE VISION FOR THE PROJECT BECAME CLEAR. IT MADE THE PROCESS FOR SELECTING THE RIGHT FLOORING FOR THE SPACE EASIER.”

SARAH PEASE /
PATCRAFT ACCOUNT MANAGER

TRANSFORMSTUDIO

Need an added boost of project inspiration? An extra set of hands with product selections? A thought partner on a concept?

We are here to assist. TransFORM Studio is our comprehensive design service the fits your design needs. From inspiration to creation, our comprehensive design solutions and services can help you transform space and the way you work. Contact your account manager or designservices@patcraft.com to get started.



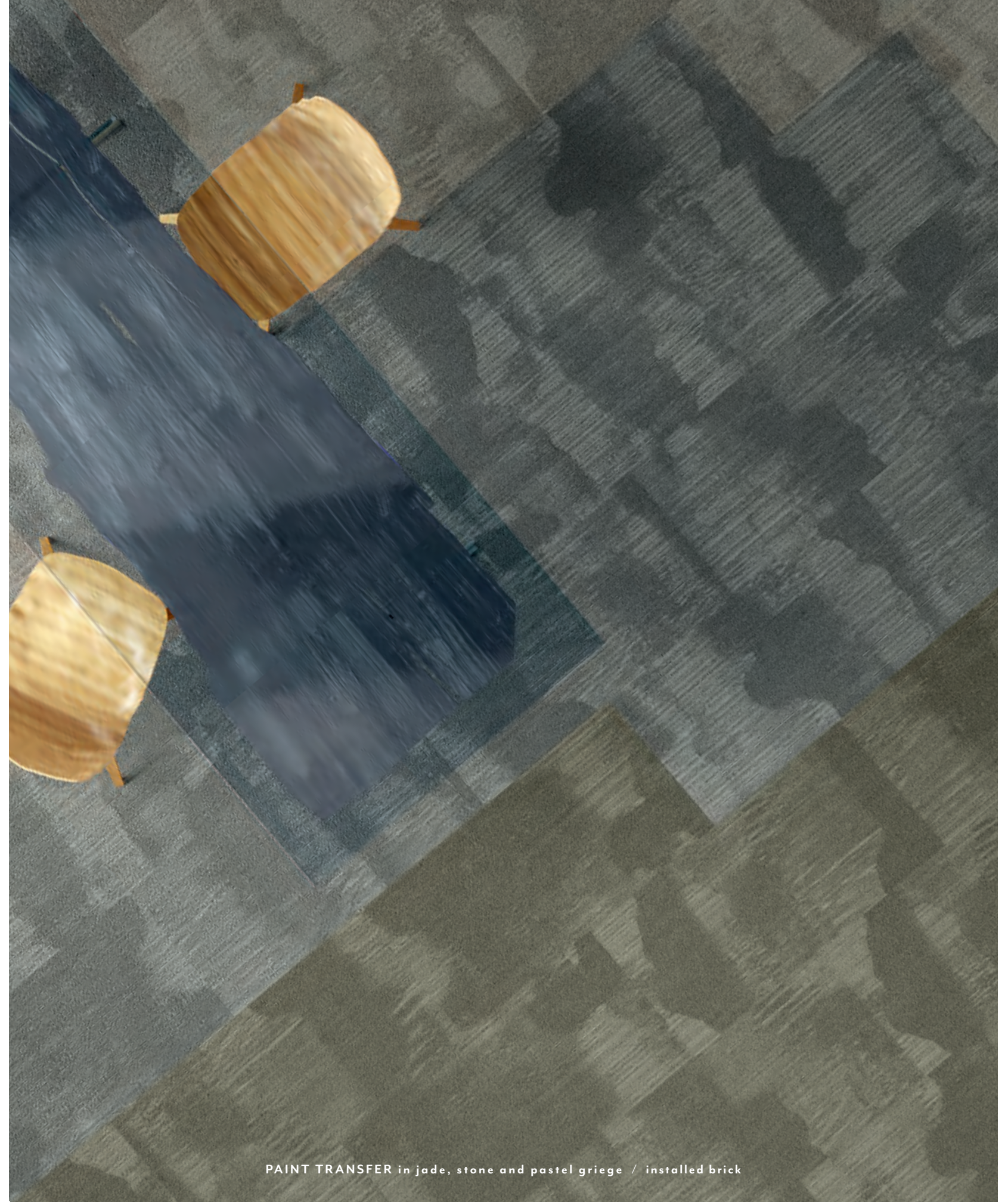
Let's design together.

EXPLORE OUR PERSONALIZED TOOLS AND RESOURCES TO HELP YOU WORK YOUR WAY:

VIRTUAL DESIGN SERVICES / RENDERING + VISUALIZATION / CUSTOM PRODUCT DESIGN / COORDINATING PRODUCTS + BENJAMIN MOORE PAINT SWATCHES / VIRTUAL DESIGN TRAYS / ONLINE SAMPLE ORDERS / MATERIAL BANK

GEL PRINT

SOFT TEXTURE BLENDS WITH SERENE TONAL COLOR. A BIOPHILIC PALETTE REDEFINED,
CASTED NEUTRALS EVOKE TRANQUIL VIBES FOR MUCH-NEEDED MOMENTS OF RESPITE.
GENTLE CURVES DEPICT AN INTERPLAY OF LAYERED DEPTH, CREATING TEXTURE THROUGH
POSITIVE AND NEGATIVE SPACE. WITH ABSTRACT SWEEPING PATTERNS THAT BUILD IN
INTENSITY FOR MOVEMENT AND TRANSITION, COLOR DRIFTS. COLOR FADES. COLOR
LINGERS FOR CALMING SPACES.



PAINT TRANSFER in jade, stone and pastel grieger / installed brick



THE ART OF MONOPRINT /

Inspired by artistic exploration with gel plate printing, product designer, Amanda Hopkins created a series of monotype prints to envision the movement and form of each pattern within the collection. With no two prints being exactly the same, each one revealed a unique interpretation of texture and depth, highlighting where the paint pulled away and creating a layered effect.





Roman Shade
1228

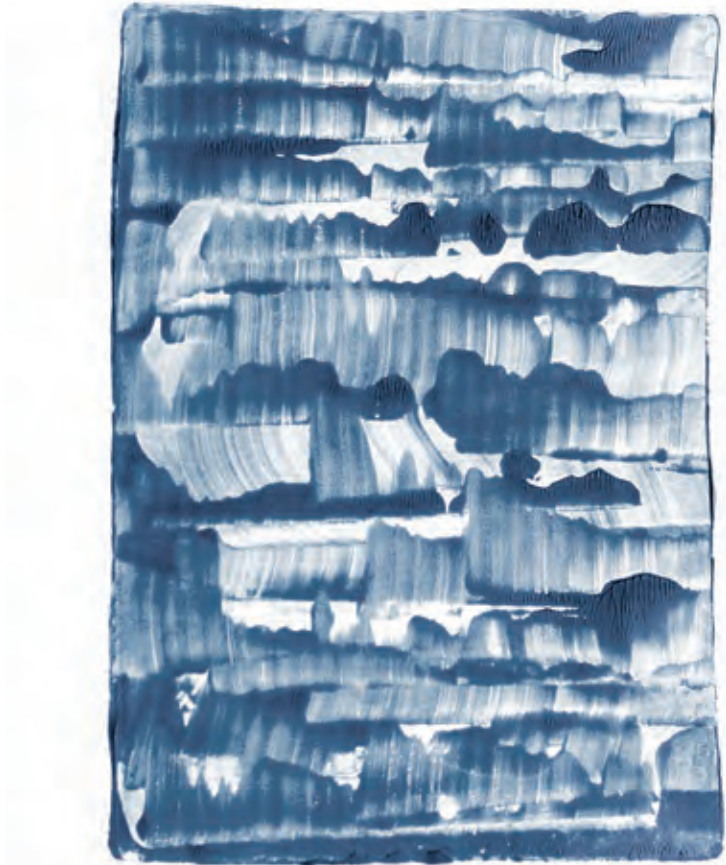
wall color by Benjamin Moore



IMPRESS in desert rose / installed ashlar

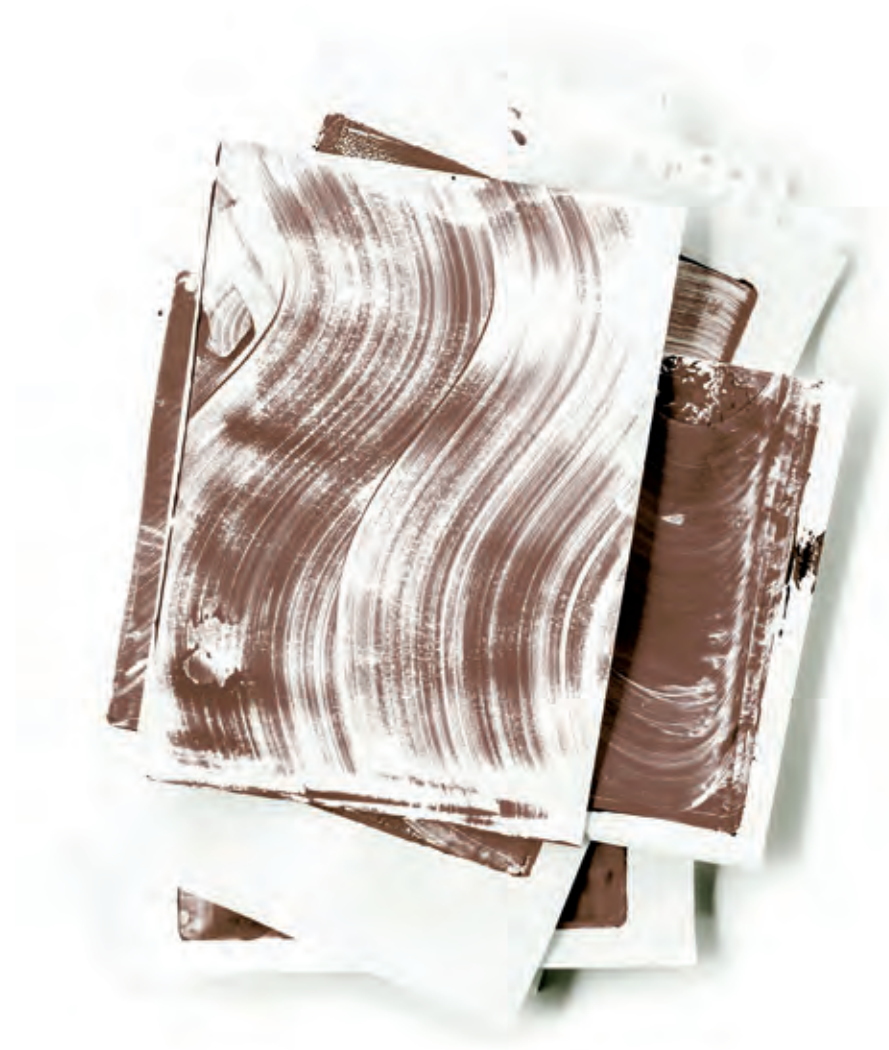


PAINT TRANSFER in opalite / installed ashlar





PAINT TRANSFER in opalite, jade, stone, pastel grieger and ginger / installed ashlar



Balboa Mist
OC-27

wall color by Benjamin Moore



MONOTYPE in ash grey / installed ashlar



UNFOLD in dusk and ginger / installed ashlar



UNFOLD and MONOTYPE in desert rose / installed ashlar and brick



IMPRESS and COMPOSED LAYER in opalite / installed brick and monolithic



colorways / jade and opalite



COMPOSED LAYER in jade with RESTON in jute / installed ashlar



“WE REIMAGINED THE BIOPHILIC
PALETTE WITHIN THIS COLLECTION.
CASTING SOFTER SHADES OF ROSE,
JADE AND GINGER TO CREATE A
DELICATE YET DYNAMIC COLORWAY.
THESE COLORS READ AS NEUTRAL
FOR A MODERN TAKE ON BIOPHILIA,
ENHANCING A CALMING AESTHETIC.”

AMANDA HOPKINS /
PRODUCT DESIGNER

18 X 36 TILE | COMPOSED LAYER 10605 / UNFOLD 10609



ginger 00100



jade 00300



desert rose 00800



opalite 00400



dusk 00495



stone 00500



pastel greige 00530



ash grey 00550



coal 00570



smolder 00590

18 X 36 TILE | IMPRESS 10606 / MONOTYPE 10607 / PAINT TRANSFER 10608



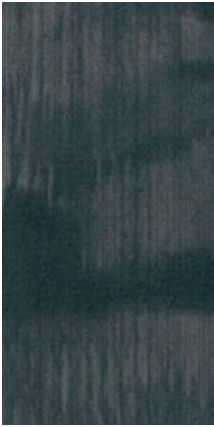
ginger 00100



jade 00300



desert rose 00800



opalite 00400



dusk 00495



stone 00500



pastel greige 00530



ash grey 00550



coal 00570



smolder 00590

REVERSE

SAY HELLO TO OUR VERY FIRST CRADLE TO CRADLE CERTIFIED® GOLD (V3.1) COLLECTION, REVERSE. REFLECTING OUR COMMITMENT TO SUSTAINABLE DESIGN — A PROCESS THAT CONNECTS OUR INNER SPACES WITH OUR OUTER WORLD — THE REVERSE COLLECTION USES A CAREFULLY CURATED SELECTION OF MATERIALS TO RAISE THE BAR ON MATERIAL HEALTH STANDARDS. WITH A YARN SYSTEM THAT CONTAINS 100% POST-INDUSTRIAL RECYCLED CONTENT ALLOCATED FROM WASTE MINIMIZATION AND COLLECTION EFFORTS, AND POST-CONSUMER RECYCLED CONTENT, REVERSE IS OUR LATEST SUSTAINABILITY-INSPIRED SUPERHERO.



“FOR MORE THAN 20 YEARS, WE
HAVE CONTINUED TO EXPAND
UPON OUR COMMITMENT
TO THE CRADLE TO CRADLE®
PHILOSOPHY. REVERSE
EMBODIES OUR COMMITMENT
TO SUSTAINABLE DESIGN AND
TO A DESIGN PROCESS THAT
CONNECTS OUR INNER SPACES
WITH OUR OUTER WORLD.”

SHANNON COCHRAN /
PATCRAFT, VICE PRESIDENT
OF MARKETING & DESIGN

Our EcoSolution Q100™ yarn features 100% post-industrial recycled content allocated from waste minimization and collection efforts, which combined with EcoWorx®, creates Patcraft's lowest overall embodied carbon footprint collection with Reverse.

Rooted in material health.

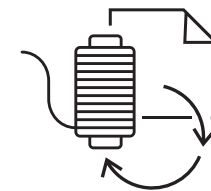
Grounded in sustainable design.

As the first flooring manufacturer to achieve Cradle to Cradle Certified®, we are consistently focused on new innovations around product stewardship and overall environmental and human health. The protocols outlined in the Cradle to Cradle Certified® Products Program are what drive our design philosophy and our own product sustainability standards. We continue to push ourselves to innovate both our products and processes, and aimed to meet an even more rigorous performance standard with Reverse.



REVERSE /

The Reverse collection is carbon neutral through the purchase of verified carbon offsets, and it is manufactured in a carbon neutral manufacturing facility.



RETURN /

*Reverse can be recycled at the end of its useful life and made into more EcoWorx flooring through Patcraft's **re[TURN]® Reclamation Program**. re[TURN]® allows customers to return EcoWorx flooring to divert it from the landfill, providing an opportunity and the means to continue the cycle of creating new products out of old.*

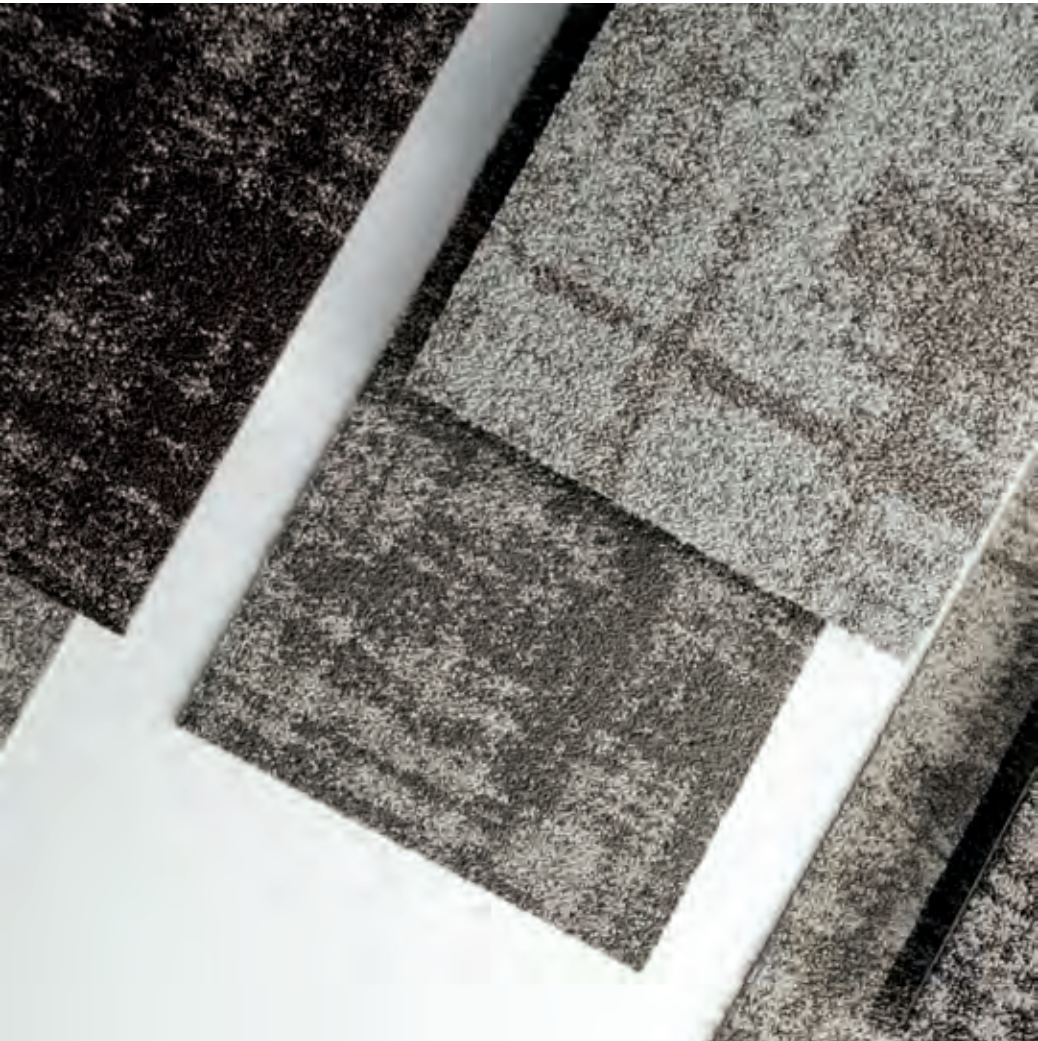


REDUCE /

*Launching in conjunction with Reverse is Patcraft's participation in the **Fill It Forward®** campaign to eliminate single-use bottles and help fund water projects around the world.*



RENEWAL in restore / installed stagger



colorways / restore, natural, fibre, elemental, carbon, composite



colorways / stone, shadow, sand, hearth and earth



COMMITMENT in stone / installed brick



MATERIAL in stone and earth / installed monolithic



colorways / stone, shadow, sand, hearth and earth



COMMITMENT in stone / RENEWAL in restore / installed monolithic and basket weave



COMMITMENT in stone / MATERIAL in stone and earth / installed monolithic





colorways / shadow, natural, restore and carbon
benjamin moore paint / brentwood, metropolis and bittersweet chocolate



RENEWAL in elemental

12 X 48 TILE | RENEWAL I0615



composite 00780



carbon 00580



elemental 00550



fibre 00530



natural 00520



restore 00510

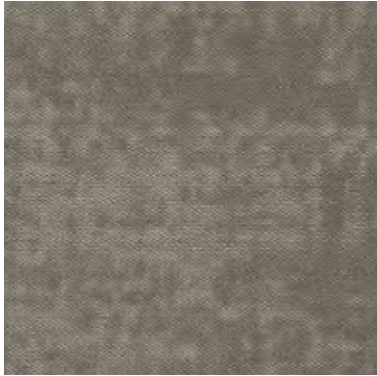
24 X 24 TILE | MATERIAL I06014 / COMMITMENT I0613



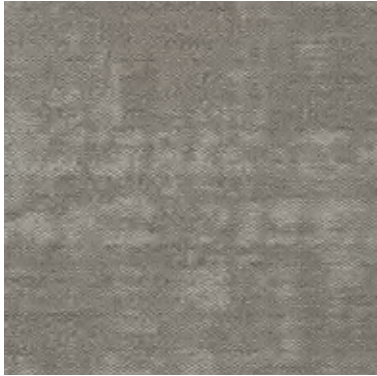
hearth 00580



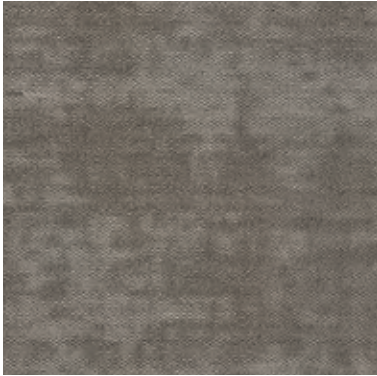
earth 00780



stone 00510



shadow 00530



sand 00550

MARK MAKING

DOT AND DASH. SHAPE AND SHADE. HATCHES AND DABS CLUSTER TOGETHER TO CREATE PATTERN AND TEXTURE. EXPLORING THE ARTISTIC APPLICATION OF MARK MAKING AND THE GRAPHIC TECHNIQUE OF SKETCH, PATTERNS ARE BROUGHT TO LIFE WITH SUBTLE MOVEMENT. WITH A DURABLE 20 MIL WEAR LAYER AND 5MM CONSTRUCTION, THE COLLECTION MIXES SEAMLESSLY WITHOUT TRANSITION.



“WHILE WORKING WITH THE DESIGN, WE SAW HOW A REPEATED MARK TRANSFORMED INTO AN ORGANIC PATTERN WITH SUBTLE MOVEMENT. THE PATTERN PROVIDES A SOOTHING VISUAL WITH SOFT FEATURES.”

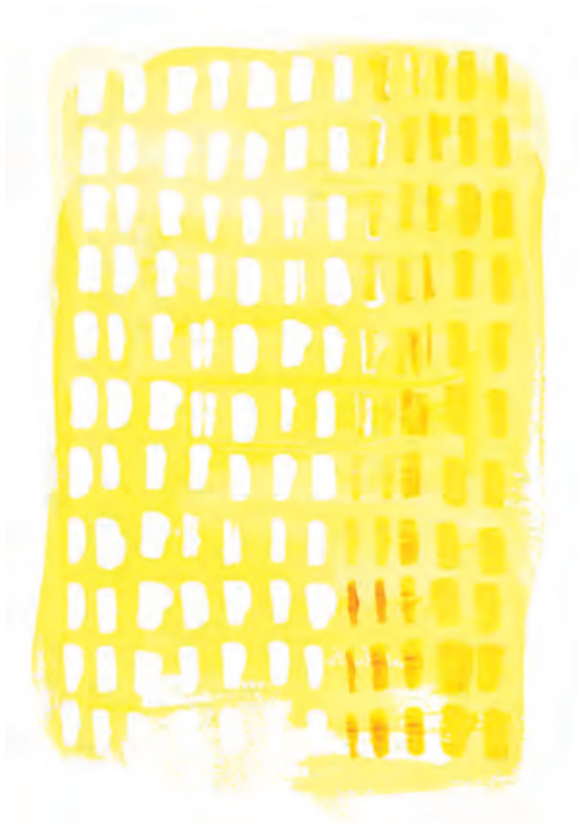
KELLY WILLIAMS /
SENIOR RESILIENT
DESIGNER

MAKE A MARK

Bold and bright. 17 colorways range from subdued neutrals to energetic brights, combining with the abstract pattern to create warm, inviting spaces.



MARK MAKING in pure, daylily and bliss with PRESSED in mist and PERENNIAL and FLORACULTURE in marigold / installed stagger



Peacock Blue
2049-40
wall color by Benjamin Moore

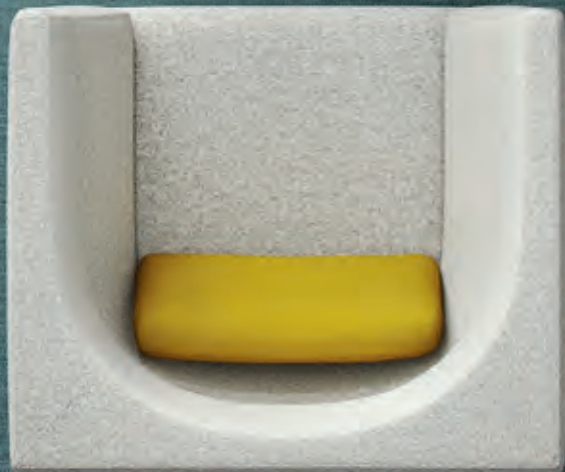
MARK MAKING in pure, palette, bliss, cascade and silhouette / installed herringbone

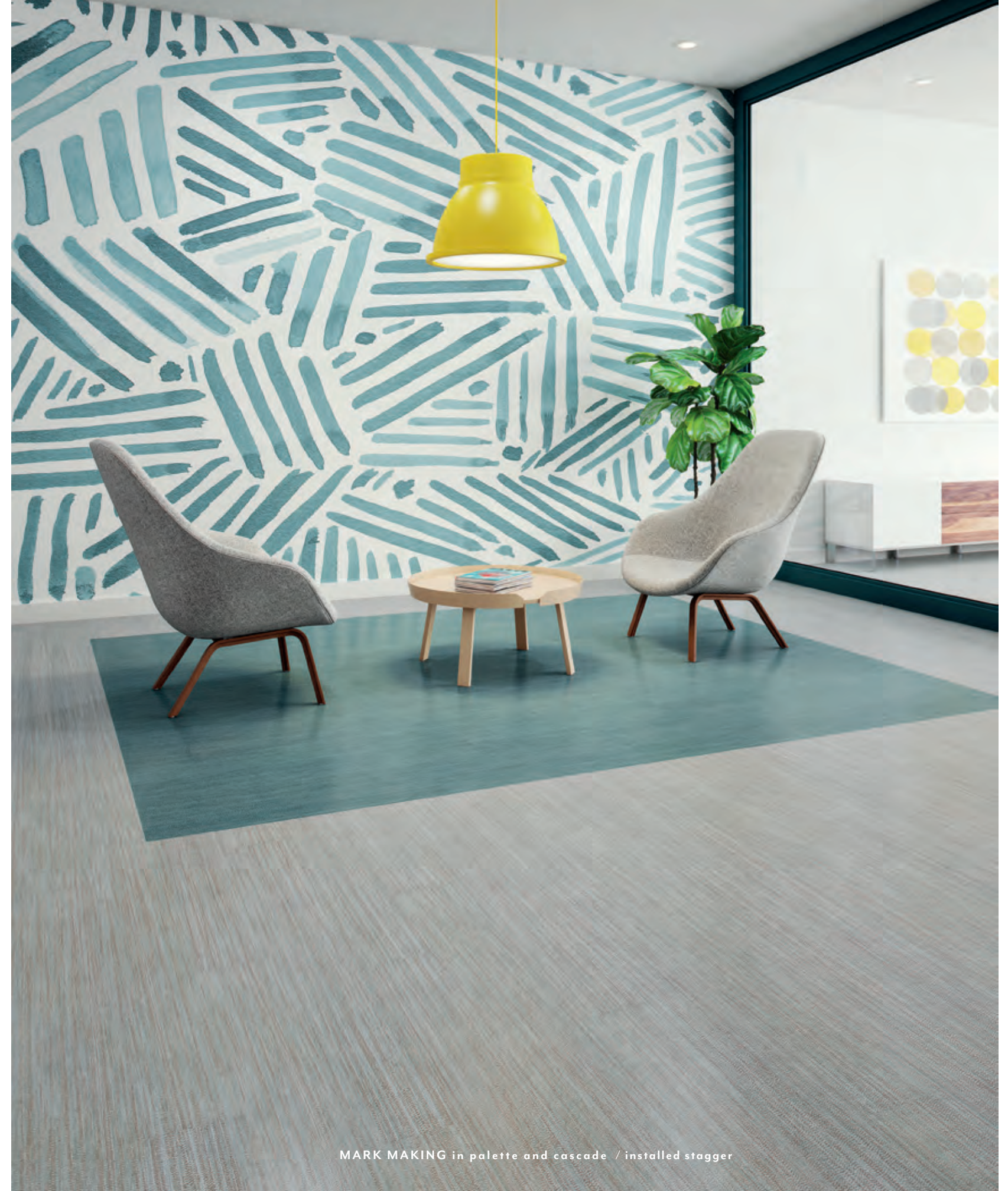
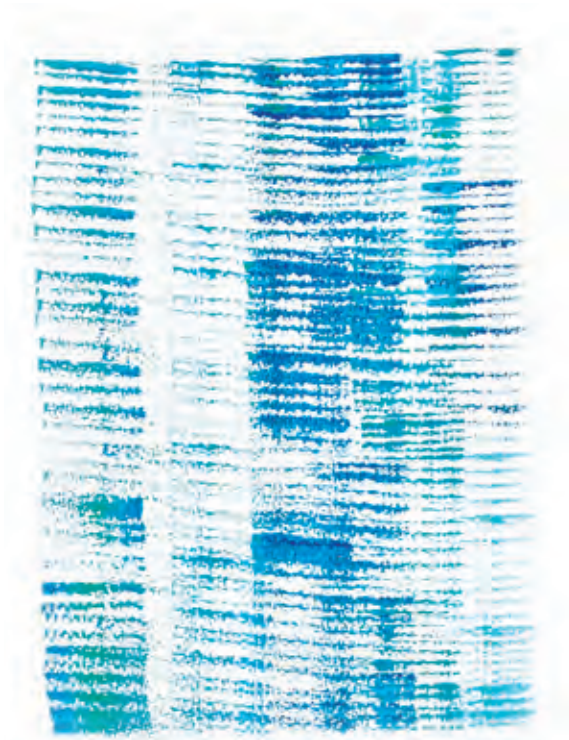




MARK MAKING in silhouette / installed brick







MARK MAKING in pure, palette, cascade and silhouette / installed herringbone



daylily 00200



bliss 00250



succulent 00300



aloe 00350



cascade 00370



watercolor 00400



indigo 00450



koi 00650



boysenberry 00900

5.96 X 48 LVT | **MARK MAKING** | 1509V



almond 00150



pure 00500



palette 00520



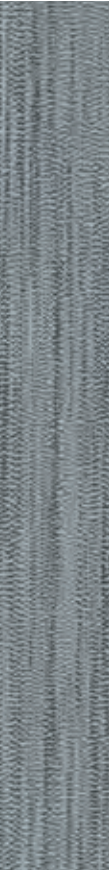
pointillism 00540



quill 00560



silhouette 00580



loam 00700

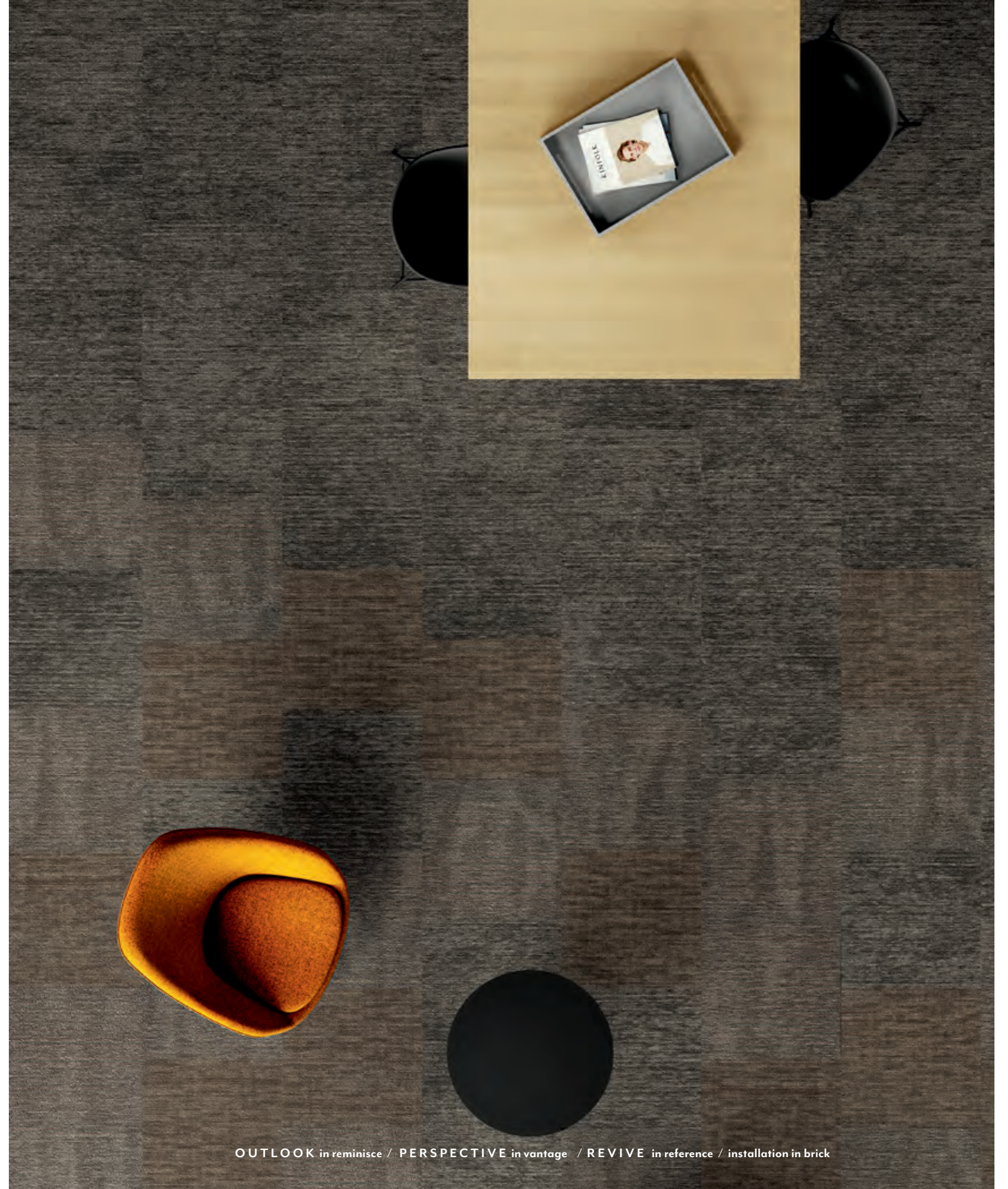


earthwood 00750

RENEWED ESCAPE

WHAT'S OLD IS NEW AGAIN WITH FRESH EYES. INSPIRED BY IMAGES OF TEXTURED ARCHITECTURE AND FADED CONCRETE IN THE RUSTIC LANDSCAPE OF HISTORIC CITIES. WEATHERED STONE AND WORN BRICK. STRUCTURAL DETAILS AND BEAUTIFUL IMPERFECTIONS. PATTERNS COME TO LIFE THROUGH SCALE AND CONTRAST. ORGANIC DESIGNS PAIRED WITH NEUTRAL HUES. DESIGNED FOR DURABILITY AND FLEXIBILITY.

DESIGNED TO TRANSFORM SPACE.

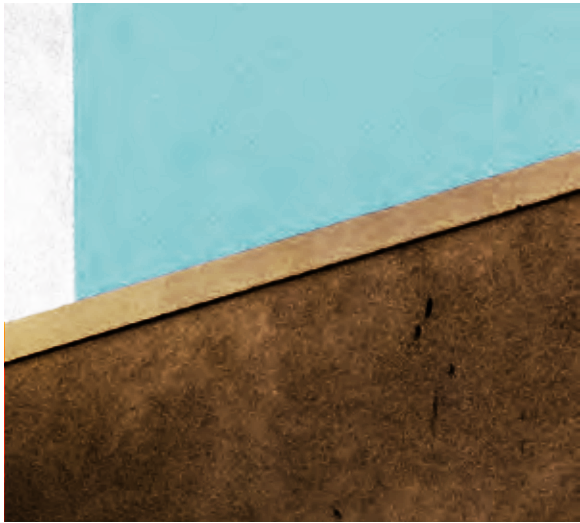


OUTLOOK in reminisce / PERSPECTIVE in vantage / REVIVE in reference / installation in brick

ABSTRACT PATTERNS CREATE
TRANSITION AND MOVEMENT
WITH NEUTRAL COLORWAYS
FOR VERSATILITY.

ON THE FLIP SIDE

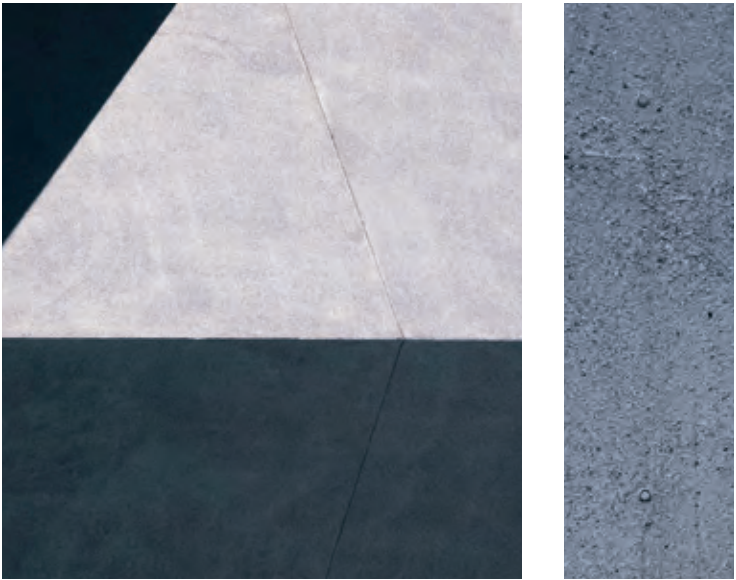
24" x 24" carpet tiles with StrataWorx® backing — a cost-effective, high-performing flooring solution for high-traffic spaces. Compatible with LokDots® and LokWorx®, this lightweight backing provides faster installation. Constructed for minimal waste, it needs no transition alongside 2.5 mm LVT. StrataWorx allows for design flexibility and seamless product coordination.

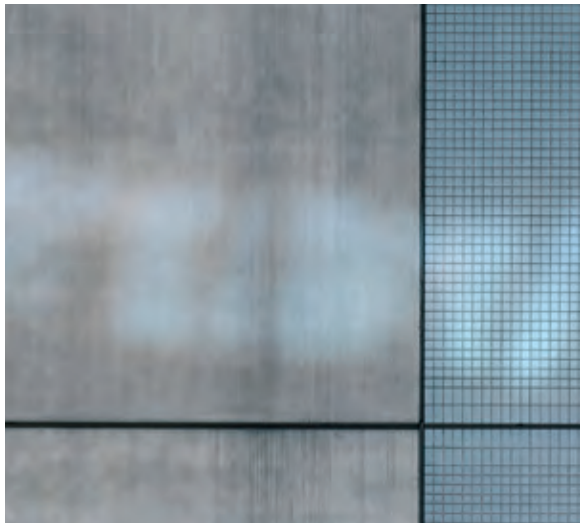


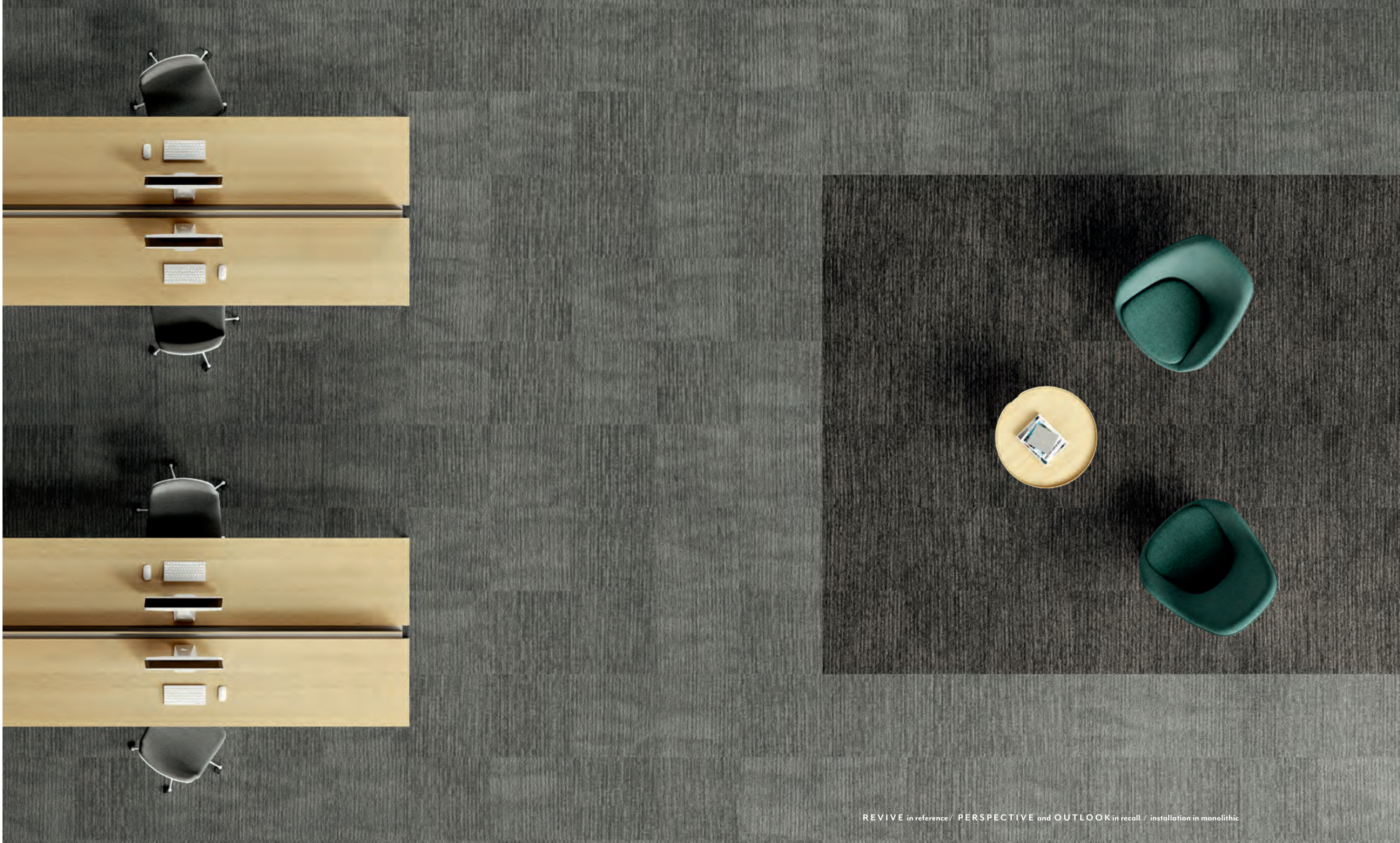
OUTLOOK in recall with ANEW in galena / installed brick



PERSPECTIVE in vantage / installation in brick







REVIVE in reference / PERSPECTIVE and OUTLOOK in recall / installation in monolithic



OUTLOOK in reminisce / PERSPECTIVE in reference / installation in brick

PERSPECTIVE in invigorate / REVIVE in recall and moment / installation in random



24 X 24 TILE | **OUTLOOK** 106010 / **PERSPECTIVE** 10611 / **REVIVE** 10612



reference 00570



recall00500



reminisce 00150



vantage 00700



invigorate 00550



moment 00495



re[TURN][®]

DESIGNED FOR

DISASSEMBLY

With Shaw's **re[TURN][®] Reclamation Program** we will pick up your flooring at the end of its useful life for recycling, increasing the nearly 1 billion pounds of carpet Shaw has reclaimed since 2006. To learn more about re[TURN][™] contact your account manager or go to **patcraftrecycles.com**.

reTURN RECLAMATION



 **Fill it Forward**

Contact your account manager to join us
in the Fill It Forward campaign!

INSPIRE. CREATE. TRANSFORM.



patcraft®