

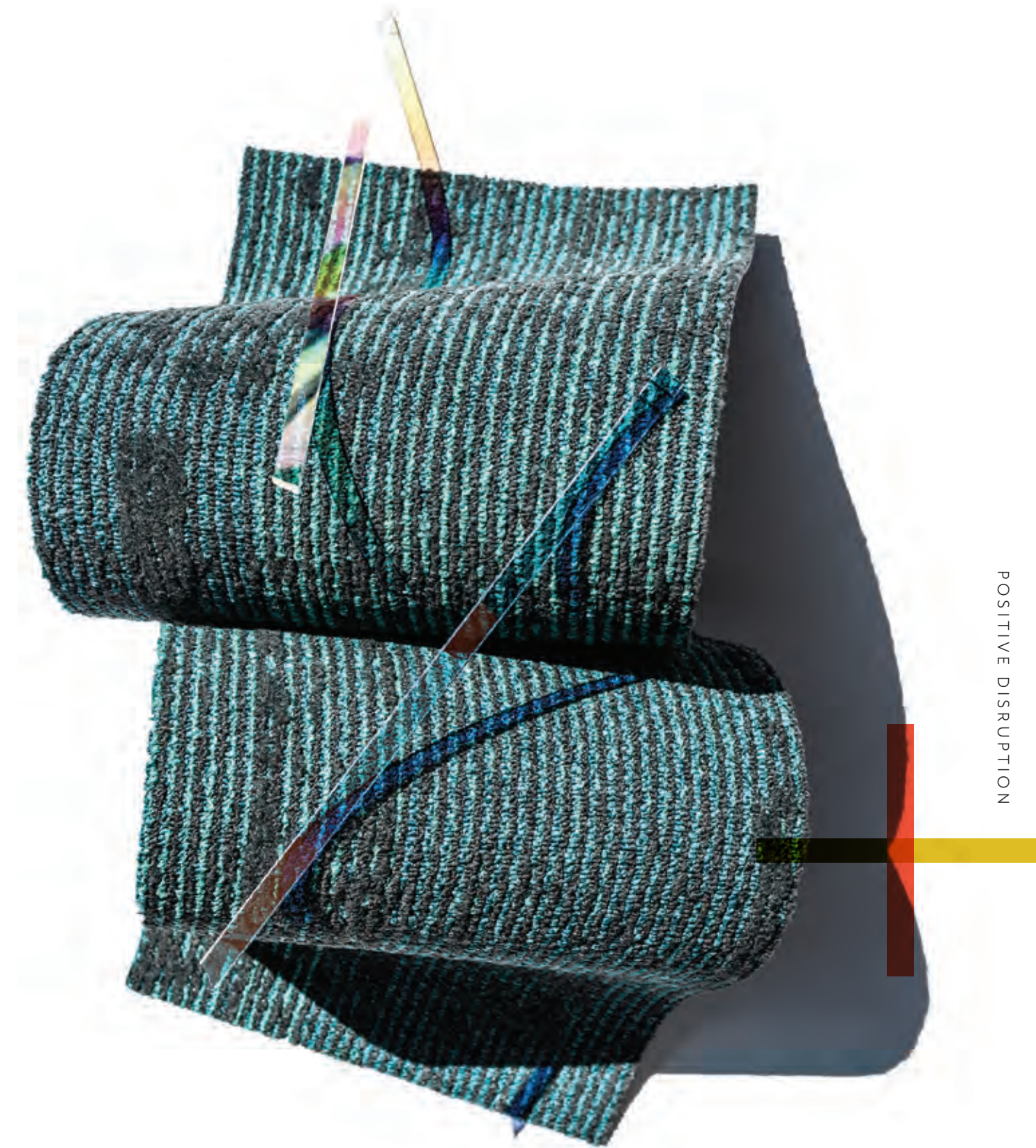


INSPIRE

CREATE

DISRUPT

TRANSFORM



As Curious Observers, we continually seek to uncover new solutions. Explore untouched opportunities. Adapt to a changing landscape. And challenge the normal process. In moments of unpredictability, we are nimble and agile. Willing to deconstruct and reconstruct perceptions and ideas. Listening, observing, reimagining. Because sometimes you have to flip the script. Reset your mindset. Create positive disruption to transform space and experience for the *now* normal and the future state.



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# TRANSFORMING DESIGN THROUGH POSITIVE DISRUPTION



## MINDSET / RESET

CURIOUS OBSERVATION IS THE APPROACH. POSITIVE DISRUPTION IS THE RESULT.

ALL WITH THE GOAL TO INSPIRE NEW WAYS OF THINKING. TO ARRIVE WE MUST LISTEN TO THE HUM OF DESIGN. EXPLORE THE RHYTHM OF OUR COMMUNITIES. AND GET IN SYNC WITH AUTHENTIC INTERACTIONS. CONNECTING THE INTERNAL AND EXTERNAL FORCES THAT INSPIRE A UNIQUE POINT OF VIEW. TAKE A CLOSER LOOK AT WHAT'S AROUND YOU – WIDEN THE FOCUS TO UNCOVER NEW PERSPECTIVES AND CREATE CONNECTIONS TO ENHANCE EXPERIENCE TOGETHER.





# SEEKING INSPIRATION THROUGH CONNECTIVITY /

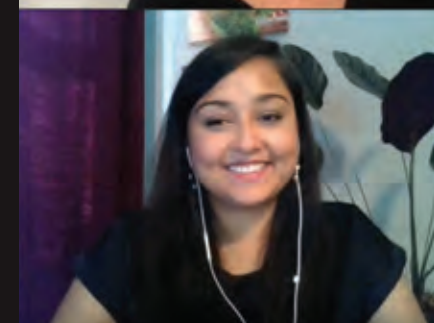
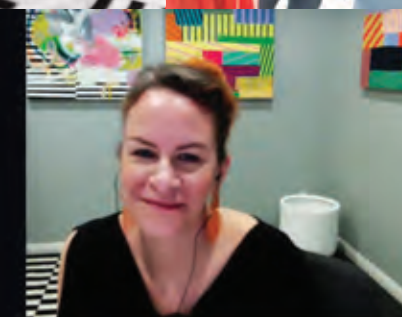
Sometimes bringing different minds to the table – outside of your immediate team or organization to share ideas and collaborate – is the best way to positively disrupt the creative process.

Since 2018, we've partnered with art, style and design powerhouse site, Design Milk, to co-host an annual workshop focused on design, sustainability, inspiration, consumer drivers and collaboration. A meeting of the minds – designers from different locations and industries come together with the commonality of design and creativity. It's an immersive forum focused on forces that drive creativity through a multi-sensory, multi-dimensional platform designed to enhance and enrich inspired thinking. This forum has transformed our design process and thinking, underscoring the importance of connectivity. Each year we reimagine the format, creating touchpoints throughout the workshop to connect with the pulse of design and the ideas of the moment.

As a host and panelist, Shannon Cochran, Patcraft's VP of Creative + Design sees these benefits as far-reaching. "Every year we get new perspective, new ideas to reflect upon to broaden our view as a brand. We've realized the importance of storytelling in our communication with designers. We learned that people really want to hear the "why" and the "how" behind our collections. This has carried through to so much of what we do. These experiences are incredibly valuable both for perspective and for deepening our relationships."

"AS DESIGNERS, WE STRIVE TO  
STAY MINDFUL AND INTENTIONAL  
IN OUR CREATIVE PROCESS. THAT  
MEANS SHARING AND COLLABORATING  
IN WAYS THAT FOSTER CREATIVITY  
AND LEAVE US ENERGIZED."

**SHANNON COCHRAN**  
VP OF CREATIVE + DESIGN / PATCRAFT



*pictured clockwise: 1.) Mariana Orkenyi, meditation and mindfulness teacher, Jaime Derringer, Design Milk Founder + Chief Creative Officer and Shannon Cochran, VP of Creative + Design for Patcraft discuss the practice of mindfulness in the creative process at the 2018 workshop. 2.) Design and architecture tour of The Row, led by Rios Clementi Hale during the workshop in Los Angeles, 2018. 3.) The group explores the multi-sensory exercise of flower crushing at Atlanta Botanical Garden in 2019. 4.) Shannon and Jaime host panelists Nujhat Jahid-Alam, Senior Occupancy Planner, CBRE Global Workplace (Coca-Cola) and Jennifer Edwards, WGSN Consultant Director to discuss consumer drivers and the importance of connectivity during the 2020 workshop.*

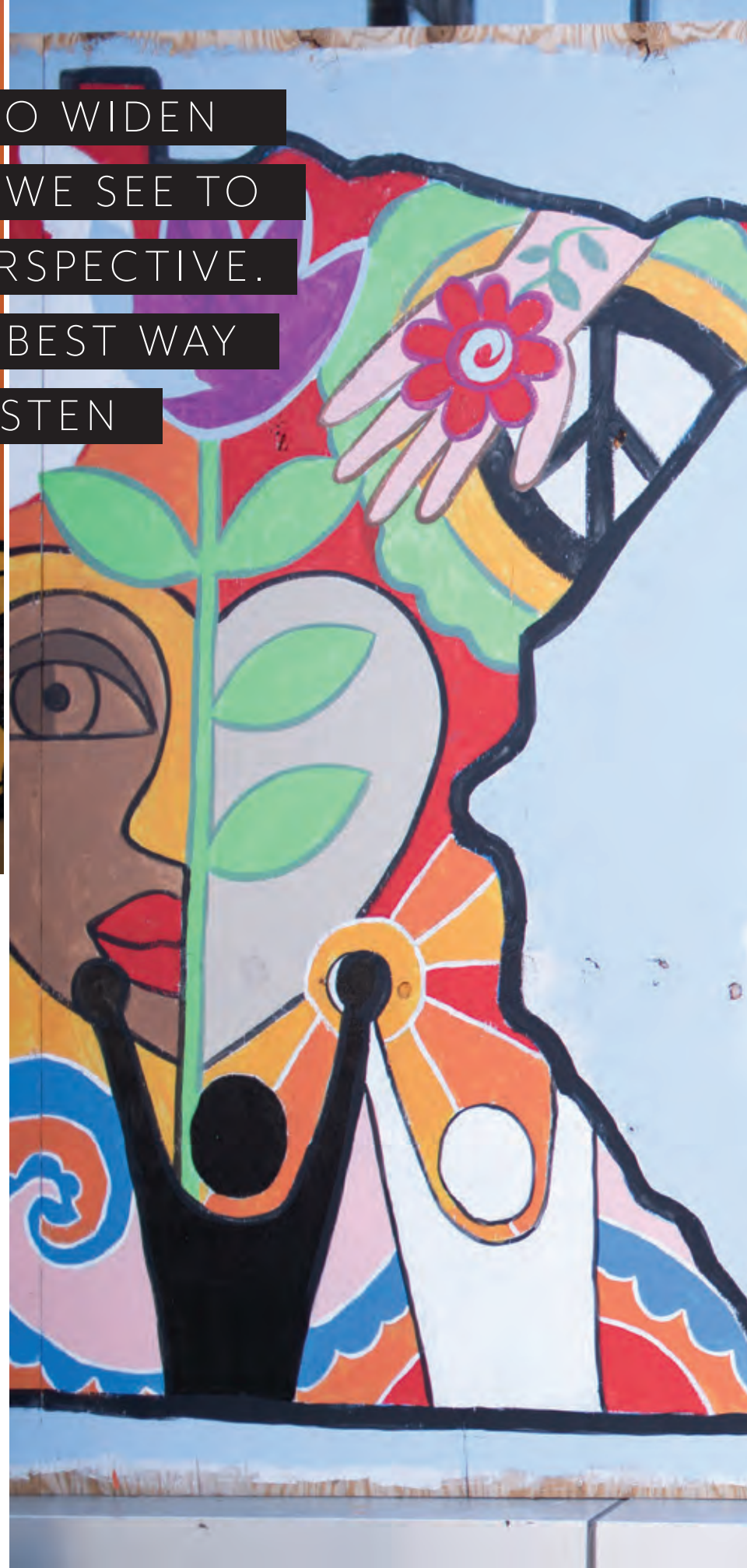


“IT’S SO IMPORTANT TO WIDEN  
THE ANGLE OF WHAT WE SEE TO  
GAIN A DIFFERENT PERSPECTIVE.  
AND SOMETIMES THE BEST WAY  
TO CONNECT IS TO LISTEN  
TO EACH OTHER.”

MICHELE GEARS /  
ACCOUNT MANAGER, PATCRAFT

## Social Re-Awareness /

Walk around the streets of Minneapolis and you will see block after block of vibrant visuals that signal an emotional connection in the midst of chaos and disruption. The streets have come alive with powerful murals and messages of a community that is ready for change. While they are stark reminders of the tragic rifts of racial injustice – they offer messages of hope, support and inspiration. For Patcraft account manager Michele Gears, these murals represent a re-awareness of the strength of community coming together through a shared artistic collaboration. “There is so much beauty in our communities. Sometimes you have to stop and look around to take it all in. Positive change and rebuilding is happening right before your eyes. This art is a beautiful and powerful expression that it’s the people that make a community. And it’s the people that can make it better. It’s inspiring to me how Minneapolis has gathered together to heal and to grow – and to become better than we were the day before.”





# Positive Disruption for Positive Connection /



“I NEEDED TO SHOW UP AND  
BE PRESENT. MATCH MY PEERS’  
VULNERABILITY. I TURNED ON MY  
CAMERA AND SAID, ‘HERE’S WHERE  
I AM ... AND HOW ARE YOU?’.”

**NOELLE ESKEW /**  
ACCOUNT MANAGER, PATCRAFT

While this past year has been one big disruption, out of this chaos comes transformation – for the better. Adapting to new ways of working, connecting and living, 2020 has set the stage for a mindset reset for how we connect with each other. A shift that begins with authenticity and vulnerability. A realignment of priorities. A focus on empathy.

For Patcraft account manager Noelle Eskew, the disruption of the pandemic led to a deeper sense of connection with customers and co-workers. A month into the pandemic, she was in a virtual meeting – one of many on the calendar for the day. With a new baby, two pre-schoolers and her husband sharing the same work/ living space, she wasn’t prepared to turn on her camera during the meeting. She noticed many black screens in addition to hers. And most of them were her female counterparts – many whom were in a similar situation. She decided to turn her camera on.

“There was a point when I realized, how do we all get through this together? It’s really not about good lighting and fun video backgrounds. This was my reality. I have no choice but to embrace it. It was also an exercise in empathy. Because sometimes your video background is a chaotic house and that is ok.”

This openness has led to new relationships and deeper connections. Having honest conversations about life and balance and sharing personal stories of our new reality, we meet people where they are for comfort and support. We are all in this transformation together.



MINDSET / RESET





This INTERSECTION IS WHERE WE GATHER  
TO **IMAGINE** AND **TRANSFORM**  
THE PRESENT. WE ARRIVE READY TO  
**LEARN** HOW TO LIVE **TOGETHER**

TRANSFORM TOGETHER

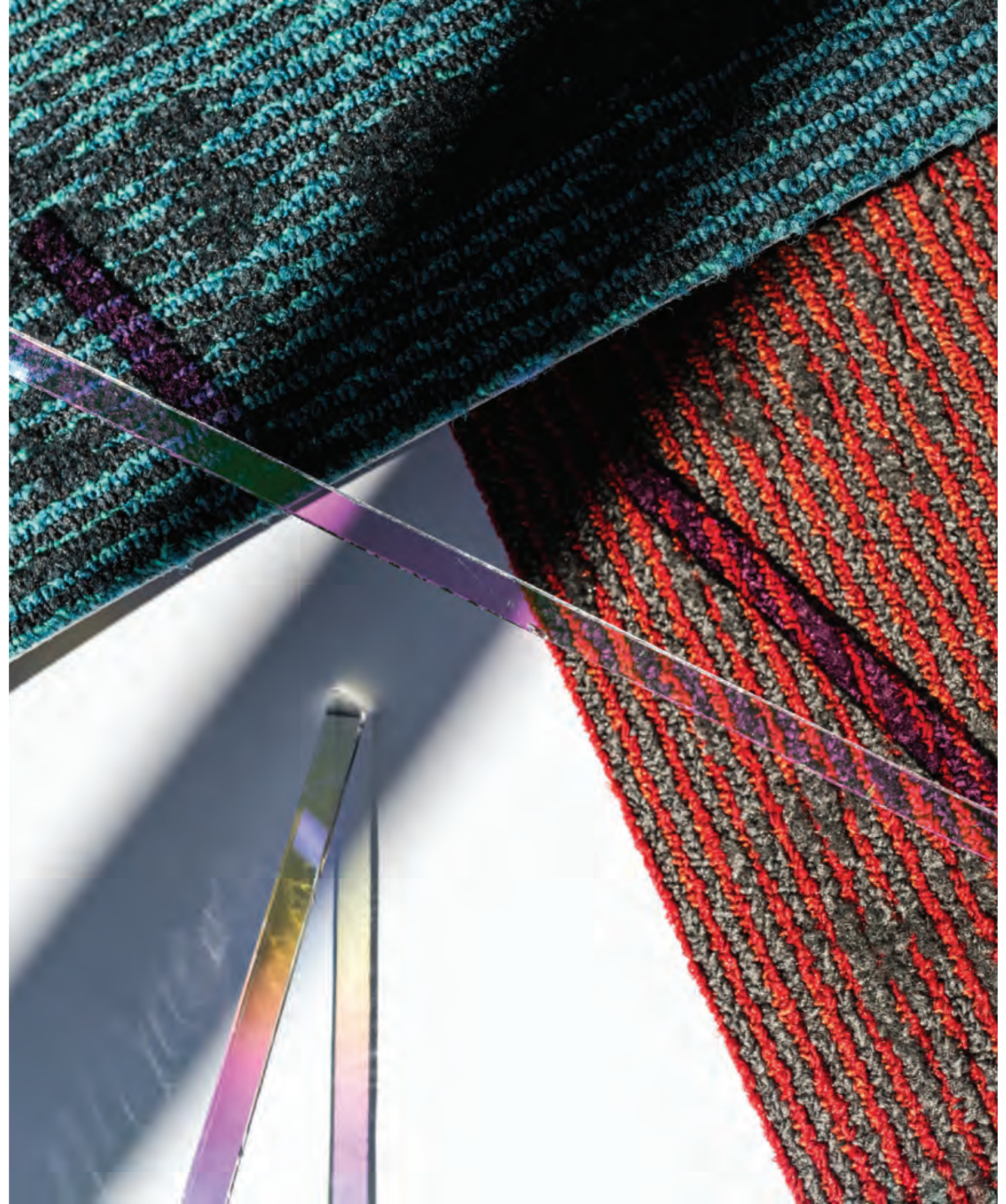
we gather here in a





## COLOUR INTERFERENCE

VIBRANCE. FULL SPECTRUM. COLOUR INTERFERENCE EMBRACES THE BOLD TRANSITION OF COLOR. EXPLORE SUBTLE SHIFTS THAT BUILD IN INTENSITY. CREATE VERTICAL LAYERING WITH DYNAMIC DISRUPTIONS. IN THREE STYLES AND 20 COLORWAYS, COLOUR INTERFERENCE CREATES KINETIC SPACES – FOR GUIDING MOVEMENT OR CREATING CONNECTION – IT'S AN INFUSION OF ENERGY THAT TRANSFORMS SPACE.





## DISRUPT THE PROCESS

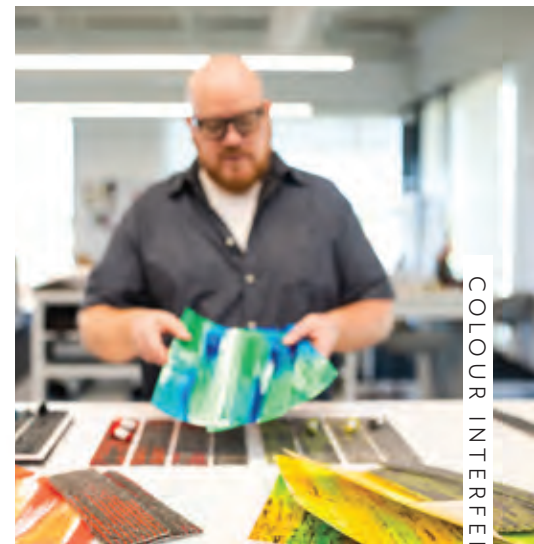
Observations and experiences shape our design process. Bringing different expertise to the table for new perspectives can open the door to new discoveries. The product development process is one of creative and curious observation. When Patcraft product technician Corey Twilley was supervising the run of another product line, he noticed a unique color shift in the transitions between pieces. He brought a sample to Patcraft product designer Ron Powell, noting the nubby texture and the way the color was coming through in the transition. As the knots gave way to rich color, this visual became the inspiration for Colour Interference. Throughout the next phase of the design process, Powell and the design team played with the patterning and color to bring the product to life.



“WE ARE ALWAYS LOOKING FOR WAYS TO PUSH THE BOUNDARIES WITH COLOR AND TEXTURE. SO WHEN COREY SHOWED ME THE TUFTED SAMPLE, I STUDIED THE SAMPLE FOR SEVERAL WEEKS – DETERMINED TO FIGURE OUT A WAY TO BRING THIS UNINTENTIONAL DESIGN TO LIFE.”

**RON POWELL** /  
SENIOR PRODUCT DESIGNER

*Embracing this vertical nature of the yarn transition in the tufting process, Ron explored painterly visuals in various color palettes to create layers of textural color. The result are three coordinating styles and 20 colorways.*





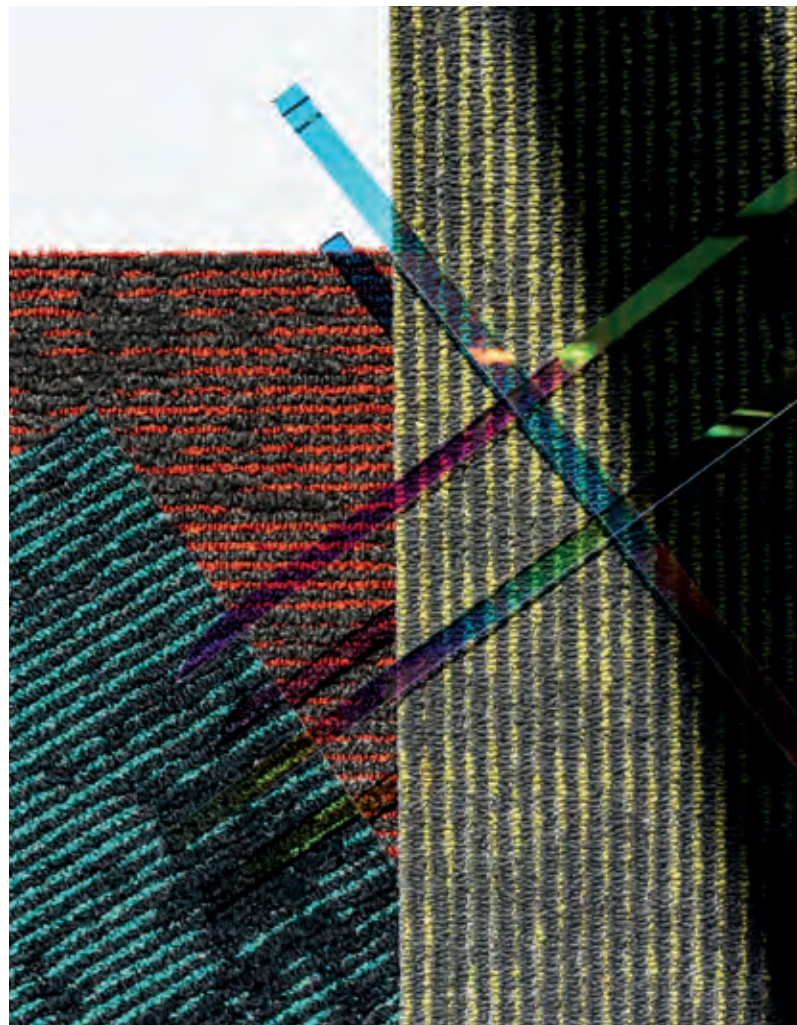


COLOUR EFFECT in black / installed brick





OPTIC LIGHT in slate and teal-azure / installed stagger



colorways / teal-azure, red-orange and citron-stone





LINEATION in slate, teal-slate, azure-slate and teal-azure / installed ashlar





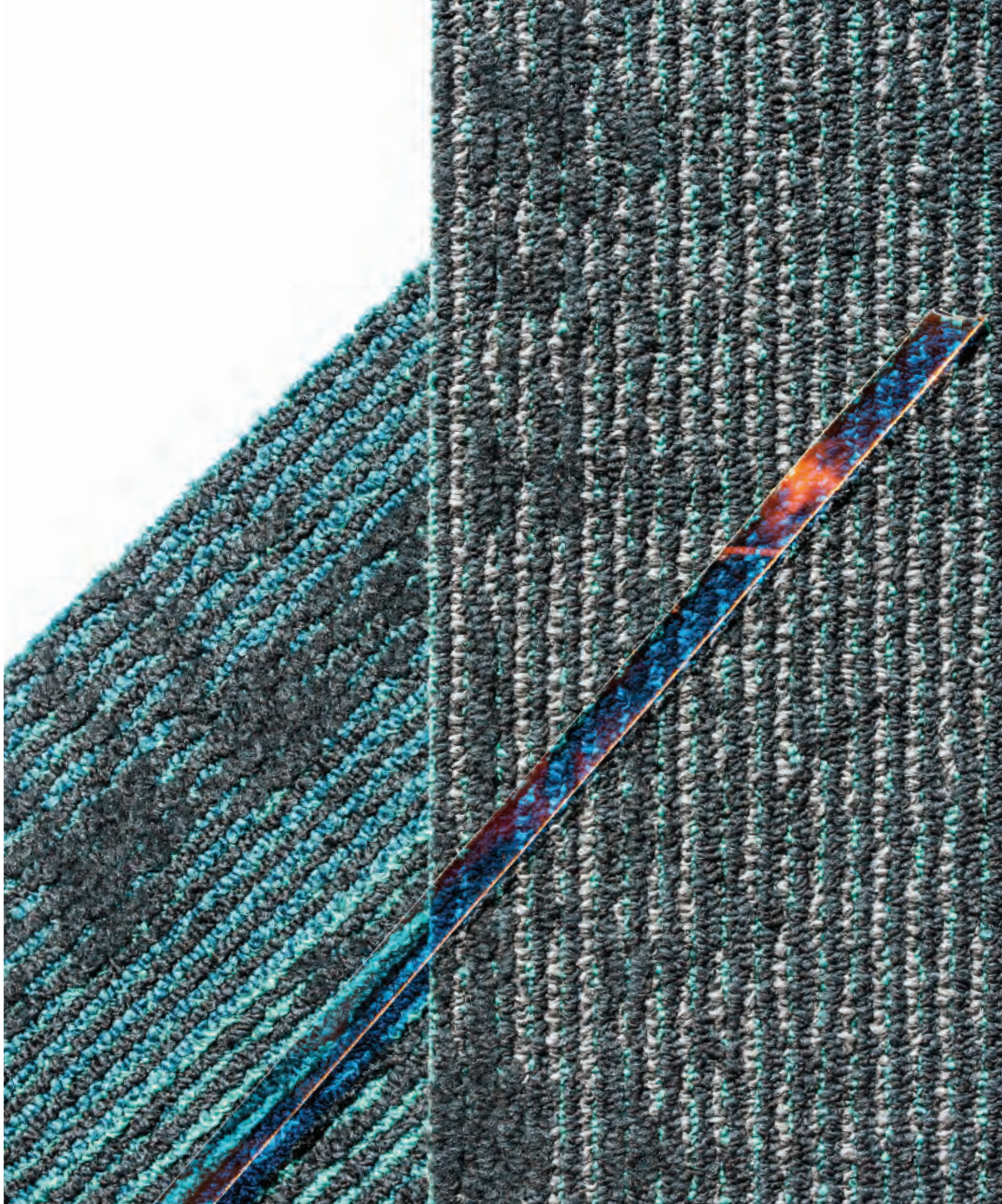
LINEATION in teal-slate and slate / installed stagger





COLOUR EFFECT in azure-slate and stone / installed stagger





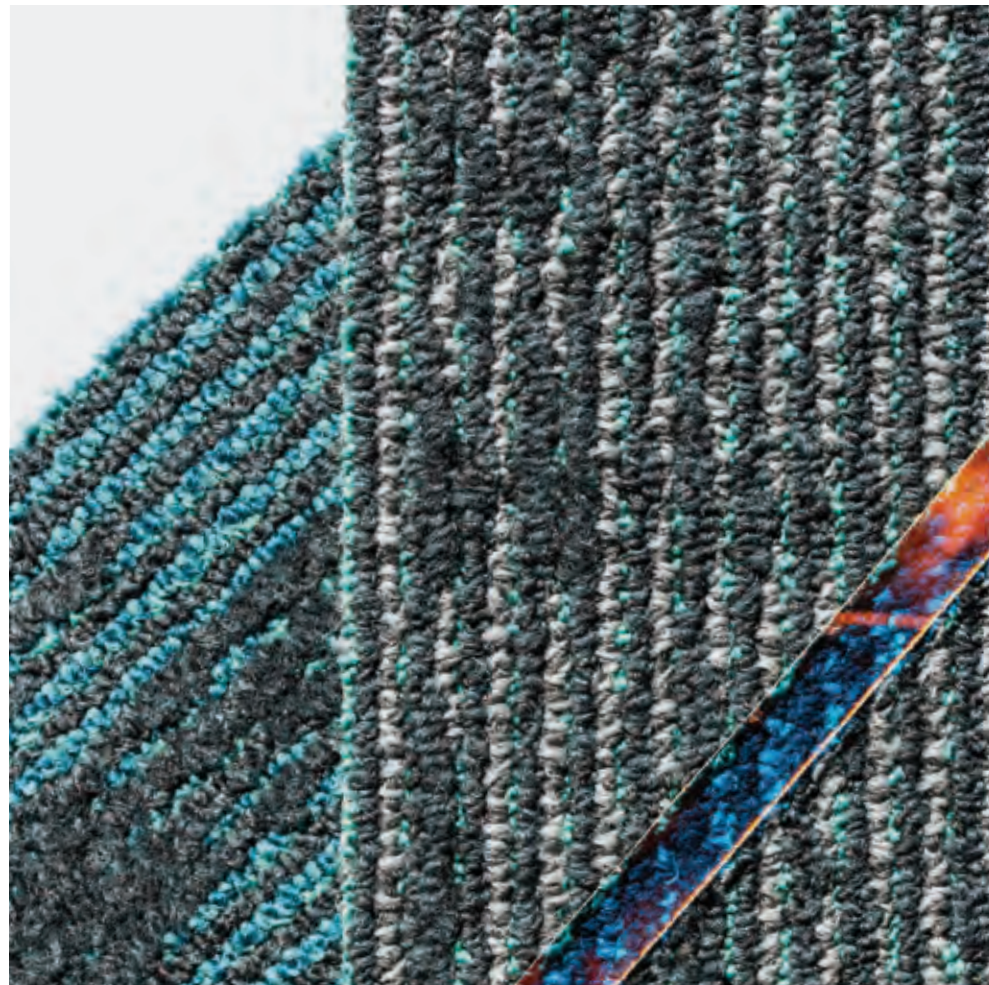
colorways / teal-azure, azure-slate and red-orange



OPTIC LIGHT in sand, red-sand and red-orange // installed random







colorway / teal-slate



COLOUR EFFECT custom area rug in stone with LOCAL RESERVE in derby / installed stagger



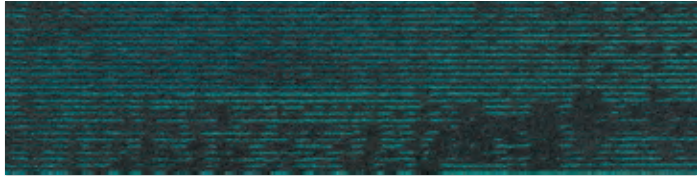


COLOUR EFFECT in black, grey and stone / installed herringbone

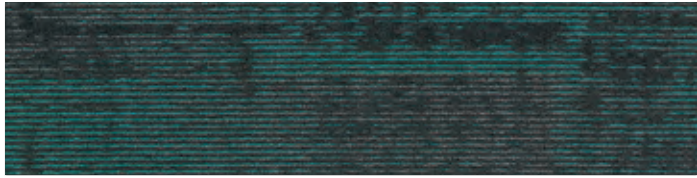




12 X 48 TILE | COLOUR EFFECT 10570 / LINEATION 10571 / OPTIC LIGHT 10572



teal-azure 00403



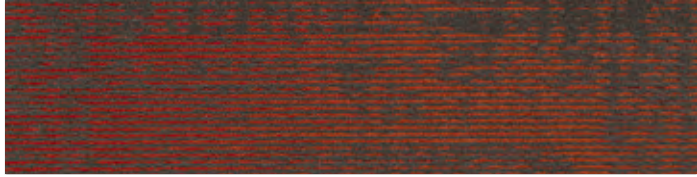
azure-slate 00402



teal-slate 00401



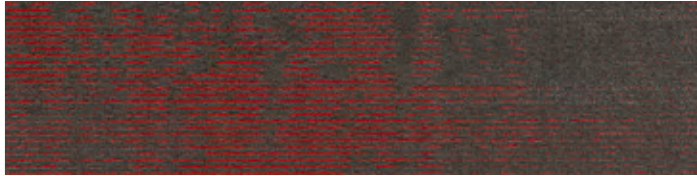
slate 00400



red-orange 00153



orange-sand 00152



red-sand 00151



sand 00150



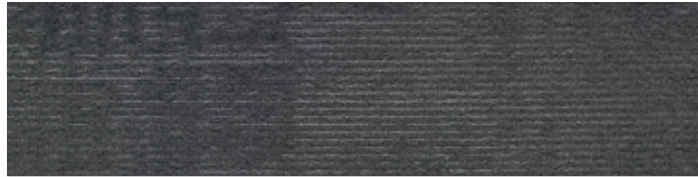
aqua-emerald 00553



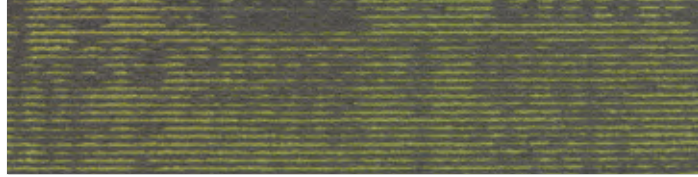
emerald-grey 00552



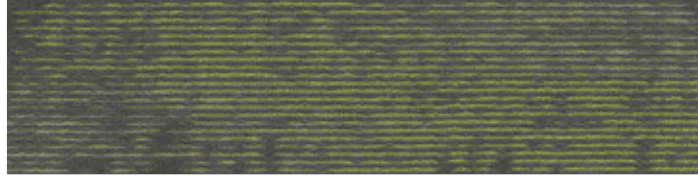
aqua-grey 00551



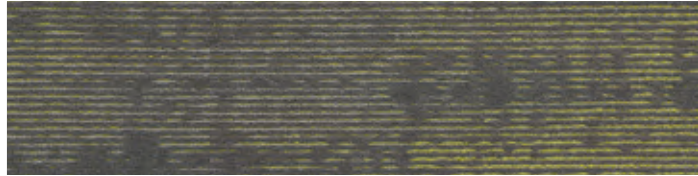
grey 00550



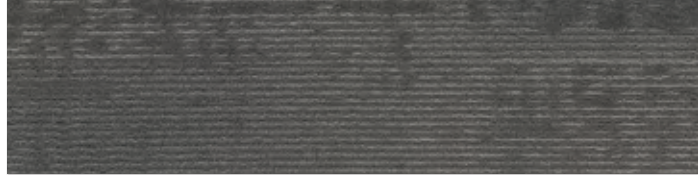
citron-lime 00503



lime-stone 00502



citron-stone 00501



stone 00500



blue-purple 00593



purple-black 00592



blue-black 00591



black 00590



## INTOUCH

COCOONING TEXTURES CREATE A SENSORY CONNECTION. INSPIRED BY THE EXPLORATION OF TEXTURE AND IRREGULARITY IN CLAY, INTOUCH IS A HANDS-ON STUDY OF TACTILE PATTERN THAT MAKES A UNIQUE IMPRESSION. IN 12 X 48 PLANKS AND FOUR STYLES, INTOUCH BALANCES SOFT TONAL COLOR WITH EXAGGERATED TEXTURE. FROM WARM EARTH TONES TO SOOTHING COOL NEUTRALS, IT'S A TEXTURAL EXPERIENCE THAT CREATES A SENSE OF COZY AND CALM.





## DISRUPT ARTISTIC IMPRESSIONS

For product designer Ashely Weaver, inspiration is a hands-on process. Her inspiration for InTouch came from an exploration and study of texture with clay. Using various tools and imprinting techniques onto the clay's surface she noticed the unique impressions it created. Originally envisioned as a hard surface, collection, through the design exploration process, the team came to realize that resilient wasn't the right medium for the collection. But before shelving the concept, Ashley decided to run the patterns as a soft surface. Through tufting, she was able to recreate the exaggerated textural highs and lows like the inspiration – creating a four-style collection that is a direct interpretation of the visual patterns from the clay formations.

“AS A MAKER, EXPLORING TACTILITY AND TEXTURE IS A LARGE PART MY DESIGN PROCESS. CREATING A SENSE OF TOUCH IS AS IMPORTANT AS HOW IT LOOKS .”

ASHLEY WEAVER /  
PRODUCT DESIGNER



## SETTLING IN /

*As curious observers, when we explore what motivates us, we are led to solutions that keep people connected for the human experience. In an effort to balance feelings of fear and uncertainty, we seek tactile connections. From the concept of nesting and “settling in,” we crave cozy textures for comfort that create a sanctuary experience.*





CARVE in uplift / installed stagger







colorways / unity, uplift, bliss, yin, aura, mantra and comfort



IRREGULAR in bliss / installed stagger



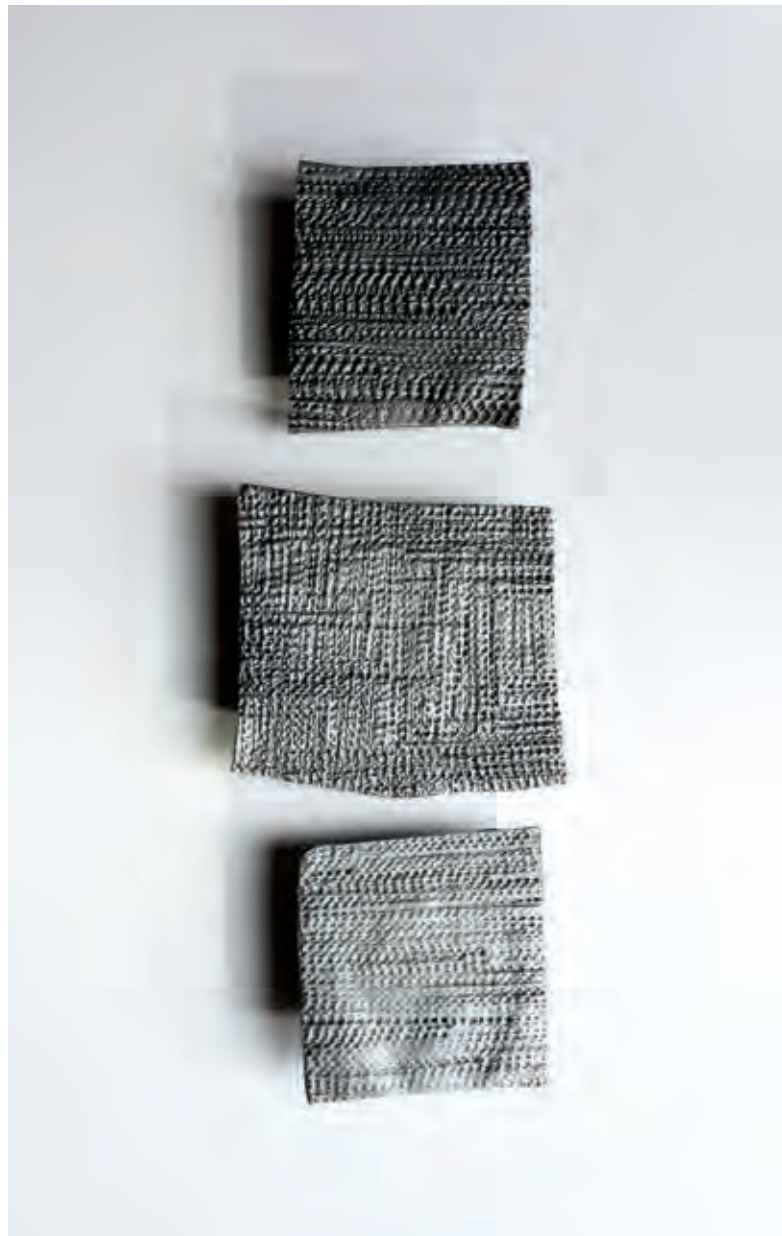


CARVE and TEXTURAL MARK in uplift / installed stagger





MACRO-SCORE in yang and yin / installed stagger







IRREGULAR in bliss, uplift and yang / installed stagger







TEXTURAL MARK in uplift and yang / installed stagger



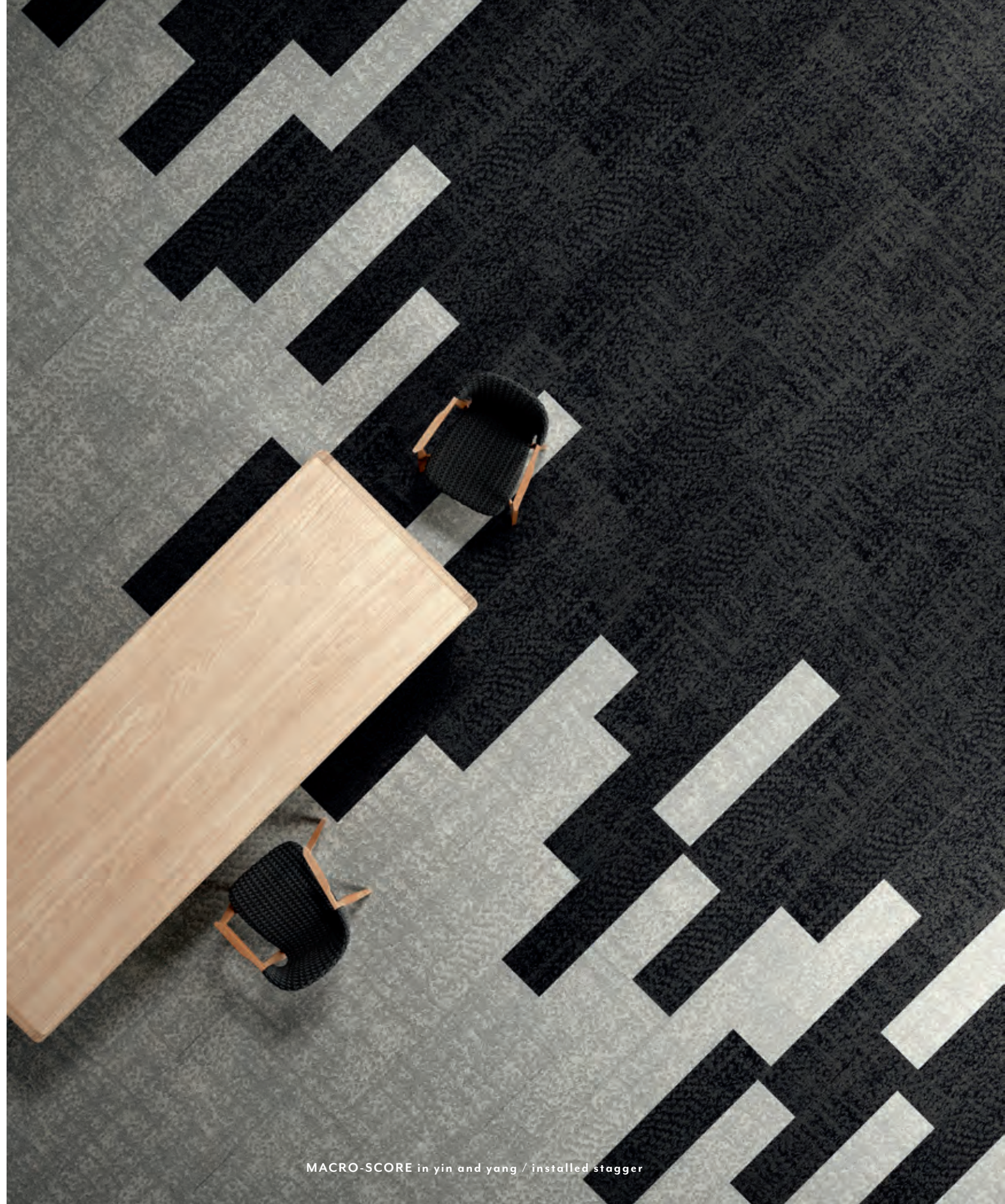


colorways / yin, yang, fate, uplift, comfort and mantra



MACRO-SCORE custom area rug in color yang with LOCAL RESERVE in derby





MACRO-SCORE in yin and yang / installed stagger

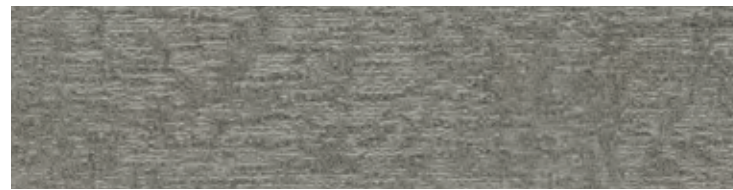
12 X 48 TILE | **CARVE** 10566 / **IRREGULAR** 10567 / **MACRO-SCORE** 10568 / **TEXTURAL MARK** 10569



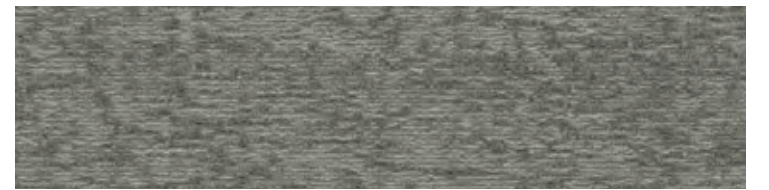
yang 00110



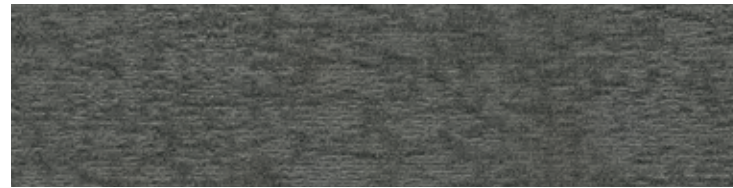
serenity 00140



fate 00730



uplift 00520



comfort 00540



mantra 00750



zen 00340



unity 00560



bliss 00450



yin 00585



aura 00490



## INSET

ANGLED AND INLAID. INSET MERGES MATERIAL FORM AND EMBRACES THE BIAS.  
INSPIRED BY THE TECHNIQUE OF PARQUETRY, THIS RESILIENT COLLECTION OFFERS A MIX OF  
WOOD AND CONCRETE VISUALS ACCENTUATED WITH METALLIC INLAY – CREATING A DISTINCTIVE  
INTERPLAY OF LINE AND GEOMETRIC PATTERN. WITH A 5 MM EMBOSSED IN REGISTER, IT MIXES  
SEAMLESSLY WITH CARPET WITHOUT TRANSITION, TRANSFORMING ANY SPACE.



INSET in baked bronze / installed herringbone



“WE WERE INSPIRED BY THE  
TECHNIQUE OF PARQUETRY –  
EXPLORING THE EFFECTS OF  
MOSAIC PATTERNING WITH  
GEOMETRIC LINES AND ANGLES.”

KELLY WILLIAMS /  
SENIOR RESILIENT DESIGNER

COLLECTION



PARQUET PLAY /  
*Expanding on collections like Splitwood and Metal Collective,  
Inset is embossed in register in a mix of wood and concrete  
visuals that feature a unique metallic inlay accent in bronze,  
silver and gold tones.*

SPACIAL  
GEOMETRY /

LINES TAKE SHAPE.  
SHAPE DISRUPTS SYMMETRY.

SHAPE AND FORM HAVE A WAY OF  
CONNECTING US – CONVEYING MEANING  
THAT GIVE US SIGNALS AND VISUAL CUES.  
USING SHAPES AS A DESIGN AESTHETIC,  
CAN SERVE AS A FUNCTION AS WELL.  
USED FOR ORGANIZING INFORMATION,  
CREATING CONNECTION AND ZONING – LINE  
AND SHAPE CAN POSITIVELY IMPACT OUR  
EXPERIENCE WITHIN A SPACE.



COMFORT + CONNECTION  
CIRCULAR SHAPES INSTILL A SENSE OF  
TOGETHERNESS AND BELONGING. MOVEMENT  
SUGGESTS ENERGY AND POWER, COMMUNITY,  
INTEGRITY AND PERFECTION.



STRUCTURE + STABILITY  
SQUARE AND RECTANGULAR SHAPES  
REPRESENT STRUCTURE AND ORDER  
AND EVOKE HONESTY, RATIONALITY  
AND FORMALITY.



UNITY + BALANCE  
INTERSECTING LINES AND SHAPES  
SUGGEST TRANSITION, WHILE CREATING  
BALANCE, UNITY AND HOPE.

INSET





INSET in ice gold and pure gold / installed stagger



colorways / pure gold, northern bronze and midnight bronze





colorways / northern bronze and native silver



INSET in stole silver / installed stagger



INSET in iron silver and native silver / installed herringbone





INSET in pearl silver / installed half basketweave





colorways / authentic bronze and ice gold



INSET in authentic bronze with GLOBAL HAND in leno / installed brick



INSET in midnight bronze and northern bronze / installed half basketweave





18 X 36 LVT | **INSET** | 1577V

## METALLIC INKS

Each color in Inset features metallic ink. The metallic color for each colorway is indicated in the right corner under each image image and also appears as the second word in each color name. Images shown represent the application of the metallic ink; however, full-sized, physical samples should be used for true metallic visual effects. Metallic ink will appear in every full size plank.



pure gold 00100      metallic ink / gold



pearl silver 00515      metallic ink / silver



northern bronze 00545      metallic ink / bronze



midnight bronze 00580      metallic ink / bronze



stole silver 00730      metallic ink / silver



native silver 00740      metallic ink / silver



baked bronze 00765      metallic ink / bronze



organic gold 00780      metallic ink / gold



ice gold 00525      metallic ink / gold



authentic bronze 00530      metallic ink / bronze



dusk bronze 00560      metallic ink / bronze



iron silver 00575      metallic ink / silver



## LOCAL RESERVE

TIMELESS BEAUTY. ENDURING PERFORMANCE. LOCAL RESERVE IS AN SPC RESILIENT WITH TONGUE AND GROOVE – DESIGNED FOR EXCELLENT APPEARANCE RETENTION, EASY INSTALLATION AND TOP-DOWN MOISTURE CONTROL. CONSTRUCTED WITH A HIGH DENSITY, RIGID CORE, IT CAN WITHSTAND INDENTATION WITH NO ACCLIMATION TIME NEEDED. MADE IN THE USA, IT COMES IN A WIDE RANGE OF COLORS FROM TRADITIONAL WOOD GRAINS TO MODERN STRAIGHT GRAIN VISUALS. IT'S THE *TOTAL EQUATION* IN FLOORING PERFORMANCE.



LOCAL RESERVE in truffle / installed stagger



# DISRUPT FROM TOP TO CORE

The first of its kind for Patcraft, this innovative solid polymer composite (SPC) construction with a tongue and groove offers high appearance retention, easy intallation and water-tight moisture control – total equation performance from top to core.

## THE TOTAL EQUATION



APPEARANCE  
RETENTION



A **high density core** that can withstand extreme indentation up to 2,500 psi.



**ExoGuard+™** top coat resists scratching, staining and scuffing.



**Enhanced cleanability** allows for easy removal of stains and spills with pH neutral cleaner.

+



EASY  
INSTALLATION



**Tongue and groove** for easy installation with no ledging.



The rigid core construction offers more subfloor forgiveness during installation with **no acclimation time** and **reduced telegraphing**.

+



MOISTURE  
CONTROL

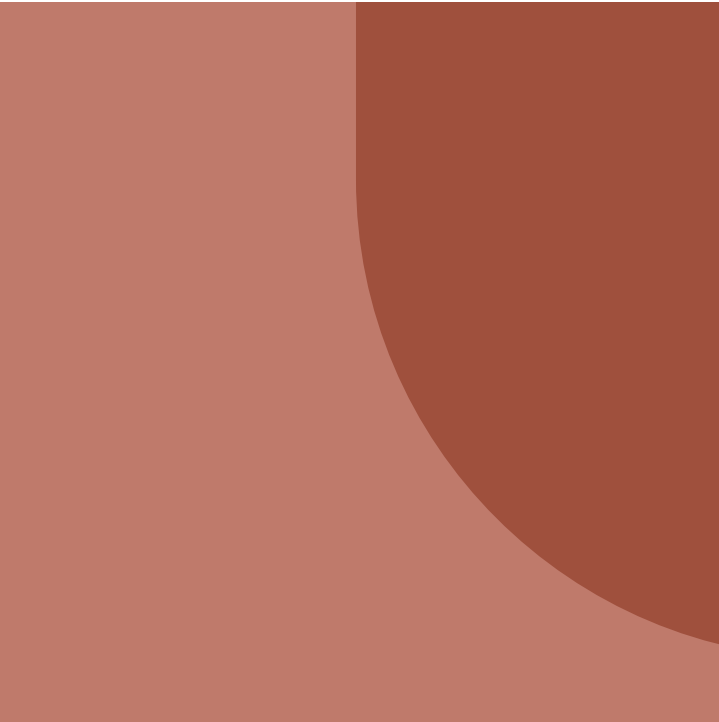


**Water-tight installation** protects against top-down liquid and moisture.





LOCAL RESERVE in cinder / installed stagger











LOCAL RESERVE in derby / installed stagger





LOCAL RESERVE in mocha with loose lay area rugs in CARVE and MACRO-SCORE in bliss and yang / installed stagger







LOCAL RESERVE in mocha with loose lay area rugs in CARVE and MACRO-SCORE in bliss / installed stagger

7 X 48 LVT | LOCAL RESERVE |592V



talc 00500



chickaree 00525



fog 00560



dove 05110



iron 00580



stag 00760



latte 07059



carob 07067



hazelnut 07212



reed 07213



sedona 00750



cinder 05113



cashew 00105



oat 01031



derby 01036



jute 02001



mocha 07210



truffle 07060

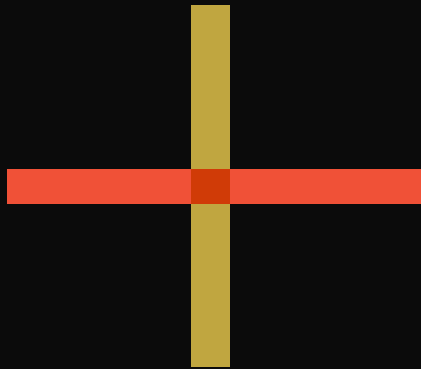


INSPIRE.

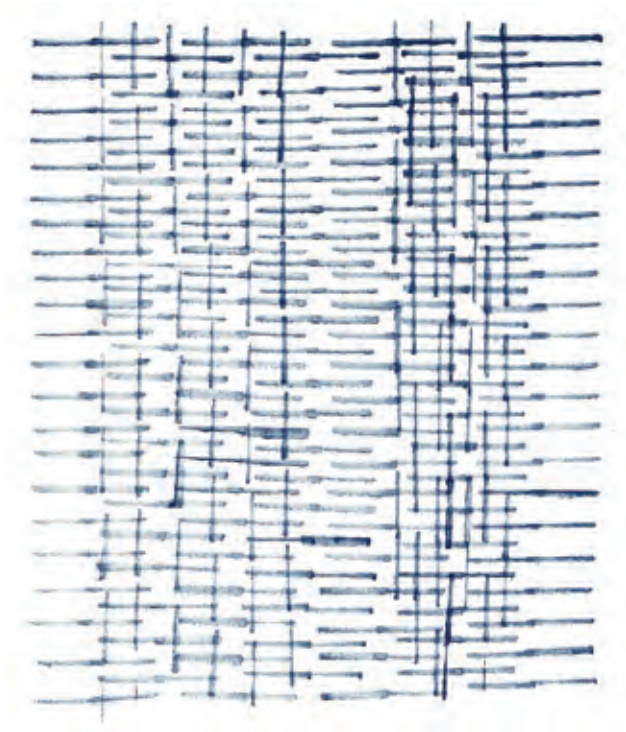
CREATE.

TRANSFORM.

DISRUPT.







patcraft®