THE BUTTERFLY EFFECT theory states that a small event, such as a butterfly flapping its wings in one part of the world, can have a significant impact on something seemingly unrelated, halfway across the globe.

Designer, author and thought leader William McDonough became fascinated with the butterfly effect and how a single occurrence can change future outcomes. He wondered how design could connect to something larger and if it could ultimately change the course of our future.

Inspired by the inherent beauty of a butterfly’s wing, McDonough created initial design concepts for a flooring product based on the butterfly effect. To manifest his goal for the product to have a broad positive impact on the world, he asked Patcraft to help make his vision a reality. Patcraft’s Butterfly Effect collection is a Cradle to Cradle Certified™ modular carpet collection offering inspiring design with unparalleled performance and durability.

“One small flutter...”

“PEOPLE DON’T NEED TO HAVE LESS OF A NEGATIVE ENVIRONMENTAL FOOTPRINT. THEY CAN HAVE A POSITIVE FOOTPRINT.”

— William McDonough, The Upcycle
The Butterfly Effect collection is a colorful expression of the inherent beauty of a butterfly wing and the small, fractal details that make it so extraordinary. The collection features three running line patterns and 18 color ways to provide designers with immense flexibility. Use each of the three styles alone or combine them with numerous color options to suggest a full butterfly wing layout.
enduring impact.

Commercial products that are fully recyclable, Cradle to Cradle Certified™ and do no harm protect our future. Patcraft’s Butterfly Effect collection combines the benefits of a positive, sustainable product with unbeatable performance so that the flooring maintains its appearance and lasts longer in high-demand environments. To add to the products positive design effect, Patcraft uses Solution Q Extreme®, a fiber designed to repel stains and spills, allowing most stains to be cleaned with water, reducing the impact of harsh chemicals.
...can have a big effect.
One small action...

**THINK BEYOND** the confines of traditional walls and rooms and treat a space holistically. Using the full-scale image of a butterfly wing throughout an entire space becomes an interesting way to unite a large-scale project. The smaller patterns, inspired by the details on the wing, allow designers to create subtle shifts in color and sophisticated space layouts that can stand alone or become part of a larger design concept.

Get inspired by Butterfly Effect installations that go beyond the walls. Visit [Vizualize at patcraft.com](http://patcraft.com) and explore how to incorporate a large-scale wing visual throughout an entire space.

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**Product Specification:**

- **DART**
  - **Style Number:** I0348
  - **Product Type:** Modular
  - **Construction:** Multi-level pattern loop
  - **Fiber:** Solution Q® Extreme Nylon
  - **Dye Method:** 100% Solution Dyed
  - **Gauge:** 1/12"
  - **Stitches per Inch:** 10
  - **Tufted Pile Height:** 6/32 (.187) high, 3/32 (.093) low
  - **Tufted Yarn Weight:** 18 oz.
  - **Density:** XX
  - **Secondary Backing:** EcoWorx® Tile
  - **Width:** 24" x 24"

- **FLUTTER**
  - **Style Number:** I0349
  - **Product Type:** Modular
  - **Construction:** Multi-level pattern loop
  - **Fiber:** Solution Q® Extreme Nylon
  - **Dye Method:** 100% Solution Dyed
  - **Gauge:** 1/12"
  - **Stitches per Inch:** 10
  - **Tufted Pile Height:** 6/32 (.187) high, 3/32 (.093) low
  - **Tufted Yarn Weight:** 18 oz.
  - **Density:** XX
  - **Secondary Backing:** EcoWorx® Tile
  - **Width:** 24" x 24"

- **IN FLIGHT**
  - **Style Number:** I0350
  - **Product Type:** Modular
  - **Construction:** Multi-level pattern loop
  - **Fiber:** Solution Q® Extreme Nylon
  - **Dye Method:** 100% Solution Dyed
  - **Gauge:** 1/12"
  - **Stitches per Inch:** 10
  - **Tufted Pile Height:** 6/32 (.187) high, 3/32 (.093) low
  - **Tufted Yarn Weight:** 20 oz.
  - **Density:** XX
  - **Secondary Backing:** EcoWorx® Tile
  - **Width:** 24" x 24"
ONE SMALL FLUTTER...
Like butterflies, children can inspire us in remarkable ways. They are our most precious resource. Creating a better future includes providing children with the hope and inspiration that allow them to grow up to leave their mark as artists, designers and innovators.

Making a positive impact is the central idea behind Patcraft’s Butterfly Effect collection. Patcraft has partnered with St. Jude Children’s Research Hospital® in effort to make that impact. One small action can have a great effect.
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St. Jude patient, **JAKAYLA**, 7 years old, acute lymphoblastic leukemia
A simple promise that changed the world.

St. Jude patient SOPHIA, 8 years old, acute lymphoblastic leukemia
A simple promise that changed the world.
There is only one St. Jude.

St. Jude Children’s Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other deadly diseases, providing children, families and all of us with a legacy of hope.

Families never receive a bill from St. Jude for treatment, travel, housing and food — because all a family should worry about is helping their child live.
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There is only one St. Jude.

Child Life Specialist, AMANDA

and St. Jude patient, FINLEY, 9 years old
Where there's a will... There are great hospitals and great research institutions. St. Jude is both. That is their strength. Everything St. Jude does is centered on finding cures and saving children. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since it opened 50 years ago. And St. Jude is working to drive the overall survival rate for childhood cancer to 90% in the next decade. We won't stop until no child dies from cancer. St. Jude freely shares the breakthroughs it makes with the medical community worldwide. Every child saved at St. Jude means doctors and scientists can use that knowledge to save thousands more children around the world.

St. Jude patient ETHAN, 5 years old, pineoblastoma
Where there’s a will...

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An invaluable partnership.

It takes a lot to further this mission. In fact, it takes $1.9 million dollars a day to run St. Jude Children’s Research Hospital. 75% of those funds come from the general public or from partners like Patcraft. All donations, great and small, can have a remarkable impact.

Patcraft and William McDonough’s partnership with St. Jude Children’s Research Hospital® will further the positive impact of this collection. Two percent of collection sales from 12/15/13 through 12/15/18 will go directly to help St. Jude fund their mission of finding cures and saving children worldwide. *

*Minimum donation $250,000.
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REMARKABLE CHANGE.

St. Jude patient APPOLOOS, 1 year old, glioblastoma multiforme.