DECONSTRUCTED
A DESIGN PLATFORM
WHAT HAPPENS WHEN YOU BROADEN YOUR VIEW AND CHALLENGE CONVENTION?

LIGHT

ELEMENTS UNCOVER FORM REVEAL TEXTURE EFFECT

DECONSTRUCT DESIGN. INNOVATION REVEALED.
Uncover the inner workings of the floor’s foundation with Deconstructed™, the first-of-its-kind design platform from Patcraft.
Deconstruct the elements of performance to uncover a new dimension of design.

Deconstructed™ exposes the primary backing beneath the fiber to reveal the raw elements of the carpet’s construction.
QUESTION
CONVENTION TO INSPIRE AND
FORM
NEW IDEAS
THINK BROADER AND DEEPER TO

REVEAL LAYERS OF
TEXTURE AND VISUAL DEPTH

Inspired by the emergence of pattern through exposing layers of texture, the result is a distinctive design feature with beautiful visual depth.
CREATE A LASTING EFFECT

Deconstructed™ products are constructed with SOLUTION Q EXTREME® fiber and ECOWORX® TILE backing, for long-term appearance retention and durability in the most demanding environments. Products repel acid-based stains and resist soiling—most common spills clean with water.
DECONSTRUCTED™ BLACK COLLECTION

Backed in black, this versatile collection uses a black primary backing to create striking textural patterns with contrast and visual depth. The collection features three styles in 12 yarn colors from sophisticated neutrals to bold brights.

PRODUCT SPECIFICATIONS

Tile Size 24" x 24"
Construction Multi-Level Pattern Loop
Fiber Type Solution Q Extreme
100% Solution Dyed
Tufted Weight 16 oz. Dismantle & Disrupt
13 oz. Displace
Machine Gauge 1/10
Backing Type EcoWorx Tile
Warranty Lifetime Commercial Wear

DECONSTRUCTED™ METAL COLLECTION

Designed using a metallic primary backing, this distinctive collection combines layers and shifts in texture that reveal subtle glints of shimmer below the surface. The collection features three metallic backing colors – Titanium, Graphite and Bronze – and 6 yarn combinations to create 18 brilliant options.

PRODUCT SPECIFICATIONS

Tile Size 18" x 36"
Construction Multi-level Pattern Loop
Fiber Type Solution Q Extreme Yarn
100% Solution Dyed
Tufted Weight 14 oz.
Machine Gauge 1/10
Backing Type EcoWorx Tile
Warranty Lifetime Commercial Wear
REDEFINING PERFORMANCE.

At Patcraft, we think differently about what matters when it comes to flooring. We challenge convention and seek to discover new approaches to performance-based design. We know that performance is not measured by single components, but is an intricate equation solved through robust ingredients and innovative technology. We broaden our view to define performance beyond how our products withstand the physical demands of an environment, to how they support human performance, productivity, collaboration, comfort and well-being…because flooring matters.