Redefining Performance.

At Patcraft we think differently about what matters when it comes to flooring. We challenge the relevance of traditional ways of doing things, seeking to discover new approaches to performance based design.

Deconstructed Black embraces this design philosophy by uncovering the inner workings of the floor’s foundation. By deconstructing the elements of performance, this collection uncovers a new dimension in design exposing the primary backing beneath the fiber to reveal the raw elements of the carpet’s construction.

The first collection in the Deconstructed design platform, Deconstructed Black unites form and function to reveal visual depth and texture. Backed in black, this versatile collection uses a black primary backing to create striking textural patterns with contrast and dimensional design.

We know that performance is not measured by single components, but is an intricate equation solved through robust ingredients and innovative technology. Deconstructed Black encompasses this performance design philosophy, looking at design in a different light.

We broaden our view to define performance beyond how our products withstand the physical environment, to how they support human performance, productivity, collaboration, comfort and well-being... because flooring matters.
Look at design in a new light.

Uncover the inner workings of the floor’s foundation with **DECONSTRUCTED™ BLACK**, the first-of-its-kind in the Deconstructed 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.
Think deeper to reveal layers of texture & visual depth.

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.