

Tarkett Launches New Collections at BDNY (Booth #2739)

Creating Great Spaces, One Surface at a Time

Tarkett North
America



SOLON, OHIO, November 10, 2019 – [Tarkett](#), a worldwide leader in innovative and sustainable flooring and sports surface solutions, will showcase Tarkett’s expertise in design and innovation across multiple flooring materials at BDNY (November 10-11) in Booth #2739.

Tarkett’s artistic vision meets flawless execution in a booth that celebrates 100 years of form and function by introducing a modern take on the Bauhaus movement. Bauhaus philosophy is arguably the most significant design movement of the modern age, combining industrial craftsmanship with the visual arts, mass production with thoughtful detail, and utilitarian function with beautiful aesthetic. Tarkett honors the Bauhaus influence every day, with more than a century-long heritage of leading innovation, best-in-class custom design, and an unwavering commitment to simple, circular economy.

Taking full advantage of Tarkett’s best-in-class custom design capabilities, two new concept collections, nowHAUS and Gironde, showcase the incredible artistic talents of individual creators Amy Jaekel and Nolan Beck Rivera, bringing their visions to life in vivid detail.

Through the Tarkett Solution SPECTrum™, luxurious tufted broadloom and Axminster carpet patterns coordinate flawlessly with high-definition, digitally printed LVT, giving designers cohesive solutions that carry an aesthetic throughout the property and establish Tarkett as a total flooring solution for the Hospitality market.

Tarkett’s deep understanding of each platform marries handmade artisanship with industrial innovation and beauty with practical application.

“Tarkett has built a unique platform for hospitality, allowing our clients to execute their design ideas as the only one-stop-shop for custom design in Axminster, Broadloom, Carpet Tile, LVT and

even Millwork base. It all comes together at BDNY in our celebration of 100 years of Bauhaus,” said Paul Cleary, President, Tarkett Hospitality division.

In keeping with Tarkett’s reputation as a prolific and innovative global flooring company, a variety of flooring products will be on display and introduced at BDNY, including:

- New Custom Tempt Collection: Gironde designed by Nolan Beck Rivera
- New Custom Tempt Collection: nowHAUS designed by Amy Jaekel
- ProGen LVT for Hospitality
- NuGen Rigid Core Flooring for Hospitality
- Millwork Wall Finishing System

CUSTOM TEMPT COLLECTION: GIRONDE **Collaborative Designer: Nolan Beck Rivera**

Toward the southwest corner of France, not far from the Spanish border, the Gironde region of Bordeaux is filled with evidence of its history. Every surface tells a story and begs us to take a closer look at its unassuming luxury. Designer Nolan Beck Rivera recently spent two weeks immersed in the area’s weathered patinas, eroded bricks and lichen-covered stones. A photo catalogue of textures...became a tablet of sketches...became a new flooring collection for Tarkett Hospitality. This suite of organic patterns pays homage to the unwavering passing of time, and comes to life in a soothing palette of moss and blush tones.

Each pattern beautifully showcases Tarkett’s world-class technology and custom design capabilities. With coordinating carpet and resilient surfaces, designers are able to carry this European-inspired aesthetic throughout a property, including guest rooms and public spaces. The collection includes four woven broadloom patterns and three luxury vinyl flooring patterns for a variety of scale, texture and performance. The LVT designs are offered on Tarkett’s Contour construction, featuring Tarkett’s proprietary Techtonic™ polyurethane technology over a 32 mil wear layer for maximum protection and durability.

Nolan Beck Rivera is the creative director behind The Materialist, a non-disciplinary design project that began with a trip to the Gironde region of France, specifically a small village called Saint-Palais-sur-Mer, where everything is very old and very beautiful. Every surface is textured, aged, and rich. Inspired by this specific type of luxury, Nolan seeks to create products that have that same sense of gravity and beauty.

CUSTOM TEMPT COLLECTION: NOWHAUS **Designer: Amy Jaekel, Creative Director, Tarkett**

Bauhaus philosophy—arguably the most significant design movement of the modern age—turns 100 years old this year. As longtime admirers of all things Bauhaus and its visionary creators, Tarkett celebrates this timeless centurion with nowHAUS Collection, a bold new flooring collection, inspired by its iconic shapes and patterns. Just as our Bauhaus mentors taught, these designs marry handmade artisanship with industrial innovation and beauty with practical application.

Luxurious tufted broadloom and Axminster carpet patterns coordinate flawlessly with high-definition, digitally printed LVT, giving designers cohesive soft surface and resilient solutions that carry this eye-catching aesthetic throughout the property.

The nowHAUS Collection beautifully showcases Tarkett’s custom design capabilities in a variety of scales and flooring platforms, with six Vivid™ Broadloom patterns (with the ability to use up to 12 colors in a cut and loop construction for high-definition pattern, color and texture), three woven Axminster patterns (including one sculpted texture), and one Axminster tile pattern.

Two LVT flooring patterns are offered on Tarkett's Contour construction, featuring Tarkett's proprietary Techtonic™ polyurethane technology over a 32 mil wear layer for maximum protection and durability.

As Creative Director for the Tarkett Hospitality division, Amy Jaekel's greatest creative influence was watching her mom sew and cross-stitch, and then picking up a needle and thread herself.

"I've had a passion for all things textile since I was little. I was always intrigued by the colors and drawn to the idea that I could make things for myself. I've never been a precise crafter like my mom, but she gave me the foundation and the technique that I now use to do things my way...I just free-form and see what happens. Those creations usually spark a new idea in the studio—and become a small-scale idea of what a new collection could become."

PROGEN™ LVT FOR HOSPITALITY

ProGen is a radical leap forward in flooring technology—a rigid core construction engineered from the inside, out—and designed to outperform the extreme demands of today's hospitality environments. ProGen beautifully resists heavy rolling luggage, high heels and heavy furniture, plus a variety of unavoidable mishaps like splashes and spills. ProGen can be installed virtually anywhere, without being affected by heavy sunlight or extreme temperature changes, so it resists buckling, denting and warping. ProGen also solves acoustic concerns with an IIC rating of 68 that equals superior sound absorption to drastically improve overall comfort. With beautiful, authentic-looking designs, an easy, no-mess installation, and guaranteed long-term wear, ProGen promises a better experience every step of the way.

NUGEN RIGID CORE FLOORING FOR HOSPITALITY

Tarkett designed NuGen in response to the need the hospitality industry has for a rigid core flooring with more flexibility, easy installation, and beautiful designs for any room. Combining the enhanced performance of rigid core with the authentic look of hard wood, NuGen handles anything guests can spill or drop on it. NuGen is available in 10 classic hardwood designs in the most popular colors and size (7"x48"), making it impossible to make a wrong selection. It is also quiet under foot with an acoustical backing that provides superior sound absorption and overall comfort. With easy, no-mess installation, guaranteed long-term wear and beautiful, authentic-looking wood designs, NuGen is ideal for guest rooms, fitness rooms and staff break rooms.

WALL FINISHING SYSTEMS

With rich architectural detail and the look of finely milled wood, Tarkett's Wall Finishing Systems include wall base, chair rail, corner guard quarter round and shoe moulding profiles that tie a hospitality space together. These products are more durable and easier to maintain than real wood – no touch-up or repainting required – and are available at roughly half the installed cost in half the time. All the components needed to make any hospitality space look and feel like home.

- **Millwork:** Comes in solid colors and installs easily around curves and irregular surfaces.
- **Masquerade:** Digitally printed in 18 colors and 9 profiles; two custom designs will be at BDNY to coordinate with Gironde and nowHAUS collections.

HILTON BOOTH CONCEPT - Momento: Experiences Worth Remembering

Tarkett is thrilled to help celebrate Hilton's 100th year anniversary by providing a custom carpet on display in the Hilton Booth #2839, adjacent to Tarkett's booth.

"The carpet for the Hilton Design space was built around the idea of the evolution of Hospitality. The patterns blend from one geometric to another, creating three separate visuals on the floor. The Hilton design team worked with Design Manager Mary Kindrick, and together, they created a beautiful story for the floor," said Jaekel.

Hilton invites clients to come and experience their past contributions to hospitality, interpreted through today's technology with a look towards the innovations of tomorrow. For centuries, travelers around the globe have collected their favorite travel mementos and displayed them prominently on ribbon boards to cherish for years to come. The interpretation envelops the

design space throughout, while displaying Hilton’s influence in hospitality and philanthropic efforts through the establishment of the Hilton Effect Foundation, the launch of Room 702 and continued commitment to Travel with Purpose. They are inviting clients to share favorite travel memories that will be incorporated into their live art installation. Featured Booth Sponsors; Alger-Triton, Applied Textiles, Fabric Innovations, Formica Corporation, HF Collection, Kalisher and Tarkett.

ADDITIONAL BRAND PRESENCE

Event Sponsor

Saturday, November 9 th	5:00pm – 7:00pm	ISHP Fundraiser at 583 Park Avenue
Saturday, November 9 th	7:00pm – 9:00pm	BDNY Kick Off Party at Moxy in Times Square
Tuesday, November 12 th	6:30pm	HD Platinum Circle Awards at 102 North End Avenue

More information about all of Tarkett’s products can be found at www.tarkettna.com.

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About Tarkett

With a history stretching back 135 years, Tarkett is a worldwide leader in innovative flooring and sports surface solutions, with net sales of more than €2.8 billion in 2018. Offering a wide range of products, including vinyl, linoleum, rubber, carpet, wood, laminate, artificial turf and athletic tracks, the Group serves customers in over 100 countries across the globe. Tarkett has 13,000 employees and 36 industrial sites and sells 1.3 million square meters of flooring every day, for hospitals, schools, housing, hotels, offices, stores and sports fields. Committed to "Doing Good—Together," the Group has implemented an eco-innovation strategy that is based on Cradle to Cradle principles and promotes a circular economy, with the ultimate goal of contributing to people’s health and wellbeing, and preserving natural capital. Tarkett is listed on Euronext Paris (compartment A, ISIN: FR0004188670, ticker: TKTT) and is included in the following indices: SBF 120 and CAC Mid 60. www.tarkett.com.

Tarkett North America Media Contact

Christie Boyle
Chrysanthemum Partners
646-342-2571
cb@chrysanthemumpartners.com

