

AN EXPRESSION OF “MORE IS TRULY MORE” SIGNATURE FLOORING INTRODUCES BOLDACIOUS CARPET COLLECTION

DALTON, GEORGIA – NOVEMBER 12, 2023 Signature Flooring is making bold moves at the Boutique Design New York (BDNY Show) with its bold-expressive designs and bright-saturation of colors through-out their space with this year’s collection of BOLDacious. BDNY is held November 12-13 at the Jacob K. Javits Convention Center in New York. BOLDacious is all about bright cohesive colors and an eclectic mix of carpet patterns with layers of texture and dramatic depth that is arguably explosive, magical and desirable.

BOLDacious is an expression of “more is truly more”. Taking from one of the most memorable design styles of Maximalist to create experiences of excitement in every space. By mixing edgy pieces with vintage treasures and refined items with raw, unique and one-of-a-kinds, it pushes boundaries and challenges rules and in so doing, it provokes and emotional response. It is about surrounding yourself with things you love and nothing is off limits.

“I have been thinking about designing a collection from the Maximalist design style for quite some time. I love it because it is about being bold and expressive, showing off your personality, and most of all it is about story telling. It resonates with hospitality interiors as it layers old with new, brightness with calmness and eclectic patterns with calm textures while visually soliciting conversation and evoking joyous pleasure.” Beth James, Director Hospitality Product Design and Custom Design Development.

BOLDacious Collection curates design influences from the maximalist style featuring twelve patterns with their own unique aesthetic or together a dynamic collection that coordinates without being matchy-matchy. Expressive carpet visuals have been thoughtfully designed from adorning motifs to edgy mosaic-like tiles, along with delicate detailed florals to modern interpretations of exotic animal prints. A cohesive color palette runs throughout the collection grounded in shades of moody blues with fiery red entwined in sandy white yarns, punching chartreuse accents throughout each design.

Signature Flooring features their six-color ColorPoint and five-color Infinity Technology with the BOLDacious Collection, allowing designers more color flexibility and creativity for hospitality spaces. Ten broadloom patterns, along with two carpet tile 24” patterns are available in the ColorPoint construction and are designed specifically for public spaces, corridors and area rugs. Made with 100% Solution Dyed Nylon in 42oz, 36oz and 32oz weights with tip shear and cut loop construction. The collection features



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Signature's Stain and Soil Release Technology for ease of cleaning and high appearance retention.

Advancing visual carpet aesthetics through Infinity Technology processing, Signature has developed the look and feel of a woven textile appearance, for their guest room offering in the BOLDacious Collection. Using a non-typical shifting in the tufting process allowed for more yarn movement, varied color combinations and design placements – resulting in a woven look. This enhanced tufted woven visual elevates the design flexibility and capabilities offered through their Infinity Technology. Designers are now able to create and coordinate with the traditional visual of Infinity with the woven-look. Small yardages of various patterns in either look can be combined to meet a client's total yardage for a project – a cost effective way to achieve multiple design visuals, along with the confidence of working with a single source flooring provider with one point of contact. Four patterns in its woven-like appearance are featured in the BOLDacious Collection specifically for guestrooms offering that touch of texture, softness and elegance.

“Designing towards a new visual with our Infinity Technology has been very exciting. This machine tufted construction produces a desirable woven-like visual which has the elevated texture, interest and elegance that offers a more sophisticated aesthetic. The combination of a traditional Infinity construction with the ability to apply more blending of color and pattern interest opens the creativity for designers and their projects. We felt it was the perfect opportunity to bring to market with our BOLDacious Collection specifically for our Infinity public space offering.” said Beth James, Product Development & Design Director for Signature Flooring.

As a leader in hospitality carpeting, Signature specializes in helping clients quickly and easily customize their selections. The BOLDacious Collection is fully colorcustomizable to fit the palette of any project. The Signature team provides unparalleled service to help clients customize their carpet selections and fulfill their vision for each space. Visit Signature Spark Custom Carpet Website to ignite creativity and make visions a reality. www.signatureflooring.com/spark

Amaze guests and create impressive hospitality flooring spaces with BOLDacious, where “more is truly more”.

About Signature Flooring:

Signature Flooring is an industry leader focused solely on helping clients create extraordinary hospitality and senior living spaces, with unique flooring solutions that expand each client's vision. The vertically integrated manufacturer offers custom carpet, broadloom carpet, rugs, entryway systems and hard surface flooring. Through creative



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styling, excellent custom design capabilities to running line portfolio, a spirit of innovation and the highest quality of service, Signature Flooring makes signature spaces a reality. For more information about Signature's products, please call 800.809.7086 or visit www.signatureflooring.com.

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