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SIGNATURE INTRODUCES EMERGE COLLECTION

A Design-Forward Broadloom and Carpet Tile Collection of Innovative Patterns that Enliven and Transform Guest Experiences throughout Hospitality Spaces

DALTON, GEORGIA - OCTOBER 14, 2021 – Signature Flooring is pleased to introduce the Emerge Collection which will come to life at the premier hospitality show, Boutique Design New York (BDNY), held November 14-15 at the Jacob K. Javits Convention Center in New York. From the beautiful details of butterfly wings to the vast flora upon which they alight, the Emerge Collection creates a scenic pathway throughout hospitality spaces.

“Signature’s latest collection Emerge rises from the physical, emotional and mental feelings we have all encountered over the past year and half. As a butterfly symbolizes strength through life, endurance, change and hope, we found it to be inspirational in our ideas, thoughts and designs for this collection and our theme for BDNY. We could not be more thrilled with this thoughtful collection, it is absolutely beautiful, but is much more than flooring, it represents a reflection of our past and a transformation of renewed purpose.” Angie Law, Marketing Director Signature Flooring.

Each designs influence is not only from various intricate details and compositions of butterfly wings, but includes the different terrains of their natural habitats, like that of mossy-lichen textures, bright flowy flowers and leaf-like branching growth to the etchings of rocks, any of these areas where you may see the flutters of butterflies. As the sun shines filling their delicate wings in reflections of color, beauty, and style, the Emerge color palette is grounded in earthy neutral tones with accents of cobalt, jade and turquoise reminiscent of the iridescent beauty of a butterfly wing.

“Designers are looking for fresh options to create unexpected interiors that really push design and enable boutique and lifestyle hotels to be creative and make their brand or design expression,” said Beth James, Hospitality Design Manager for Signature.

Signature Flooring will be featuring their eight-color ColorPoint at BDNY, an innovation shown at the 2019 BDNY show and crafted for clients today, where eight color versus traditional six color yarn placement allows designers more color flexibility and creativity. Signature’s 2021 BDNY floor carpet features eight color ColorPoint and its overall design of a butterfly is at the center of inspiration for the Emerge Collection.



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“The Emerge Collection features a variety of layered organic and geometric patterns that allows for fluidity throughout the entire project,” said Beth James, Hospitality Design Manager.

Emerge is a collection of fourteen organic and geometric patterns designed to integrate and layer with one another. Six patterns feature designs specifically for public spaces and two corridor patterns and four guest room design options featuring Infinity technology. Together this collection brings large-to-medium scale pattern repeats for public spaces and corridors, along with other smaller repeats which are perfect for guest rooms. In addition to the broadloom patterns, Emerge includes two carpet tile patterns, constructed in ColorPoint technology available in 24” x 24” tile size with multiple ways to create unique spaces in guest rooms, public spaces and corridors.

As a leader in hospitality carpeting, Signature specializes in helping clients quickly and easily customize their selections. The Emerge collection is fully color-customizable to fit the palette of any project, allowing for up to eight color choices. As one of Signature’s ColorPoint products, small yardages of the various Emerge patterns can be combined to meet a client’s total yardage for a project - a cost-effective way to achieve multiple designs. 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

“This collection offers designers a varied selection of stylish broadloom patterns, carpet tile and area rug companions that will coordinate throughout an entire hotel or facility and not compromise design, from public spaces to corridors and guest rooms,” said Beth James, Hospitality Design Manager.

In its performance characteristics, Emerge is designed to be an excellent choice for public spaces, corridors, guest rooms and rugs, made with 100% solution dyed nylon in 42oz to 32oz weights with tip shear and cut loop construction. The collection features Signature’s Stain and Soil Release Technology for ease of cleaning and high appearance retention. For added protection, an antimicrobial can be incorporated into the carpet fibers, but are not substitutes to maintaining proper care, cleaning and maintenance of the carpet.

The collection can also be installed on Signature’s BioCel cushion backing, which provides comfort underfoot and a moisture barrier against stains and spills. From



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America's farms to your floor, BioCel is the only environmentally responsible, high-performance backing system replacing a percentage of the petroleum-based polymers with renewable, biobased material extracted from U.S.-grown soybeans. BioCel meets the requirements for purchasing carpet with biobased content under the U.S. Department of Agriculture's BioPreferred® Program SIN 31-601 and is NSF/ANSI 140 compliant ready. Carpet backed with BioCel assists in meeting the Federal Government's objective to create U.S. jobs through its purchase of products made with materials from U.S.-grown farmers.

In May 2021, Signature broke ground on a large acreage behind their facility in preparation for a community garden that will begin construction in the spring of 2022 which will be called the Legacy Garden, in honor of their loving owner and friend Mr. Shelby Peeples. Signature will be donating a percentage of the profits from the Emerge Collection to our Legacy Garden, in support of its mission to give back to its employees, the local community and surrounding area food banks and outreach programs through produce from the garden.

From the beautiful details of a butterfly wings to the vast flora upon which they alight, let your imagination fly, with the Emerge Collection creating scenic pathways throughout hospitality spaces.

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 LVT. Through creative 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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