

## Signature Introduces JOURNEY COLLECTION

*A JOURNEY THROUGH A WORLD OF RICH TEXTURES AND MODERN SOPHISTICATION  
SPECIFICALLY DESIGNED FOR HOTEL GUEST ROOMS*

**DALTON, GEORGIA - OCTOBER 14, 2021** – Signature Flooring is pleased to introduce *the* running line collection of Journey, which will premiere at Boutique Design New York (BDNY), held November 14-15 at the Jacob K. Javits Convention Center in New York. Journey brings a world of rich texture and sophistication allowing designers to enhance their creativity without boundaries.

Signature's collection of running line guest room carpets offers global appeal. With a small-scale chevron interspersed within a beautifully moving texture, the Journey running line pattern will transition gracefully into guest rooms with useable neutrals to vivid-bold color combinations in modern sophistication.

As the forefront pattern in Signature's new collection of running line guest room carpets, the movement, texture and interest within Journey is a versatile option for multiple hospitality projects. Available in nine color combinations, this collection contains ten patterns with a wide array of design distinctions. From the textured organic of Tour, to the strong geometric of Excursion, with the Bauhaus design movement seen in Trip and to Op Art with a textured ogee in Passage, there is a design option for all aesthetics. Come on an adventure with Signature to experience Journey and the companion patterns for your next guest room project.

"We are excited to add to Signature's guest room portfolio. The collection was developed to be diverse and appealing, which creates an inviting arrangement of soft surface options for all types of hospitality spaces with global attraction. The color palette offers nine selections with a neutral base and some eye catching pops of color." said Beth James, Hospitality Design Manager for Signature.

Constructed of 100% Solution Dyed Nylon using Infinity Tufting Technology, which enables a refined visual with incredible definition of texture. The carpet patterns are designed to bring clarity of detail and luxurious dimension to a wide range of interior styles. With trends of LVT in hospitality guest room flooring, Signature's loose lay, click and glue down LVT products coordinates easily with Journey, creating cohesive, exciting designs with a mix of flooring types.

Journey 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 for maintaining proper care, or cleaning and maintenance of the carpet.

For comfort underfoot and a moisture barrier against stains and spills, the Journey Collection can be installed on Signature's BioCel cushion backing. From America's farms to your floor,



FOR IMMEDIATE RELEASE

BioCel is the only environmentally responsible, high-performance backing system replacing a percentage of the petroleum-based polymers with renewable, bio-based material extracted from U.S.-grown soybeans. BioCel meets the requirements for purchasing carpet with bio-based 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.

As a leader in hospitality carpeting, Signature specializes in helping clients quickly and easily customize their selections. The Journey Collection is fully color-customizable to fit the palette of any project. As one of Signature's Infinity products, small yardages of the various 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](#) to ignite creativity and make visions a reality. Signature Spark is an easy to use custom carpet design and inspiration website where you can recolor custom carpet patterns, create tack boards, manage project assets, find inspiration, visualize in room scenes, and much more. [signatureflooring.com/spark](http://signatureflooring.com/spark)

### **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](http://www.signatureflooring.com).

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