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**LAMINA'S GINKGO-INSPIRED COLLECTION CREATES
ABSTRACT ARTISTRY FOR HOSPITALITY SPACES**

DALTON, GEORGIA – Las Vegas, NV - April 30, 2024 - Signature Flooring is set to unveil its latest collection, Lamina, at the highly anticipated HD Expo in Las Vegas, Nevada. This captivating collection represents a harmonious blend of artistry and nature's beauty, offering an array of designs crafted through abstract art that radiates beauty and timeless elegance.

Drawing inspiration from the delicate intricacies of Ginkgo leaves, Lamina transcends conventional flooring, infusing spaces with organic charm and sophistication. Developed by designer Jaime Ross in collaboration with Signature Flooring, each pattern in the collection is a testament to Ross's creative vision and passion for storytelling. Ross's journey began with playful exploration alongside her son, where the enchanting patterns and textures of Ginkgo leaves sparked the genesis of Lamina.

The Lamina Collection features 12 distinct patterns, each meticulously designed to capture the essence of nature with its inspiration of the graceful Ginkgo leaves, creating abstract art that radiates beauty, warmth and mood-enhancing vibes. Every design in the collection evokes a sense of tranquility and serenity, transforming interiors into immersive sanctuaries of beauty.

Moreover, Lamina transcends mere aesthetics, experience the captivating allure of Lamina's exquisite blend of colors and patterns, meticulously layered to infuse depth and opulence into any hospitality space. Offering a cohesive palette that facilitates seamless coordination throughout. Whether it's the welcoming ambiance of guestrooms adorned with Lamina's soft hues or the grandeur of corridors enhanced by its intricate motifs, each space becomes a canvas for creativity and expression.

"Signature Flooring, believes that every space has a story to tell," said Jaime Ross, the creative mind behind Lamina and the collaborative designer with Signature Flooring. "With Lamina, we sought to create more than just flooring—we aimed to craft immersive experiences that resonate with the soul, connecting people with the beauty of the natural world."

Lamina offers luxurious broadloom and carpet tile options for hospitality spaces. Featuring their six-color ColorPoint and 2-4 color Infinity Technology allows designers more color flexibility and creativity. Ten broadloom patterns ranging from 12' and 15' widths, along with two carpet tile 24" patterns are designed specifically for public spaces, corridors and area rugs.

Advancing visual carpet aesthetics through Infinity Technology processing, Signature has developed the look and feel of a woven textile appearance, for their guestroom and corridor offering in the Lamina 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 offering that touch of texture, softness and elegance. Designers are now able to create and coordinate with the traditional visual of Infinity with the woven-look.

“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.” said Beth James, Product Development & Design Director for Signature Flooring.

In its performance characteristics, Lamina is made with 100% solution dyed nylon, and Signature’s Stain and Soil Release Technology for ease of cleaning and high appearance retention. The collection can also be installed on Signature’s BioCel cushion backing, which provides comfort underfoot and a moisture barrier against stains and spills.

As a leader in hospitality carpeting, Signature Flooring specializes in helping clients quickly and easily customize their selections. The Lamina Collection is fully color-customizable to fit the palette of any project. As one of Signature’s ColorPoint products, small yardages of the various Lamina 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

Discover the enchanting charm of the Lamina collection, where vibrant hues and intricate designs intertwine to imbue richness and sophistication into every environment.

About Signature Flooring

Signature Flooring has a rich history of service, innovation and creativity. Since its founding in 1998, Signature has been providing client’s properties with boutique custom broadloom carpet and rugs designed specifically for public space and guest room environments. Over the last 25 years, that focus has taken the company from boutique to nationally recognized brands offering the best in customer care and world class carpet design. Focused solely on helping clients create extraordinary hospitality, senior living and multifamily spaces. Signature is fueled by a passion for their craft and a complete dedication to service. They are driven to achieve exceptional flooring solutions that expand each client’s vision. Signature is one of the largest vertically integrated manufacturers offering custom carpet, broadloom carpet, carpet tile, rugs, entryway systems and hard surface products. They continue to introduce beautiful custom collections, curated/personalized customs, running line options and their SignatureNOW program for time sensitive projects. www.signatureflooring.com

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