



FOR IMMEDIATE RELEASE

SIGNATURE FLOORING INTRODUCES LIVING SKETCHES

A Design-Forward Broadloom and Carpet Tile Collection that brings art to life, from hand-drawn sketches to beautiful flooring, welcoming Guest Experiences throughout Hospitality Spaces.

DALTON, GEORGIA – NOVEMBER 8, 2022 – Signature Flooring is pleased to introduce **Living Sketches** collection, which will bring art to life at the premier hospitality show, Boutique Design New York (BDNY), held November 13-14 at the Jacob K. Javits Convention Center in New York. A Design-Forward Broadloom and Carpet Tile Collection that brings art to life, from hand-drawn sketches to beautiful flooring for Guest Experiences throughout Hospitality Spaces.

As Signature looked back to 2020 and as they pivoted from traditional in-person presentations and time spent together with designers and clients, they found, more digital solutions effective, from digital carpet collections and the launch of Signature Spark their custom carpet interactive design website. From that timeframe to now, the Sketches & Gestures collection of expressive and energetic patterns for guestrooms has been very successful. To round out the collection and expand the offering with public spaces, corridors and rugs came the introduction of Living Sketches.

“Sketches & Gestures has been very successful for Signature and was one we decided to go back to and explore for elevated design options that would connect public spaces and corridors. With this collection for guestrooms and our launch of Living Sketches, together they create a total design solution with fluidity throughout hospitality spaces.”
Angie Law, Marketing Director Signature Flooring.

Hand-drawn sketches are the source of inspiration behind each pattern in the Living Sketches Collection. Each beautifully drawn with expressive design, intricate details and thoughtfully executed by Signature’s Beth James, Product Development & Design Director. Each hand-drawn sketch evokes refined and expressive work of art, exhibiting twelve coordinating patterns, from crisp lines layered with soft curves to pictorial florals and interlocking free style circles, to riveted distressed linear patterns and stimulating explosive patterns that create playful conversational energy ideal for hospitality spaces. A lush, inviting, yet bold color palette featuring various shades of purple from aubergine to dark raspberry grounded in neutral tones with layered textures and pops of gold striations.

“Drawing from my roots as a fine artist student, the Living Sketches Collection was a joy to create. I was able to engage in creative sessions using watercolors, acrylics and ink



FOR IMMEDIATE RELEASE

to create the layers, which were applied to the patterns. It was invigorating to start with a blank canvas and see where the brush strokes led.” said Beth James, Product Development & Design Director for Signature.

Signature Flooring features their six-color ColorPoint at BDNY, allowing designers more color flexibility and creativity. Living Sketches is a collection of twelve organic and geometric patterns designed to integrate and layer with one another. Ten patterns feature designs specifically for public spaces, corridor and rug patterns featuring ColorPoint technology. Together this collection brings large-to-medium scale pattern repeats for public spaces and corridors. In addition to the broadloom patterns, Living Sketches 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.

“Living Sketches features a beautiful assortment of fine art mediums creatively blended for each pattern. The collection embodies an artistic flair with each pattern able to stand alone or intermingled as a cohesive grouping.” noted Beth James, Product Development & Design Director

As a leader in hospitality carpeting, Signature specializes in helping clients quickly and easily customize their selections. The Living Sketches 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 Living Sketches 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

“Our goal is to offer our customers a beautifully curated collection which inspires them during project development. Each collection is thoughtfully pieced together for a well-rounded offering of coordinates – which allows designers to easily adjust for their specific custom project.” said Beth James, Product Development & Design Director for Signature Flooring.

In its performance characteristics, Living Sketches 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



FOR IMMEDIATE RELEASE

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 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.

With the exhibit at BDNY, Signature will feature a special section in their booth titled "The Artist Within Us" – here members of the Signature Family and sales representatives attending the show, were asked to sketch what brings them the most joy, love and/or passion. Each individual eagerly immersed themselves into the project, finding the artist within, and created beautiful art and compelling stories. After BDNY, Signature will hang these in their Dalton facility.

"What a wonderful way to bring our entire company together and know they had a real part of the project. Each person really took this very serious and could not wait to show their creativity and tell the story behind their piece. We are excited to share with BDNY attendees and bring back to our facility for everyone to enjoy." Angie Law, Marketing Director

From hand-drawn sketches, bold geometrics to softer organic patterns, the Living Sketches Collection creates an inviting and dramatic effect for 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/SPC. 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.

###



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Angie Law, Marketing Director, Signature Flooring

alaw@signatureflooring.com

706.270.5799 ext. 5617

www.signatureflooring.com