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Introducing the Reflective Echoes Collection: A Nostalgic Journey through Time and Memory Designed for Senior Living Spaces

DALTON, GEORGIA – April 13, 2024 - Step into the gentle embrace of nostalgia with the Reflective Echoes Collection, which is being introduced at the EFA Conference on April 13-16, 2024 at the Cobb Galleria Center in Atlanta, where every design element is thoughtfully curated to evoke emotion, and cherished memories. Inspired by the understated elegance of the mid-20th century, our collection of broadloom and carpet tiles delicately intertwines geometric patterns and soft, soothing hues, creating a tranquil environment ideal for senior living spaces. Each step is a tender journey through time, nurturing memory and enveloping residents in a comforting sense of familiarity.

"As a designer, I was deeply inspired by the profound impact of multisensory therapy, reminiscence therapy, and mindfulness techniques on well-being. Through extensive research and exploration, we integrated these therapeutic approaches into the design of our carpet patterns in the Reflective Echoes Collection. Each pattern serves as a visual and tactile cue, inviting residents to engage in a journey of reminiscence, relaxation, and sensory stimulation, fostering a serene and comforting environment that enhances their overall quality of life," states Lisa Litzinger, Director of Product Development, Senior Living.

Available in thirteen coordinating patterns, embrace the timeless elegance of these mid-century aesthetics. Each style boasts intricate patterns of playful curves to sleek lines inspired by the geometric motifs popularized during this iconic era. Rich earthy tones and soft, muted colors create a soothing ambiance, perfect for infusing spaces with a touch of vintage allure.

Signature Flooring features Infinity broadloom 36 oz. construction and 42 oz. broadloom construction in their six-color ColorPoint for Reflective Echoes Collection, allowing designers more color flexibility and creativity. Together this collection brings large-to-medium scale pattern repeats ideal for common areas to corridors. In addition to the broadloom patterns, Reflective Echoes includes two carpet tile patterns, constructed with ColorPoint 32 oz. technology available in 24" x 24" tile size allowing multiple ways to create unique spaces in coordination and flexibility across

senior living spaces.

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

In its performance characteristics, Reflective Echoes is designed to be an excellent choice for senior living public spaces, corridors, and resident areas. Made with 100% solution dyed nylon, 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.

Experience the essence of the mid-century era reimagined for today's senior living environments through our Reflective Echoes Collection evoking cherished memories, fostering relaxation, and creating a sense of comfort and familiarity.

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. ###