



SIGNATURE SETS THE SCENE WITH STAGED COLLECTION, A SHOW-STOPPING FLOORING STYLED FROM THE WORLD OF THEATRE AND FASHION

For immediate release

April 26, 2021 — Signature sets the scene with Staged Collection, a vibrant new collection that brings the show-stopping world of theatre and fashion to flooring, transforming the floor into a runway of color for interior spaces that feel bold and welcoming.

Inspired by the pre-pandemic world of fashion runways, theatrical productions and staged performance, debuts the Staged Collection. “Iconic fashion motifs contributed to the design aesthetic utilizing chains, floral palms and animal print to produce unique and edgy patterns” as Beth James, Product Development and Design Manger Hospitality, describes Signature’s latest designs.

The color palette uses vibrant hues, which are reminiscent of the lighting spots and filters used in performances to create a dramatic mood or focus. Staged Collection offers twelve broadloom patterns from 9-ColorPoint designs for public and corridor spaces, to 3-Infinity designs for guest rooms, creating layered aesthetics though out hotel or hospitality interiors. They are designed to coordinate, allowing designers to use different patterns in different areas while maintaining an overall coherence of design.

As a leader in custom carpet, Signature specializes in helping clients quickly and easily customize their selections. The Staged Collection is fully color-customizable to fit the palette of any project, allowing six to eight color choices. As one of Signature’s ColorPoint product technologies, small yardages of the various Staged patterns can be combined to meet a client’s total yardage for a project, a cost-effective way to achieve unique designs. The Signature team provides unparalleled service to help clients customize their carpet selections and fulfill their vision for each space.

Extraordinary spaces are only a click away with Signature Spark, our latest interactive design tool where designers can recolor and visualize any of Staged patterns, save custom creations, view inspirational images, create tack boards, view and save planning documents, and so much more. www.signatureflooring.com/spark

In its performance characteristics, the Staged Collection is an excellent choice for public spaces, corridors and guest rooms, made with 100% solution dyed nylon in 42 oz. and 32 oz. weights - style specific. The collection features Signature’s Stain and Soil Release Technology for ease of cleaning and high appearance retention. Widths of 12’ and 6’ with complimenting pattern repeats and reduced wastes in corridors. The collection can be installed on Signature’s BioCel cushion, which provides comfort underfoot and a moisture barrier against stains and spills. BioCel’s unique construction with renewable and recycled resources offers a more sustainable alternative to traditional cushions. BioCel is the carpet



backing solution for thoughtfully designed spaces. Signature works with soybean farmers, the United Soybean Board, along with the USDA - replacing a percentage of the petroleum-based polymers with renewable, biobased material extracted from US-grown soybeans.

With patterns of dramatic complexity, customizable colors and a high-performance construction, the Staged Collection will add the drama, flair and pizzazz to your next hospitality project.

About Signature

Signature is an industry leader focused solely on helping clients create extraordinary spaces, with unique flooring solutions that expand each client's vision. The vertically integrated manufacturer offers custom carpet, broadloom carpet, rugs, carpet tile, entryway systems and LVT. Through creative styling, world-class custom design capabilities, a spirit of innovation and the highest quality of service, Signature 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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