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**SIGNATURE FLOORING UNVEILS THE EMBERVEIL COLLECTION**  
*New Dimensions Revealed in Every Layer*

**DALTON, GEORGIA NOVEMBER 9<sup>TH</sup> 2025** – Signature Flooring introduces EmberVeil, a captivating new carpet collection debuting at BDNY 2025 in New York City. EmberVeil redefines how texture and light interact within hospitality interiors, inspired by the transformation of materials touched by fire — from charred wood to glowing metal patinas. The collection explores depth, layering, and movement in ways that bring warmth, sophistication, and intrigue to guestrooms, corridors, and public spaces alike.

Every ember leaves a trace — a glow that lingers, a surface forever changed. EmberVeil captures that fleeting transformation where light and shadow intertwine, and charred textures and shimmering patinas reveal new dimensions of beauty. Intricately layered patterns echo the movement of flame — flowing, fractured, and fluid — while sculptural weaves shift gracefully with light.

“There’s a quiet beauty in what’s transformed by fire — charred wood, molten metal, shifting patinas. EmberVeil captures that feeling of change and reflection, revealing new dimensions in every layer. It’s designed to bring that same warmth, drama, and sophistication into hospitality spaces.” — Beth James, Director of Custom Services & Hospitality Product Development.

The patterns within EmberVeil emerge from the artistry of transformation — abstracted from the textures of charred wood, fractured metal, and timeworn surfaces. Each design layers structure and movement, balancing organic flow with architectural rhythm. The interplay of line, depth, and texture creates visual dimension that guides the eye and connects spaces seamlessly. From guestrooms to public spaces, these patterns cultivate warmth, intrigue, and refinement — turning every surface into part of the guest experience, where atmosphere and emotion intertwine.

Hues of smoked brown, burnished rust, patina blue, and soft veiled cream reflect a balance of strength and subtlety, warmth and restraint. Each tone bears the mark of transformation — layered, weathered, and refined by time. Together, these hues form a language of contrast and calm, where luminosity meets depth and interiors are wrapped in quiet radiance.

Designed for guestrooms to ballrooms and corridors to public spaces, EmberVeil elevates every environment into an experience. Each design is crafted with intention, turning layers of texture into living art and surfaces into stories — artistry built for the demands of hospitality yet defined by its creativity and soul.

***Key Features of EmberVeil:***

- Layered Dimension — Patterns build depth and movement, inspired by surfaces transformed by heat and time.
- Textural Craft — Designs echo charred wood, burnished metal, and fractured stone for a forged aesthetic.
- Refined Hues — Smoked browns, burnished rusts, patina blues, and veiled creams balance warmth with restraint.
- Hospitality Performance — Crafted for durability and beauty in guestrooms, corridors, and public spaces.
- Atmospheric Design — Light, texture, and color combine to create emotion, allure, and sophistication.
- Cohesive Storytelling — Coordinating patterns allow designers to layer tone and scale seamlessly across interiors.

EmberVeil offers versatile design options through advanced technology, including six ColorPoint broadloom patterns (available in 42 oz. and 46 oz. tufted pile weights) and four Infinity broadloom patterns (32 oz. and 36 oz. options). The collection also includes two 24" x 24" ColorPoint carpet tile styles, constructed with 100% solution-dyed nylon in tip shear and cut loop designs for long-lasting beauty and performance. Signature's Stain and Soil Release Technology ensures easy maintenance and lasting appearance retention, while optional BioCel® MB Cushion backing adds comfort underfoot and a built-in moisture barrier.

For designers seeking customization, EmberVeil offers full-color flexibility through Signature Spark, an intuitive online platform that allows pattern recoloring, project management, and realistic room visualizations. With extensive color capabilities, Signature's design team can bring any vision to life, ensuring every project's aesthetic is perfectly aligned with its space. Visit [signatureflooring.com/spark](https://signatureflooring.com/spark) to ignite creativity and make design visions a reality.

“With EmberVeil, we wanted to design a collection that not only performs but transforms — bringing a sense of atmosphere to every hospitality space. The patterns and textures connect visually and emotionally, drawing people into the story of the space.” — Beth James, Director of Custom Design & Hospitality Product Development, Signature Flooring

The EmberVeil Carpet Collection will be showcased at BDNY, held November 9–10, 2025, at the Jacob K. Javits Center, New York. Attendees are invited to visit Signature Flooring, booth #1355, to experience EmberVeil — a collection that transforms hospitality spaces with allure, sophistication, and design that ignites creativity.

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

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