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WHISPER: A BREATH OF STILLNESS FOR HOTEL GUEST ROOMS
Designed in Collaboration with Stacy Garcia Design Studio

DALTON, GEORGIA NOVEMBER 19TH 2025 – Signature Flooring and Stacy Garcia Studio are proud to announce the launch of **Whisper**, a new running line guest room pattern that embraces calm, softness, and the quiet poetry of nature. Inspired by the gentle rhythms of the natural world, Whisper brings a peaceful, restorative energy to hospitality interiors - creating guest rooms that feel serene, grounded, and beautifully at ease.

In a world that moves quickly, **Whisper offers a gentle pause**—a quiet moment drawn from nature’s most delicate rhythms. The design is inspired by the graceful sway of tall grasses, the weightless drift of dandelion seeds, and the soothing pull of wind sweeping across open landscapes. The result is a pattern that captures the *poetry of movement without motion*.

Crafted in soft, earthy neutrals reminiscent of sand, stone, and sunlit fields, Whisper introduces warmth and tranquility into guest room environments. Its subtle texture and linear flow create grounded elegance, softening interiors and surrounding guests in an atmosphere of ease and serenity.

“Whisper embodies a luxurious simplicity that feels both elevated and effortlessly natural,” said Stacy Garcia. “It’s refined movement and tonal warmth create a sense of quiet sophistication, bringing serene, high-end elegance to the guest room while staying grounded in the beauty of nature’s gentlest moments.”

Whisper is engineered using Signature’s Infinity tufting technology, creating a refined, layered visual with remarkable clarity and textural subtlety. Crafted from 100% solution-dyed nylon, the pattern maintains rich, enduring color that withstands the demands of hospitality environments. Designed for both beauty and performance, Whisper features a 32 oz. tufted pile weight for lasting durability and a comfortable underfoot feel. Its 36" x 36" pattern repeat showcases the design’s gentle movement and linear flow, ensuring a consistent, graceful appearance throughout the guest room. Offered in nine curated colorways inspired by nature’s quiet neutrals, Whisper brings soft depth and organic dimension to any interior palette.

Designed specifically for hospitality guest rooms, Whisper balances **understated sophistication** with resilient performance. Its tonal directionality pairs seamlessly with diverse interior schemes, furniture selections, and hard surface flooring—including LVT—offering designers an easy path to cohesive, elevated spaces.

For added comfort and environmental responsibility, Whisper can be installed on Signature's **BioCel** cushion backing. BioCel replaces a portion of petroleum-based polymers with renewable, U.S.-grown soybean materials, meeting USDA BioPreferred® Program requirements and supporting responsible material sourcing.

As a leader in hospitality flooring, Signature makes it easy for clients to bring their design vision to life. Whisper is fully customizable through **Signature Spark**, the brand's digital platform for recoloring, building project boards, exploring companion products, and visualizing designs in room scenes.

Let Whisper carry your design forward—with quiet beauty, grounded simplicity, and a breath of nature's own grace. Learn more at www.signatureflooring.com.

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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About Stacy Garcia Studio

Stacy Garcia Studio is a globally recognized design house specializing in trend forecasting, surface design, and licensed product development for the hospitality and residential industries. Founded by designer and entrepreneur Stacy Garcia, the studio partners with leading manufacturers to create trend-forward collections across categories including wallcovering, carpet, textiles, tile, and furniture. Known for its balance of art, innovation, and commercial viability, the studio blends global influences with an intuitive understanding of color, material, and mood to shape the future of interiors.

Explore more at www.stacygarcia.com