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**PATTERN AND TEXTURE TAKE THE FLOOR**  
***Durkan Expands Synthesis Offering with Glam and Artesia Collections***

**MARIETTA, Ga., March 18, 2009** – Durkan’s Synthesis™ base grades are continuing to gain ‘ground’ in the hospitality market since launching less than a year ago. Offering a fresh perspective on carpet, Synthesis is developed from a patent-pending technology that allows for a layering of pattern and texture. Committed to making this forward-thinking solution accessible in a broad range of hospitality environments, Durkan introduces two new hospitality carpet collections that are ideally suited for Synthesis: **Glam** and **Artesia**.

As its name would suggest, Durkan’s **Glam** Collection will bring an alluring style into any hospitality space. Overlapping stylized flowers create an essence of gentle, fluid motion in the patterns of the Collection. Presented in a hip palette of purples, Glam provides a warm aesthetic with a soulful appeal. The Collection features 15 patterns: two corridor patterns, two design border patterns, nine broadloom patterns, one carpet tile pattern and one four-door rug. With borderless corridor options, designers can create a new take on hallways. For added versatility, Glam features a print 24” x 24” carpet tile option.

The provincial French countryside comes to life on carpet in the **Artesia** Collection. Static modern shapes and old style motifs are contrasted for a classic, yet modern look that is perfect for cozy hospitality settings such as bed and breakfasts and country inns. Featuring a neutral color palette, Artesia encompasses eleven patterns: two corridor patterns, one medallion inset, five broadloom patterns, one design border pattern and two four-door rugs. Borderless corridors also allow for a variety of hallway options.

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### **Textured Design, Just in Time**

Designers can add extraordinary depth and dimension to their carpet designs by specifying Glam or Artesia with Synthesis. In this process, after selecting the pattern design (Glam or Artesia), designers select a textural pattern that is tufted on a multi-level cut and loop base grade. Using Durkan's patent-pending process, the two patterns are then layered over each other.

Speeding the carpet specification process, both Glam and Artesia are also shown in several of Durkan's QuickShip Plus colorways. Extraordinarily comprehensive, Durkan's QuickShip program offers hundreds of patterns already colored and ready to go. Durkan's QuickShip Plus program gives customers the freedom to recolor any of Durkan's plethora of pattern options in one of six different colorways – significantly reducing lead times, saving valuable time in the hospitality design and delivery process, and helping designers achieve the desired look for every installation.

*From the hotel lobby and corridors to guest rooms and ballrooms, casinos, and areas of assisted living facilities, Durkan is world-renowned as an industry leader in innovative design solutions and high style, high-performance hospitality carpeting. With state-of-the-art spectronic printing, Computer Yarn Placement (CYP) tufting technology and forward-thinking pattern and texture technologies, Durkan's comprehensive line of patterned and custom carpet products provide the inspired design, advanced engineering and expressive style needed to set the right tone for every installation. Durkan's primary manufacturing facility is located in Dalton, Ga. For additional information, look for Durkan at [www.durkan.com](http://www.durkan.com) or [www.themohawkgroup.com](http://www.themohawkgroup.com) or call 800-241-4580.*

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