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A MATCH MADE IN CARPET: PATTERN AND TEXTURE UNITE WITH SYNTHESIS

Durkan Explores New Dimension of Hospitality Interiors with Innovative Pattern-Layering Technology

LAS VEGAS, May 15, 2008 – How do you improve two tried and true techniques for manufacturing cutting-edge carpet? Combine them. Furthering its commitment to providing high-performance and high-design hospitality flooring solutions, Durkan marks the advent of a new age in hospitality carpet design with the launch of **Synthesis**. A new patent-pending technology that allows for a layering of pattern and texture on carpet, Synthesis brings never-before-achieved dimension to hospitality interiors.

Defined as the combination of separate elements or substances to form a coherent whole, Synthesis is true to its name. Combining pattern and texture to appeal to the senses of sight and touch, Durkan's Synthesis offers a fresh perspective on carpet suited for a range of hospitality settings – from hotels and resorts, to casinos and managed care facilities.

“Until now, there have been no significant advancements in carpet patterning technologies,” said Lee Blair, senior vice president of Durkan. “Synthesis is a daring exploration of pattern and texture and serves as catalyst to a new wave of technological innovation in carpet design. No longer are designers' creativity limited to a single pattern. With Synthesis, they can combine multiple layers of pattern and texture together on carpet to help realize the true design potential of a space.”

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Two Become One

Previous technological limitations have prevented designers from choosing more than one pattern design when specifying carpet. To create Synthesis, Durkan developed a proprietary, patent-pending technology process to layer a secondary pattern over a uniquely designed multi-level, cut-loop base grade pattern. The Synthesis base grade is tufted with the first pattern; the pattern can then be directly applied on the designed multi-level, cut-loop base grade. The result is a unique layering effect that brings tremendous depth and richness to the carpet designs.

Synthesis is available in four textured base grades – Swirl, Mod, Geo and Tech – that are neutral enough so as not to compete with the secondary patterns, and can be easily matched in multiple breadth carpet installations. Designers can choose from Durkan's extensive library of patterns to create the secondary design. This design can be directly related or completely independent of the base grade tufted design, and serves as the cohesive element to create a unified aesthetic throughout a space.

Two Patterns: Endless Possibilities

Synthesis offers versatility combined with durable performance, blending effortlessly into a range of environments. Through Durkan's custom program, designers are provided with myriad options to set the tone for every installation. Featuring a menu of patterns colors, styles, technologies and construction options, this custom program provides continuous design possibilities to complement a broad base of budgets and applications.

Synthesis products are available with a variety of backings and attached cushions including **Duralon Attached Cushion**. Providing dense cushioning and appearance retention for carpet, Duralon Attached Cushion can enhance carpet performance and installation flexibility. Continuing The Mohawk Group's longstanding dedication to sustainability, Synthesis products are CRI Green Label Plus certified, and recommended adhesives meet the most stringent rules for VOC emissions.

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From the hotel lobby and guest rooms to ballrooms, restaurants and casinos, Durkan is world-renowned as an industry leader in high performance hospitality carpeting. With state-of-the-art spectronic printing and Computer Yarn Placement (CYP) tufting technology, 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 or www.themohawkgroup.com or call 800-241-4580.

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