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**FEELING THE FORCE OF NATURE**  
***Durkan Expands Synthesis™ Line with Launch of Organic Inspired Offerings***

**MARIETTA, Ga., March 10, 2010** – [Durkan](#) – the hospitality brand of [The Mohawk Group](#) – continues to pave the way for the future of design by expanding its successful Synthesis™ line, unveiling eight new base grades™ that give a contemporary twist to the compelling forces present in nature. With the introduction of the new offerings, which will be displayed at the HD Expo and Conference in Las Vegas, May 19-21 (Booth # 3804), Durkan now provides designers with 12 fresh Synthesis textures that are sure to create a visually stunning effect in a variety of hospitality interiors.

Inspired by the movement and texture of nature, Durkan's expanded collection taps into elemental inspiration from water to sky, and uses the breathtaking beauty of the outdoors to bridge traditional organic design to the future of modern hospitality carpet. Capturing the best of nature's elements, the new Synthesis offerings include:

- **Ripple:** Mirroring the effect of a gentle breeze blowing on a body of water
- **Grassland:** Using sleek linear lines reminiscent of prairie grass bowing down to strong gusts of wind
- **Shattered:** Layering repetitive webs of design to mimic the earth's muddy surface when baked and cracked by the summer sun
- **Sediment:** Working lightly textured horizontal processions across the carpet's surface to represent the strong, solid layers of earth developed over time
- **Branches:** Intertwining rich textured lines to mirror the way branches of a tree work their way across the morning sky
- **Stria:** Repeating striations to capture the cracks and crevasses seen in an iceberg
- **Altostratus:** Embracing the soft abstract forms found above to evoke a sense of walking among the clouds
- **Watermark:** Emulating the effect a single raindrop has when it hits the water's surface

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By selecting Synthesis, designers can add extraordinary depth and dimension to their carpet designs by specifying it with a variety of Durkan products. In this process, after selecting the pattern design compatible with the 12 Synthesis base grades, designers then 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, giving an added advantage over traditional flat carpeting that can completely transform the appearance and feel of a room, helping designers achieve the desired look for every installation.

*Durkan is the hospitality brand of The Mohawk Group, a leading commercial carpet manufacturer and a pioneer in the design of sustainable carpeting. 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. 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. Connect with The Mohawk Group on [Facebook](#), [LinkedIn](#) and [Twitter](#).*

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