

FABULOUS floors

TM NO. 23, 2009

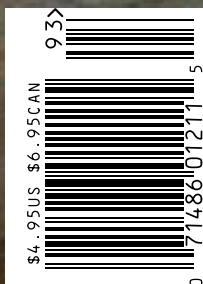


Why buy...?

*Carpet, Tile, Hardwood, Wool,
Laminate, Resilient, Area Rugs...*

Thinking GREEN

Special Annual Design Guide





Don't worry.
IT'S SMARTSTRAND.

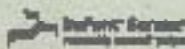
There's the usual stain resistant carpet and then there's SmartStrand® with DuPont™ Sorona®. It takes stain resistance and durability to a new level. Stain protection is actually engineered into the fibers, so it never wears or washes out. It's so advanced, we offer lifetime stain protection that goes way beyond that of other carpets. It's surprisingly soft and crush resistant, too. Learn more about this extraordinary carpet at MohawkFlooring.com.



with DuPont™ Sorona®

Carpet featured: New Generation, Heritage® Collection.

Visit www.MohawkFlooring.com/SmartStrand or call 800-2MOHAWK.



DuPont™ Sorona® is a registered trademark of DuPont. DuPont™ Sorona® contains 37% renewable content by weight. The DuPont™ Sorona® logo, DuPont™ Sorona® and Sorona® are registered trademarks or trademarks of DuPont or its affiliates and are licensed to Mohawk.



Welcome to the Fall 2009 issue of
FABULOUS FLOORS, A Consumer Magazine

On the cover: Tile of Spain's Grespania Segorbe Series.

DEPARTMENTS

4 BY THE YARD

As the days grow shorter and cooler, colors get deeper and warmer. Carpet colors are on a path that's more varied and "nuanced" than ever.

14 TILE IN STYLE

Autumn into winter; a time of abundances. In tile, abundances can be found in color, feel, pattern, beauty and mood, and textures from textile to stone.

22 WOODN'T IT BE NICE

Wood strikes out on a path all its own, leaving in its wake charm, warmth and comfort. Its beauty is timeless. Its detail breathtaking, sophisticated and sensual.

30 ON THE BOARDS

Laminate answers the call of consumers who want style, uniqueness, integrated design, durability and ease of maintenance. Engineering meets "smart spending."

36 ALWAYS RESILIENT

Speaking of great meetings, resilient is where imagination and technology meet in a long-lasting and surprising take on a re discovered floor covering.

42 UNDERFOOT

If anything in the home announces a season or an occasion, it would be the area rug. Imagine stepping into a new look without needing a complete renovation!

46 DESIGNER'S WALK

Even a home can take a new path. Visit an older Connecticut home re-done with great thought by a designer-builder. There's style and coziness in every corner.

68 LEARN MORE...plus SUBSCRIBE!

Want to know more about any type of flooring or get information about any advertiser? Let us know what you need. Plus, get your own subscription to FABULOUS FLOORS.

70 FIND FLOORING FAST

A buyer's guide to what's inside. Plus "Fabulous Find" and Publisher's Notebook.



English Rose by CH Designs, Inc. from Collection One. Composed of 20 original designs in 35 color ways all of which are hand-tufted 100% New Zealand Wool. Designed by international award-winning textile designers Charles M. Hobgood and Circe A. Lucas.

FEATURE STORIES

52 GREEN SOLUTIONS

Even in fall, all paths home are turning green. It's an international environmental movement. And it has style as well as purpose.

56 FLOOR CARE ESSENTIALS

From Mohawk comes a line of nontoxic, soap-free cleaning and maintenance products. New in '05, they continue to evolve with extra dimensions of green.

58 NEW DIMENSIONS

Walls become the canvases upon which our life stories are typically captured in art, photos and family artifacts.

62 CARPET COUTURE

Must-have flooring attire for any occasion from Shaw. This carpet line updates home couture, distinctively high-end, robust in color, style and texture.

65 THE IMPORTANCE OF CARPET CUSHION

It does more than just help your new carpet (or rug) feel good when you walk on it. Cushion has many jobs — but, first and foremost, as your carpet's foundation.

66 PUSHING THE BOUNDARIES

It's a textile concept used in carpeting, area rugs, wall covering, upholstery and more. Some say it resembles more artwork than traditional textile.

72 THE ROAD HOME WITH BRITISH WOOL

Nothing occupies a bigger place in our hearts than home. Wool in carpet and rugs is part of the soothing security blanket we all hold close.



For more useful information and complete back issues...
visit us online! www.fabulousfloorsmagazine.com

www. Subscribe online today!
fabulousfloorsmagazine.com

All roads lead to home

This is so true this time of year. The season of play and travel is over. We've settled back into school and work and family. The harvest is coming in. The days are growing short and the shadows long. We look ahead to the Holidays. Now is the time of year we begin to truly appreciate home and the paths that got us here. It's the time of year we slow down a bit and look about us; at home, it's the time we see our home as it can be and imagine how it might be. That, of course, takes creativity and skill. That's one reason we dedicate this issue each year to the power of interior design and reach out to our associates at the American Society of Interior Designers. (FABULOUS FLOORS Magazine is an ASID Industry Partner.) Though each issue is full of ideas on design and décor, this is a special one with a bit extra on the features and benefits and whys and wherefores of today's flooring and other decorative surfaces for the home. At the end of each section you'll find tips and reasons as to "Why buy..." any flooring type. This issue is our opportunity to be an extra resource to consumers and to America's influential top designers. We encourage you to keep this issue on file for future reference and to visit our evolving website at www.fabulous-floorsmagazine.com for back issues and, of course, new ideas. As you wend your way through this issue, note an interesting trend emerging: even higher-quality, higher-design products. Take, for example, Florida Tile's "high-definition porcelain" Legend tile line, or luxury vinyl tile from Karndean. Get two perspectives on tile from Crossville and its porcelain tile for the floor and glass tiles for the walls. Mohawk has been very busy evolving its green floor cleaning products, and Armstrong has introduced a host of new flooring products in many categories, all designed for great looks plus easy installation and care. There is a lot of practical information in these pages, too. One standout example is the article on the importance of buying the RIGHT carpet cushion on Page 65. Someone said to me that designing a home is an ongoing journey. If that's so, all roads DO lead home.

Sonna Calandrino, *Publisher*




SUBSCRIBE ONLINE!
www.fabulousfloorsmagazine.com

SONNA CALANDRINO
Publisher & Editor-in-Chief
scalandrino@fabulousfloorsmagazine.com

RICHARD HOWLAND
Executive Editor
rhowland@fabulousfloorsmagazine.com

LISBETH CALANDRINO
Director of Sales & Consumer Research
lcalandrino@fabulousfloorsmagazine.com

MARGO LOCUST
Editorial & Advertising Manager
mlocust@fabulousfloorsmagazine.com

RON TOELKE *VP Creative*
RONALD HOWLAND *Senior Editor*
MARSHA HOWLAND *Editing Services*
THERESA BUONOMO *Research*
NANCY WILSON STEVENS *Interior Designer*
ALEXANDER & ASSOCIATES *Newsstand Director*
RAY STEWART *Custom Publishing*
LYNN KETTLESON *Publicity*
MICHAEL FREDERICKS *Photography*
DOUGLAS EBERSMAN, CPA *Accounting*
JOAN GARDINA *Director of Human Resources*

Editorial & Advertising Offices

226 OLD POST ROAD
Ghent, NY 12075
518 828 3200



INDUSTRY PARTNER

*Subscriptions \$14.95/yr

*Back issues \$8.95 *Higher outside US

For reprints, WEB and other uses, call (US) 518 828 3200

FABULOUS FLOORS is published quarterly by Peachtree Communications Inc., 226 Old Post Road, Ghent, NY 12075, a New York corporation. FABULOUS FLOORS assumes no responsibility for unsolicited manuscripts, photos, images or artwork. The FABULOUS FLOORS logo is a trademark of Fabulous Floors magazine, a subsidiary of Peachtree Communications Inc.

Although every effort has been made to ensure accuracy and timeliness of information, FABULOUS FLOORS cannot be held responsible for discrepancies, discontinuance of product nor color reproduction.

PRINTED IN THE USA

Copyright 2009 Peachtree Communications Inc.
All rights reserved. Reproduction in whole or in part
without written permission is prohibited.


Full-text content licensed to EBSCO Publishing
research databases at www.ebscohost.com.

by the yard |



By LISBETH CALANDRINO





The road to color, pattern and texture

It's the old paradox of the season.
Invigorating and calming.
New and familiar.

As days grow shorter and shadows grow longer,
colors somehow grow deeper.

The colors offered in today's carpet are richer, more varied and more nuanced than ever — even neutrals are distinguished with subtle variations in color value or the introduction of color flecks, ideal for picking up complementary colors in furniture, drapes and accessories. >>

Opposite: By choosing the right carpet, you can declare a room cozy, playful, dramatic or elegant. This one, from the Stainmaster Design Gallery called Hot Stuff in Burkwood, is from Mohawk, available at CarpetsPlus Color Tile.



Nature-inspired colors are definitely in.

Because there is no single trendy color, feel free to consider nature's spectrum. Just think of spices and minerals, lakes and coves, canyons and mesas, forests and fields.

Bolder, more vibrant jewel tones, typically in reds, golds, greens, blues and even purple — along with true blacks and whites — create a room with more formal elegance. Warmer earth tones, softer oranges and rusts, muted golds, slate blues and olive greens — along with smoky grays, vanillas and creams — declare more casual, relaxed living.

Remember that light colors multiply light, creating a sense of greater space, while dark colors absorb light, producing a closer, more intimate space. >>

Warm underfoot, soft to the touch and quiet, carpet brings to our homes tranquility. Comfort, subtlety, continuity, high fashion and, of course, personal vision are reflected in Live Free from Beaulieu.



Stain and odor protection you can't see.
Style and beauty you can't miss.

STAINMASTER
CARPET™
Always stylish. Always beautiful.®

STAINMASTER
CARPET CUSHION™

STAINMASTER® carpet and STAINMASTER® carpet cushion are the perfect combination for beautiful floors. The famous stain resistance of STAINMASTER® carpet protects from the top, while STAINMASTER® carpet cushion provides additional protection underneath. By keeping liquids above the cushion, STAINMASTER® carpet cushion manufactured by Carpenter Company with Odor Guard Technology allows spills to be more thoroughly cleaned while helping to reduce or eliminate odors caused by pet accidents as well as most food and beverage spills.

For more information on the ultimate carpet system and how it can extend your STAINMASTER® carpet limited warranties, call **1-800-438-7668** or visit **stainmaster.com**.



Remember that light colors multiply light, creating a sense of greater space, while dark colors absorb light, producing a closer, more intimate space.

Current designs lean toward softer fabrics and more tailored looks, including nature-inspired patterns that are woven or tufted into simple florals; organic shapes, including vines and trellises; or refined geometric patterns, including subtle striping, plaids and pin dots.

Variation in height and sculpted effects offer distinct looks through more pronounced differences in pile cut and thicker, deep loop textures. Flecks of color are now appearing against tan, beige and cream backgrounds as well as in the “new neutrals” of soft greens, pale yellows, and shades of smoky blue.

All colors, of course, are available in “green.” More and more, manufacturers are setting new standards for the environmental stewardship that is sweeping the flooring industry globally, resulting in lower energy production, “green” transportation practices and gorgeous eco-friendly carpets produced from recycled or renewable agricultural materials. It’s a remarkable and inspiring fact that 25 percent of all plastic bottles recycled in North America become EverStrand carpet, according to its maker, Mohawk. >>



At top: Textures and patterns are in!... and here's a double feature shown in Diamonte from Luzerne. At right: Inspired by classic Greek architecture is Arris from Fabrica, which displays a dramatic linear pattern in a tufted loop pile construction with large felted wool yarn fiber. Far right: Create a mood play — flirt with the softer side of design as shown in Stellar Performance from CarpetsPlus Color Tile.



All colors,
of course,
are
available
in "green."



by the yard |

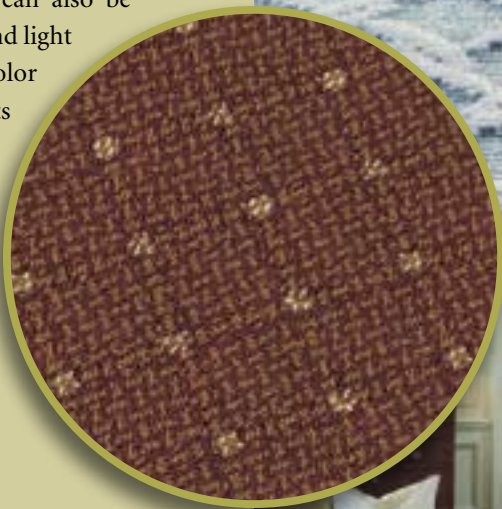


And if style and environmental responsibility aren't enough, today's carpets are more stain-, soil- and wear-resistant than ever, featuring antistatic and antimicrobial properties and offering a host of warranties. Be sure to check with your flooring retailer as you match carpet preferences to different lifestyle needs.

Whatever your needs, remember that the trend is definitely toward layered color and soft textures. The latest manufacturing breakthroughs have produced many innovative looks in carpet construction. In addition to color, pay particular attention to texture — raised patterns and sculpted carpets in classic and contemporary patterns, cable knits and even distinct shags.

Consider cut piles, loose frieze, knotty Berbers, smooth Saxonies. Berber is still a popular choice; but unlike the ordinary Berbers of the last decade, today's versions have more texture and pattern.

Rich visual textures can also be created by altering deep and light dyeing or by applying color flecks in the yarn, elements that can be picked up in a room's color scheme or accessories, integrating and complementing other patterns, colors, and textures in your design composition. >>



Opposite: Exotic and contemporary combine in this textured cut pile from the Skins II Collection from Helios shown here, Cheetah. Above Right: Stepping out softly, textured carpet sets the tone for your home like Lalolla in Artic from the California Collection from Stanton Carpets. At right: Constructed of 100% Stainmaster Tactesse BCF nylon, Foulard, from Masland, exemplifies a strong visual appeal resembling patterned silk, available in 13 striking colorways.

by the yard |

Like dressing for the season, the joy is in the layering as you choose elements that bring the entire look together. Sleek accessories, glass elements, polished lamps, colorful pillows — and always this time of year, a wool throw.

Fall always brings us back home to family and friends, to the new and the familiar, simultaneously satisfied with the memories of summer and already hungry for the upcoming holidays.

It's time to nestle in. Time to savor.

Whoever said “home is the place where you walk around in your socks” surely understood all of this. And surely sauntered on carpet. 🐾

At right: This elegant space is defined by the distinctive pattern reminiscent of the look of fine marble as shown in Travertino from Tuffex.



At left: indulge your imagination, your artistic eye and your sense of touch with deep plush pile created with Elegant Splendor from Shaw.

Why buy carpet...?

FASHION. Carpet offers thousands of **BEAUTIFUL** choices in countless patterns, styles, fibers and **COLORS** to customize any palette for your home. As a textile, carpet is **VERSATILE** and makes for very **PERSONAL** and **FLEXIBLE** custom design statements. Carpet can be installed over unfinished and many finished floors, economically hiding many irregularities. **DESIGNERS** say it's **"IN"** to pair it with wood, tile, laminate and luxury vinyl/resilient — even other carpet styles.

Carpet is invitingly **WARM** and **SOFT** to look at. It's also literally warm and soft to walk on, especially paired with the **RIGHT CUSHION**, and it's a sound and thermal insulator.

The new generation of fibers makes carpet **VERY DURABLE** and **EASY TO CLEAN** and **MAINTAIN. WARRANTIES** usually outlast your fashion tastes.

Though elegant and luxurious, carpet can be **LESS COSTLY** to purchase and install than many hard surfaces, making carpet a sensible option, quick and economical to redecorate with as your tastes change.

There's a **GREEN** side to carpet. It helps to make a healthy home by trapping allergens for easy vacuuming. Wool actually helps modulate heat and moisture in the atmosphere as well as act as a thermal/sound barrier. Increasingly, manufacturers are producing carpet from renewable or recyclable resources.



Bring in the sophisticated uptown look in this cozy town and country dining space with Perfection from Dixie Home. Inset at right: Luzerne Elon.



Welcome home to fresh, yet familiar

Autumn is a mosaic of all the seasons. It must be the play of light. The vibrancy of color. Especially important this time of year....

Today's tile selections offer a similar abundance of color, feel, pattern, beauty and mood — from subtle to bold. Striking designs, subtle textures, varied glazes and a spectrum of finishes from brushed to brightly polished.

Today's designers, especially, love juxtaposing "sleek chic" with antique looks, and tile offers both.

The translucence and transparency of the newest glass tiles have definitely enchanted contemporary design artists. Glass tiles are uniquely suited to enhancing the subtle effects of light, reflecting, pooling and transferring it within and across surfaces. Glass tiles — some of which are hand-blown — become shimmering jewels, not just in floors but on walls and borders. These pieces can absorb, transmit and reflect wavelengths of light with

arresting results. Color and light actually appear to change as the viewer's perspective changes. Glass tiles are spectacular as partitions, shower walls, backsplashes and even counters.

Old World looks are available in slate, natural stone, terracotta and clay, some designed with the look of classic antiquity — warm earth tones with irregular edges and surface variations.

Varieties of tile include ceramic, porcelain, glass, metal, stone, leather — even hand-crafted concrete. In creating the effect you want, remember that shape and texture are as important as color. Tiles can have the appearance of chiseled stone or polished porcelain. The newest tone-on-tone tiles feature subtle, fabric-like finishes with the delicate sheen of silk or linen damask. Tiles are even available in free forms like cobblestone and tumbled glass. >>



At right: Personalize your space with the exotic and sensual, yet broadly appealing patterns of Sumatra glazed ceramic tiles from Marazzi. This highly reflective surface provides the glamorous feel of polished stone.

At top and below: Bordeaux from Granada Tile.



SoftStone™ Pavers from Sonoma Cast Stone, the exclusive manufacturer of EarthCrete™, the world's only stain-free and environmentally sustainable concrete. EarthCrete™ is even stronger than conventional concrete yet lighter in weight and comes in a beautiful palette of natural and designer colors.



Formats have definitely expanded, available in sizes from 1-inch mesh-mounted mosaics to modular pieces as large as 24 × 48 inches. The larger formats are becoming increasingly popular, especially for larger homes. And more consumers are using rectified (perfected, exacting edges) with butted joints free of grout lines.

Specially decorated tiles, including hand-painted pieces, are commercially available and can be integrated within your overall design. A commissioned tile artist can create an exclusive piece for your home. Just be sure certain that function, size and colors are compatible.

Tile artisans and producers, aware of overall design issues, offer coordinating accent, listello and trim pieces for edges, borders and transitions as well as three-dimensional molded tiles in multiple sizes, affording greater texture and pattern to a field of two-dimensional tiles. Border tiles come in different widths and shapes for specific design needs — mitered corners, for example, or transitions, frames and chair rails.

Tiles may be sculpted, embossed, etched. Pebble tile, embedded in a mesh backing, or other textured materials have visual and practical elements, such as slip-resistance in a bath or pool area. >>



Background: Interceramic gives a unique new expression of style with Baja. Inset: Aragon from Granada Tile's Echo Collection of Decorative Colored Cement Tiles. At right: Finding a solution to any design problem is easy with the Americana Series Porcelain Stone® tile from Crossville, offering a wide variety of design options — colors, sizes, textures and accents. Shown here, Monticello 18" × 18", Grand Canyon 12" × 12" and Grand Canyon 18" × 18".





 **CROSSVILLE**[®]
ELEVATE YOUR SPACE



www.crossvilleinc.com | Product Featured: Bella Via

The stunning looks of today's tile are accompanied by ingenuity and practicality. New pre-mixed grouts and mortars, offered in a full spectrum of colors, install far more quickly, saving time for contractors and lowering costs for consumers.

The latest interlocking, self-leveling technologies allow installation of a floating floor — some are even backed with a cushioning sound barrier. And radiant heat can be installed under your tile floor.

Another innovation? There are large format aluminum tiles that can be snapped together for a gleaming garage floor or sparkling basement workshop.

Tile is durable, easy to clean and environmentally friendly — made of natural and recyclable material and impervious to odors, allergens and bacteria, supporting you as you provide comfort and care to family and guests.

“Summer makes me drowsy,” the poet said. “Autumn makes me sing.” Given the versatility of tile, that can be in or out of the shower. 🍂

Left: Alhambra, from the Echo Collection of decorative cement tiles from Granada, revitalizes an art form that developed in France in the mid-1800s and quickly spread around the world. Below: Trendy in design and environmentally friendly, Inalco ceramic and porcelain floor and wall tiles from Tile of Spain create large-scale, lightweight tiles in innovative and interesting patterns from floral to plaid.




Why buy tile...?

Tile has been popular for more than 2,000 years because of its unique combination of **DESIGNABILITY, DURABILITY, ADAPTABILITY** and **VARIETY** of sizes, geometric shapes, colors, designs, patterns and materials (ceramic, porcelain, metals, glass, stone, etc.). Tile makes for endless **DESIGN FLEXIBILITY**. It lets you set a unified theme and be your own artist, sophisticated to rustic. The **SIZE** of a tile from an inch or so (mosaic) up to two feet makes for intriguing **TEXTURES** and **UNIQUE STATEMENTS**. Large homes may beg large tiles as a matter of scale, but large tile in any room helps make it feel smaller.

TOUGH as tile is (there are tiles for every application; wall tiles won't necessarily go on the floor), it's **EASY to CLEAN, MAINTAIN** and **REPAIR**. Tile can be a permanent addition to **EVERY ROOM**. But you can **EASILY** and economically **UPDATE** a tile look with a few specialty items like medallions, listellos, custom tiles, inserts or grout color. One coming trend is ultra thin tile; easy to install, less costly to ship, less stress on architecture.

Tile **BRINGS THE OUTDOORS IN**, quite **DESIGN TRENDY** these days. Want a **HEALTHY HOME**? Tile won't promote allergens, bacteria, mold or mildew. Most tile is green, made from **NATURAL MATERIALS** like clay and minerals.



Step into luxury! Castle de Verre in Chalice Gold from DalTile features 20" x 20" on the floor with Universal Medallion. Steps include 3" x 13" decorative accent and counter rail with cut 10" x 13" wall tile. Wall features 10" x 13" field tile and accents.

Florida Tile blazes new trails in style and technology

If you stand at the crossroads of high design and high technology and look about, you will see the impact of Florida Tile on porcelain and ceramic tile.

For more than 50 years the company has drawn on nature and natural materials for inspiration and applied its growing know-how to create the kinds of tile that are easy to live with at home or in the workplace.

If you're a regular reader of FABULOUS FLOORS or have explored the limits of interior design, you'll be familiar with the company name and some of the many design-oriented products we've featured. However, in the last few months, Florida Tile has unveiled many new products, each with decorative items like listellos and inserts for a look that implies "professional interior designer."

Chief among them is a new line called Legend HDP. Hailed as a technological achievement in support of advanced design, this is a "high-definition porcelain" product, hence the name, Legend HDP. Much like high-definition TV, this Legend HDP is virtually indistinguishable from natural stone, tile and slate with less pattern repetition and far more variation. The high-definition digital printing process can achieve critical low-relief patterns, hand-made effects, mosaics and fabrics, even on trim pieces like cove base and chair rails so critical to a professional-looking design.

Formations is a modern interpretation of a stone look in a stylized version of slate with a finish subtly flecked and shimmering in the light. It's available in five modern colors each inspired by natural rock. The name "Formations" is taken from the look of geological rock, and it looks like it.

Fontana is a glazed porcelain floor and wall series which combines high shade variations with the deep-textured appearances of slate or the rich veining and traditional Old World look of fine Italian marble. The name and colors are derived from the classic Italian fountains in and around Rome.

Acknowledging Florida Tile's continuing commitment to preserving the beauty and health of the planet and its natural resources, each of these new products has received certifications from Greenguard and the Porcelain Tile Certification Agency. For more information on these and other Florida Tile styles, visit www.floridatile.com.

Beauty that stands the tests of time... from Florida Tile. Above left: Formations Quartz; background: Fontana Marini Grey; at left: Legend Titan.





Some Legends are not made from Rock

What do Jimi Hendrix and Stonehenge have in common? Both are legends in rock. They are amazing icons that are instantly recognized as such. Like our Legend^{HDP}, we have the same philosophy, make the best product to stand the test of time. As a leader in environmentally responsible production of porcelain floor and wall tile, we are proud to be the first manufacturer to have our tile and stone products certified by GREENGUARD[™] Environmental Institute as a zero emissions product. Visit our website for more information about any of our durable and beautiful products.

LEGEND^{HDP}



www.floridatile.com

woodn't it be nice |



THE PATH

to charm, warmth and comfort



The beauty is timeless, the detail breathtaking, the sophistication and sensuality incomparable.

Hardwood flooring has been around for centuries, and yet it never goes out of style. As a matter of fact, it has grown richer in its offering of distinctive colors, textures, graining and finishes.

Traditional American species like oak, maple, walnut and hickory remain the most popular, both in classic, tailored, 3- and 5-inch strips and in a variety of hand-scraped planks. Many of these now appear with subtler, “softer” markings, higher glosses and plank widths ranging up to 12 and even 14 inches. >>

Below: Red Oak is America’s most popular wood floor choice! Its reddish-brown color tones give rooms of any style — from rustic to contemporary — a warm and cozy feeling. Red Oak will retain its beauty through years of wear and is almost unaffected by sunlight exposure. Photo: Jeffrey Stone, Lumber Liquidators.



Striking looks, custom designs and rooms that reflect your needs, life-style and moods begin by letting your imagination go, with, for example, Capistrano Honey Hickory from Mohawk.

woodn't it be nice |

Flooring manufacturers are continually trying to find new looks from familiar woods. One way is by varying the way the wood is cut. Slicing or rotary cutting produces differing and distinctive patterns on the wood face. Another method is reclaiming antique boards from old buildings and river bottoms.

Finishes add yet another dimension, from the soft glow of oils to satins to high-gloss piano finishes.

Exotic woods from around the globe have added to the traditional palette. Brazilian cherry is very hot with colors ranging from caramel yellows to deep reds with black striping. With exotics you can even find blues and purples. Some woods have mineral streaks that provide complementary colors just begging to reach out to accessories in your overall design.

African Bubinga offers rich burgundy hues and fine grains. Wenge is a nearly black wood from Africa, more difficult to obtain but popular as an accent for borders and inlays.

If you are considering a border or medallion insert, such a contrasting wood can be striking. And because mixing elements is the design trend, also consider a drop-in ceramic or metal tile.

Cork is a marvelous wood material, because it is on the one hand a resilient; it “gives” underfoot when you walk on it. Yet, it is warm underfoot when you walk on it, just like a soft surface. Ultimately, it’s all about “the look!” Cork flooring features a unique visual surface with distinctive patterns and textures resulting in unique surfaces that just can’t be duplicated. (See sidebar.) >>

Left: There’s more going on than meets the eye in this room. See how beauty and warmth emerge from the soft, rich tones of Appalachian Colonial Manor from Anderson Wood. Below: Created to complement similar looks seen in today’s most popular furniture design, Iverness Scottish Amberwood from Mannington is available in deep, rich colors. Rustic scraping and glazed edges accentuate the splits and wormholes that add charm and authenticity to this floor.

Finishes add yet another dimension, from the soft glow of oils to satins to high-gloss piano finishes.





Flooring from navarre timeless wood floors

easy...like sunday morning

A NAVARRE natural oiled floor is easy in so many ways. Easy to maintain. Easy to repair. Easy on the eyes. And, most importantly, easy on the environment. Yes, 24 beautiful selections of **certified FSC Pure** wide plank engineered oak floors. And, our 6 mm wear layer (that's nearly 1/4" of oak) will provide years of enjoyment for generations to come.

It just doesn't get any easier than that.

NAVARRE
TIMELESS WOOD FLOORS

only from USFloors
visit usfloorsllc.com to find a navarre dealer near you



the mark of responsible forestry

Ext. no. 888-400-80254

© 1996 Forest Stewardship Council

woodn't it be nice |

T

Technically a grass, bamboo is another hardwood option — strong, durable, renewable and very fashionable, with

a variety of colors created through dye-free steaming — an eco-friendly process now being used on traditional species.

Teak is prized for its warm orange-toned browns, perfect for a stainless steel kitchen or chic bath. Because supply is limited, teak alternatives have arrived from Central and South America, as well as Africa, and offer teak's natural moisture-repelling properties and bacterial resistance but from abundant, renewable species.

Overall, consumers can choose forest products with confidence because the industry is committed to responsible, environmental stewardship around the world. You can look for certification of responsible practices through such groups as the nonprofit Forest Stewardship Council (FSC). For more information, visit the National Wood Flooring Association consumer website www.woodfloors.org.


As consumers in today's market we can expect environmental responsibility, style, beauty and value. Ask flooring representatives about wear layers, joint and seam integrity, and longer warranties. >>



Brentwood Hickory in color Harvest from Shaw is a stunning engineered wood floor featuring $\frac{3}{4}$ " thick planks with micro-beveled edges and ends, available in 3 $\frac{1}{4}$ " and 5" widths. This gorgeous hardwood floor showcases the natural beauty of hickory and carries Shaw's premium DuraShield™ protection.



Show off your flair for fashion with the unique styling of Rural Living Collection of hand-scraped 5" Engineered Northern Maple in color Rich Brown from Armstrong Hardwood.



Warm up any room with the rich graining and dramatic texture of Rosedown Distressed Hickory 5" from the Epic Legends collection from Shaw. The distressed, hand-scraped surface has a distinctive sculptural quality that makes a bold statement. Rosedown hickory also celebrates wear marks, knots, saw marks, nail holes and the wood's naturally occurring variances.

The arresting character of CORK!

From its familiar honey tones to the newest reds, greens, chocolates, near whites and blacks, cork planks and tiles — beautiful to look at yet easy to care for — are distinctly soft and warm underfoot.

Striking variegated patterns within the cork rival the character of wood and stone with even more arresting, detailed patterning. Along with their predominating color, these cork pieces feature complementing and contrasting tones and hues that reach out and grab your other design elements, from upholstery to gleaming metal and glass accessories.

Cork is resilient, durable and fashionable with the added bonus of insulating against noise and temperature change while repelling insects, allergens and water. Numerous finishes are available from natural to oil, matte and high gloss.

Interlocking planks and tiles — with lengths extending to 48-inches and widths ranging from ½ to 36 inches are now available in glueless, floating, interlocking formats, offering warranties that last up to 25 years.

And the peeled bark of this coastal Mediterranean tree simply grows back for future harvests. It is one the “greenest,” most environmentally responsible floors you can have.

Background: Pedras from Natural Cork proves that even after more than 100 years, cork flooring remains a durable and striking designer option.



Overall, consumers can choose forest products with confidence because the industry is committed to responsible, environmental stewardship around the world.

woodn't it be nice |



Distinguished. Elegant. Ellington Plank in Antique from Bruce Hardwood makes a bold statement in this relaxing reading nook.

For these reasons, consider engineered wood flooring, offered in countless species, colors, sizes, finishes, grains and patterns — parquets, for example. Engineered, (comprising numerous plies for extra strength and stability and featuring the species as the top décor layer) can be glued, stapled or floated over the subfloor. It's a “snap” to install and remove, a superb choice if you want radiant heat under your wood floor.

Newer technologies can render wood virtually immune to temperature and humidity changes. Wood injected with an acrylic material is so durable it stands up to high-traffic areas in malls.

Today's homeowners are weary of fads and wary of impulse buying. We want an investment in home and family — investments with lasting value.

It may be the uncertain times or it may be the autumn season, but things seem crystal clear. And whether we are back from our summer travels or simply our daily trek to work or school, it just feels right to bring our treasures home. 🏠

Among floors, that treasure is wood.

MIX IT UP! Wood, leather and faux crocodile are combined in this custom installation from Birger Juell, which never fail to deliver intricate and quality craftsmanship as well as exotic design. Photo courtesy of the National Wood Flooring Association.



Why buy wood...?

Wood (including cork and bamboo!) makes a **UNIQUE** statement; no two pieces are ever alike in color or grain. It's **RICH IN NATURAL COLOR:** browns, yellows, reds and blondes (and eminently colorable) in **SHADES** and **TEXTURES** to complement any palette and any **MOOD,** warm, cool or neutral. **EASILY CUSTOMIZE** a layout with a simple diagonal, herringbone or basket weave. Spice things up, drawing from **NUMEROUS WIDTHS** of a few inches up to a foot or more and **CUSTOM LOOKS** like beveled edges, hand-scraped surfaces and matte-to-gloss finishes. Size, color and sheen all impact the feel of a room, making it feel more spacious or cozier.

Modern **FINISHES** are extremely hard and last a very long time. Don't like a look? A simple sand and re-coat, perhaps a stain or paint, a contrasting wood border or inset or pairing with tile or stone will **CHANGE** a room dramatically at **VERY LITTLE COST.**

Wood is an **INVESTMENT.** Solid wood lasts at least as long as your home. Engineered, a multi-ply version can be installed virtually anywhere in the home, even below grade.

It's **GREEN,** made from renewable, natural materials — even reclaimable once a home has outlived its usefulness. Look for wood flooring manufacturers who support forestry and environmental stewardship. Visit www.woodfloors.org for a certified installer.

Retreat to the indoors

In an economy where “smart spending” has become the rallying call, laminate floors have answered. Consumers want the heights of style, uniqueness, integrated design, durability and ease of maintenance, along with a low bottom line.

Laminates are brilliantly engineered strips, planks and tiles with stunning, tough photographic surfaces, all of which are available at lower costs. And that includes installation.

Style can be classic like warm, golden oak, maple or hickory, available in narrow, tailored strips. Flush edges add to the smooth, traditional look. The hottest wood looks in laminate include wider, hand-scraped looks with fine beveled edges and a host of finishes ranging from soft matte to the newest high glosses that have absolutely captivated designers.

Planks with eased edges create dimension, delineating detail in the natural wood appearance and creating that more casual look. More and more consumers are choosing wide planks, particularly for larger spaces. Some design artists are even mixing plank widths to create a customized “casual elegance.” >>

Moderna Vision from BHK offers the hand-crafted look of real wood while still providing beautiful high-end quality for today's lifestyle.





Amber Georgian Hickory, from the Coordinations Collection from Mannington, has a slightly more rustic look. Combined with the natural beauty of varied grain, pinholes and knots, this floor has a character all its own.

Style can certainly be exotic — and contemporary — with high gloss finishes that accentuate the look of Brazilian Cherry, African Tigerwood, Mediterranean Cypress and Asian Bamboo.

Style can also be singular. Spalted maple and burl wood are rare, gorgeous, fragile, and difficult to cut. You might find them as an expensive jewelry box or elegant, hand-carved vase, but as a floor? Actually, with laminate, the answer is yes.

Laminates, with their dazzling photographic surfaces, replicate gorgeous tile, porcelain and realistic stone designs inspired by nature, many with textured and embossed surfaces. Natural slate. Terra Cotta. Tumbled Mosaic. Marble. Colors with subtle hues from pale sand to polished volcanic black. From moss green to rose quartz. And the visual effects are intricate in their detail. Laminate also comes in larger tiles, a look that is very much in vogue, especially in larger spaces.

Bring the outdoors in this season with the rustic look of stone/ceramic from the Stones and Ceramic Collection from Armstrong, shown here in Castilian Block — Pizarra... remember, it's laminate!



The exciting news is that laminate is especially customizable. It can be installed in numerous patterns — including parquet, basket-weave, checkerboard and diagonal. Contrasting borders can define spaces or accentuate any room or hallway. A medallion can add a dramatic focal point. Entire trim systems and even laminate staircase systems, from the traditional to the avant-garde, invite you to customize and integrate floor designs mixing with additional design materials. >>

Floors with character are the first step to a beautiful home, as in this breathtaking beauty from Pergo shown at right, called Brandied Black Cherry from the American Cottage Collection. Or, how about the varied graining and texture of this floor from Wilsonart, called Arianna in Barn Oak, shown below.



The exciting news is that laminate is especially customizable.



Laminate can go just about anywhere and feel at home. And the look of wood never goes out of style, as in Cape Look Out from the Design Values Collection from CarpetsPlus Color Tile, pictured here, or at far right, this refined wood look from QuickStep.

Laminates are welcoming to children, pets and foot traffic. Most laminate floors are stain, fade, crush and scratch resistant, thanks to wear layers made with aluminum oxide, second only to diamonds in hardness. Many have cores, backings and joints treated with water repellent chemicals and paraffin, making them suitable for kitchens and even bathrooms. And laminates are particularly suitable for under-floor heating.

Because of its construction, laminate is comforting underfoot and sound insulating. Laminates are also easy to clean and are antibacterial, anti-mold and antistatic while remaining pro-environment, using renewable and recycled materials and featuring low emission levels. Many manufacturers, in fact, participate in some form of environmental labeling.

Ease of installation is one more cost-saving feature of laminate, whether you do it yourself or hire a contractor. Laminate offers glueless snap-together components that can often be floated over existing surfaces.

Retailers and manufacturers are aware of the times, and they need — and want — to offer quality, savings and service. Be sure to use them as a resource as you consult about style, design, function and cost.

The times underscore a timeless truth: It takes a lot to run a household and even more to make a home — providing shelter, protecting dreamers, inspiring the dream.

And balancing the books. 📖



Why buy laminate...?

This high-tech product is a flooring type all its own, delivering **HIGH STYLE, DURABILITY** and **EASE OF INSTALLATION** and **MAINTENANCE**. It's available in strip, plank and tile formats for **LIMITLESS DESIGNS** in wood, ceramic and porcelain tile, stone — even textiles. Install at **ANY LEVEL** of your home, above or below grade. Explore numerous **SPECIAL TREATMENTS** like beveled edges, wide planks and hand-scraped surfaces in gloss levels ranging from matte to shiny and colors nature would envy. **PERSONALIZE** your laminate installation with contrasting borders or medallions. **MIX** with other laminate styles (say, wood with stone) or the real thing.

It's **EASY TO GET AROUND ON**, yet stands up to heavy traffic, remaining stain-, fade-, crush- and scratch-resistant, thanks to extremely **TOUGH WEAR LAYERS**. Look for products with **MATCHING TRIM** and sound control, plus those with cores, backings and joints featuring moisture, bacteria, mildew, mold and static resistance, making some suitable for kitchens or baths.

COSTS VARY, but the speed of glueless, snap-together installation, even quickly under appliances and around islands, is where you'll save most doing it yourself or bringing in a pro.

Laminate also has a **GREEN SIDE**, using recycled and nature-based materials, including paper and aluminum oxide, and environmentally friendly manufacturing techniques.

always resilient |



Nothing says welcome like the modern but classic look of the geometric pattern in Sweet Diamonds, part of the Lifetime Collection of FiberFloor from Nafco/Tarkett.

“Home is a word stronger than magician ever spoke.”

At the same time, a little practical magic couldn't hurt. By merging new technologies with imaginative vision, resilient offers foot-soothing floors that “give” under weary feet, while conjuring marvelously refined textures, colors and patterns that replicate beveled wood, tile, stone, marble, glass, fabric and leather.

A long-lasting resilient floor with its comforting bounce can be installed inexpensively and quickly in planks of varying lengths and widths, in tiles with realistically fine grout lines, or in sheets extending from 6 to 12 feet wide.

Resilient is the broad-spectrum term for flooring that includes vinyl, linoleum, rubber and cork. The latest vinyl and linoleum floor designs boast clean contemporary motifs, including color-saturated abstracts, stained concrete and fashionable metallics.

The primary trend in flooring remains the organic beauty of natural materials like wood and stone, looks that are captured in the latest resilient, offering the textures, hues and character of terracotta tiles, weathered stone, dimpled ceramics, grained leather and myriad hardwoods, including impressive hand scraped and exotics.

Designers and sophisticated consumers are layering and blending rather than monotonously matching design elements. Mixing contemporary opalescence and gloss with Old World looks can be costly, but resilient offers an inexpensive way of integrating the looks of wood, stone, tile and metal into your floor with borders, medallions and other custom inlay work. >>



Uniquely designed, Amtico Oaks is shown here in Red Oaks Natural, versatile enough to fit any décor or style... it's resilient!

always resilient |

Resilients are available in an array of stone and fabric looks, like sisal and linen; metallics like nickel, copper and steel; and woods with colors and grains from classic tailored cherry and oak to exotic tigerwood and bamboo.

One aspect of the realism offered by resilient flooring is an acknowledgment that these are tough economic times. Consumers have come to expect what manufacturers are eager to offer: added value through lower costs, durability, ease of maintenance and environmental responsibility.

In part, luxurious custom looks can be achieved for less due to ease of installation. Prep work is minimal — often nonexistent! Look for glueless planks, tiles and sheets that float and some that even “snap” into place over plywood subfloors and concrete, as well as existing floors such as linoleum and wood.



At left: Congoleum's AirStep Evolution SDS, the new generation of flexible flooring, with exclusive Stain Defense System technology for stain and soil repellency and features silver, a natural anti-bacterial protection against bacteria, mold and mildew. Above: The distinctive look and texture of hand-scraped wood — Oak Royale from Karndean's Art Select Collection. It is hard to believe it's NOT wood!

Linoleum, for example, is composed of linseed oil, wood flour and pine rosin and is biodegradable, and yet it boasts an amazing array of colors, textures and fresh, fashionable designs. Industry leaders are using recycled materials, including sawdust and reclaimed plastic bottles, and "green" adhesives. In fact, the industry has set standards now adopted by over 40 countries.

Many resilient features antimicrobial attributes, perfect for highly allergic people, and antistatic capabilities, ideal for safeguarding your electronics. And resilient remains the preferred flooring below grade, in baths, or anywhere moisture is a concern.

And these floors are as tough as they are attractive, more gouge-, fade-, stain- and scuff-resistant than ever, some with warranties that extend to a lifetime.

The makers of resilient floors have journeyed the globe, seeking the most gorgeous design elements (and the most amazing technologies that can duplicate them) at lower costs and reduced environmental impact...

...all the while acknowledging that it is not the journey out, but the return home that holds the real enchantment. 🏡



Endless design possibilities! Alterna™ Flooring Tile Collection from Armstrong allows you to mix and match groutable 16" x 16" flooring tiles featuring unique patterns, distinctive textures and natural colors that capture the refreshing authenticity of nature's beauty. Color-coordinated grout, contrasting grout or no grout. Armstrong's exclusive manufacturing technology results in Alterna flooring tiles providing distinctly unique flooring designs, free of pattern repeat. Warm, soft and quiet underfoot, eco-friendly Alterna is made in the USA with naturally abundant limestone for a natural product with low VOCs for a healthier home.

Why buy resilient...?

Resilient is **VALUE**, combining **COLOR, STYLE, PATTERN, BEAUTY, VERSATILITY** and **PERFORMANCE**. So named because this flooring "gives" a little when walked on, resilient includes vinyl, linoleum, rubber and other types. Resilient products, many **DO-IT-YOURSELF**, can be purchased in 6- and 12-foot rolls, minimizing seams and speeding layout, or in tiles, generally in 12- and 18-inch squares (install with colored grout for the latest in tile looks). But, increasingly, **NEW FORMATS, BORDERS AND TRIM** are appearing in new shapes and sizes, including planks in stone and tile looks. **LUXURY STYLES, TOO!**

Today's resilient flooring can **SIMULATE THE FINEST WOOD GRAIN** from butternut to mesquite in hand-scraped finishes; **THE MOST ELEGANT, HAND-TOOLED** marble, mosaics, metals, leather, glass, travertine, stained concrete and textiles; and **THE MOST CREATIVE, TEXTURED ARTWORK** imaginable in a variety of finishes. It's **IDEAL FOR MIXING STYLES**, like stone with wood. Providing **REALISM** and **VERSATILITY** without the cost or challenges of other materials, **RESILIENT WITHSTANDS TOUGH ENVIRONMENTS**. It's at home anywhere in your house, great for moisture-prone kitchens, baths and laundry rooms. It can be applied over many surfaces, including most existing floors, and it **FEELS WARM UNDERFOOT**.

It's **GREEN FROM A HYGIENIC STANDPOINT**, because bacteria, allergens and dirt have a hard time gaining a foothold. Surfaces wipe clean and they resist spills and "drops."



Karndean, “Simply beautiful floors”



A leader in the movement toward high-design luxury vinyl flooring is Karndean International, founded a generation ago and still a family-owned business that has captured the imagination of designers and consumers around the world.

The company’s reputation is built on imaginative and innovative flooring products which capture the beauty of nature in luxury resilient products that are distinctive (stunning, actually) in style but also durable, versatile, low-maintenance and affordable — attributes in such demand in the modern world. In the 37 years since its founding, Karndean has become one of the most respected international flooring design brands.

The mission of the company is simple: To design flooring with all the appealing characteristics of wood or stone, yet without the drawbacks — improving on style as much as humanly possible. Each piece must be part of a greater design whole which also must be adaptable and, most important, individual. Products must project the look of luxury, hand-crafted wood or Old World stone or ceramic, tile, of Italian mosaic, plus borders, strips and decorative pieces that turn personal taste into a unique look. Except — they must perform so much better than the original from which they draw their inspiration.

The result of that effort is a line of six engaging collections in scores of looks, colors and textures. Take, for example, wood-effect planks that are quiet underfoot; or elegant, antique-style ceramic and stone fashions that never crack; or intricate mosaic designs, always warm underfoot!

The six elegant collections are Van Gogh, Da Vinci, Art Select, Knight Tile, Michelangelo and Renoir. Fine art is a recurring theme with Karndean products, underscoring creativity and attention to detail, as is the company’s commitment to working with architects and designers needing to bring luxury style and world-class performance to residential and commercial settings.

It is difficult to explain the true design artistry in such limited space. But you can experience Karndean and its products by visiting its website, www.karndean.com. Spend a bit of time with the product collections. Explore the natural look and feel. Search by color, style, textural effect (Slate, Marble, Stone, Ceramic, Light wood tones, Mid wood tones, Dark wood tones, Mosaics, Metal and Terracotta). While online, click on “Floorstyle” for an interactive approach to designing your own unique floor. Experiment, then find an independent retailer near you who can help you create your own “Simply beautiful floor.”



Top left: CK24 Mocha (from Antique Ceramic collection) with Inca Border. Bottom left: MX92 Umbrion Nero with Cube Border. Above: RL01 Spring with 10mm RP41 Design Strip.



low maintenance

affordable



versatile



durable

Come home to Karndean



Karndean flooring is designed with all of the appealing characteristics of wood or stone, but without any of the drawbacks.

Each product is carefully crafted, making it virtually indistinguishable from the materials which inspire our designs. For more information please visit us at:

www.karndeanathome.com

Flirtatious routes to new design

CONNECT WITH A DESIGNER!

The fun of seasonal fashion is the immediacy of the transformation.

If a dress or a necktie can announce the occasion, imagine what a new area rug can do for your home. It can change everything without the cost and inconvenience of a total room renovation.

A new rug IS a renovation, capable of altering the mood, evoking the season, recalling a journey, honoring an impulse or reconnecting with cultural roots or personal history.

Rugs add contrast and energy to otherwise monochromatic rooms, especially those with sleek or minimalist design components. Or they can unify eclectic elements, highlighting and accentuating colors.

Traditional hand-knotted rugs, and their less expensive cousins, hand-tufted, feature intricate designs with gorgeous jewel-tone and earth-tone colors. Machine-made rugs often are a less expensive, quality option, offering similar colors and designs to their hand-crafted counterparts. If you seek something exceptional, consider a hand-made wool or silk rug, something that will become an heirloom, developing a lovely patina over time and appreciating in value, evolving into a keepsake. Each is a visual art work that can stand alone or serve as a distinctive complement to your existing décor. >>

Cuadrado, just one of the Yerra collections of customizable, laser-cut Argentine cowhide rugs, reinterprets the characteristics of a noble material such as leather, adding a contemporary approach and a visual quality rarely seen as in this setting. The results are beautiful displays of soft-colored oat, milk and avocado squares.





u n d e r f o o t |

Essentially, there are rugs for every need and budget. Be playful and choose a quirky, inexpensive piece. For example, shags are back and bursting with color.

Contemporary-style rugs feature geometrics and free-form, asymmetrical motifs. Modern, subtle, tone-on-tone rugs, containing shades of the same color, are in vogue for casual elegance.

Transitional styles marry the traditional with the contemporary. Look for floral patterns in soft, nature-inspired colors set against a neutral background.

A sisal or coir rug makes a wonderful alternative, spun from plant fibers into smooth, tough yarns that stand up to high-traffic areas. Sisal, for example, combined with wool, can create particularly soft, sturdy rugs. Or you might choose to update the look of your floor with a unique bamboo area rug. The smooth texture, glossy luster, and the golden color of bamboo will bring warmth to any space.

Remember that area rugs, which include runners, can immediately transform the appearance of corridors, foyers, and bathrooms, as well as dining rooms, studies, living rooms and offices. And yes, there are rugs designed for the outdoors. Whatever the occasion, it's nice to step out in style.

And even nicer stepping in, coming home to a place both fresh and familiar. 🍷



Above: Rich, warm, dramatic shades of plum, cranberry, strawberry and black are intricately woven together to create Plumberry, from the Cotton Collection of braided rugs from Home Spice Decor, the focal point of this room. At left: New Zealand Wool, by Creative Accents caters to creativity, manufacturing rugs one at a time, by hand, using a combination of small, table-mounted and hand-held tufting machines. Each rug is then sheared, hand sculpted and edged to specification. Pictured here, Tejon.



Why buy rugs...?

INSTANT MAKEOVER, for one thing! Area rugs come in all kinds of shapes, sizes and materials — textiles to leather to grass and wood products, some even with tile and stone accents. They quickly dress up, refresh and change the feel and style of a room. A new rug, pillows and window treatments, and you're done. **OR, START FROM THE BEGINNING**, selecting any floor, carpet, wood, tile, laminate or resilient as a foundation, and plan your floor, rugs, wall treatments and color palette to work together.

Area rugs are a fast and often economical way not only to decorate but also to personalize. **ARTISTIC. TRADITIONAL. CUSTOM. MILD TO WILD.** (Some manufacturers will cut and custom-bind carpet for wall to wall in one room and a matching or coordinating custom rug in the next for a touch of luxury.) **CHANGE RUGS WITH THE SEASONS.** Bring out your favorites or invest in **KEEPSAKE-QUALITY RUGS** for use on special family occasions or the coming Holidays. Layer: it's trendy to **USE RUGS OVER CARPET OR EVEN OTHER RUGS.**

Area rugs **STYLISHLY PROTECT THE FLOOR UNDERNEATH** and are warm and comfortable underfoot. They're easy to clean and maintain, and they can move with you to your next home.



Uptown in Pure White from CarpetsPlus Color Tile features a "groovy" Wear-Dated® II Nylon cable-style yarn, giving this rug that "retro shag" look and feel. Below: Hand-woven Tibetan rug from Royal Intercontinental.



DESIGNER'S WALK

BY SONNA CALANDRINO
PUBLISHER & EDITOR-IN-CHIEF
PHOTOS: OLSON PHOTOGRAPHIC, LLC



Below left: Detail abounds in this study. Originally part of a 30-year-old addition to a now 200-year-old farmhouse, note the architectural wood, spacious open framing concept and welcoming décor plus antique Oriental rug and details that bring the outdoors in. Everything new is old again. Below right: Approaching the home from the rear, you see the new master suite and evidence of the owner's landscape design.



Vintage farmhouse finds its own road home

The home lies in picturesque Southbury, Connecticut, between Danbury and Waterbury. It began as a downtown farmhouse circa 1800, but its path wended its way to a 20-plus acre parcel on the outskirts of town more than 30 years ago to make way for urban growth.

The house took root in its new home, aided by the talents of the owner, a renowned landscape designer, who over the years put his own indelible mark on the building-and-grounds-turned-personal-oasis. Over time the structure had been expanded to include a master bedroom and a very busy study. It was that library/study which ultimately became not only the active core of the home but also, in its transformation, the inspirational design that would carry through the rest of the home. >>



Below: Flanking the fireplace is one of several bookcases that define this study/library. All cabinetry is custom, made of butternut wood which contrasts well with the brighter spruce flooring. Note how the straight lines and angles are softened by the rounded shapes of furniture and other décor elements. The rug is a Persian Heriz. Opposite page top: The built-in bookcase and top-lit cabinet honor a painting of one of the owner's great grandmothers. The woodwork in this area is solid butternut.



“This is a unique property and a unique home,” said Ray Martin III, of Martin Custom Construction of Kensington, CT. Ray, a friend of the owners was given their trust, a clean design slate and, largely, carte blanche to do the house over. No piles of drawings. “Full creative license,” as he put it. The only caveat was that the home should retain a vintage charm which you will discover in these photos and the captions accompanying them.

“The library took on a life of its own,” Martin said, recounting the project’s history. Much of that life was due to Martin’s background as a furniture builder working with his grandfather, time spent in other trades, plus an engineering degree and experience in commercial design. But he says, “I wanted to work with my hands; it’s what I love to do. The character of the work is me.” The result is what you see on these pages.

The owner’s request was that in this 200-year-old home, all elements had to not only flow but be compatible with the age, feel and décor of the home. All work had to be executed so it was not obviously new. Eschewing the modern-era plywood veneers and fasteners, builder/designer Ray Martin opted for solid wood, like butternut used throughout the study, including the ceiling beams. Some raised-panel partitions are 4 feet wide, designed and engineered to expand and contract with the home throughout the seasons. The ceiling ties are of butternut, masking a cable and turnbuckle system in the event this old house needs readjustment in decades to come. There is a huge antique, hand-woven Oriental rug over the original 30-year-old spruce flooring.



Below: A variety of details abound, but intrigue is in the details. In the master suite, 12"- and 16"- wide oak flooring was used in wide planks which show off the lumber mill’s “hit and miss” curved saw blades. They’re set in with authentic hand-cut nails with decorative heads. The floor is finished with an antique rug. Step through the bow-type doors into a landscaped paradise.

>>



With the first step, the library, completed, work moved to the master suite. Because the library was behind the main house and the master suite behind that, and because the artistic landscaping could not and should not be disturbed, Martin had to find a road through the woods to the back of the house to support his logistics.

That was important because the '70s vintage addition needed major structural work. It was tricky, Martin explained, because the bedroom outer wall and porch beyond needed to be saved, along with the inner wall and fireplace, common with the library. Once that was accomplished, watertight even in the winter, the inspiration begun in the library flowed out through the master suite and a pair of French doors to the outdoors beyond.



Were you to tour the home with Martin, he'd point out the extensive use of solid wood which he handcrafted, drawing on his furniture maker's skills. Plus, so much interest and detail covers every square foot you'd swear the cohesive design was done for an estate in the early days of the American republic. Domestic hardwoods like butternut, maple and oak. Granite. Glass mosaics. Even exotic Brazilian marble. 🌿

Above: The detail and attention to the character of the home is illustrated by this closet, actually part of a custom, hand-built, 14' high, 20' long centerpiece made of solid wormy butternut wood. Because so much standing butternut timber has been blighted and at the mercy of insects, a wonderful character emerges from the wood — stains, holes and all. At left: As custom as can be, this shower area features large-format, glazed porcelain tile on the floor and walls; it looks like real stone but performs better in this environment. The seat is Rainforest Green, a Brazilian marble, a material carried to the vanity counter and shelving. (The veining is actually petrified roots.) The bottom of the shower wall features granite, set in a "subway" layout. The wall niche features glass mosaic tile.

Below: This view of the bath shows the shower area at left. Builder Ray Martin's design and craftsmanship are reflected in the custom corner vanity, at right, which carries the same Brazilian marble as in the shower, along with painstaking solid maple cabinetry. "The reason for the maple was that with so much butternut and oak we wanted to add a different texture with a tighter grain that would not distract from the other materials in the bathroom," he said. The rug is an antique Kuba.





EcoChoice Flooring offers sustainability and a "greener" approach to home decorating, remodeling and construction through materials that are recycled, recyclable or made from renewable resources. Pictured here: Pebble Hill in color Burnt Barnyard is available exclusively at CarpetsPlus Color Tile® and Carpetland Color Tile® retailers.

Even in fall, all paths home are turning green. It's an international environmental movement. And it has style as well as purpose.

BY JOAN GARDINA

TAKE A GREEN PATH HOME



In our own conversations with consumers, we've found that green — that is, making purchasing decisions that are environmentally responsible — is a very personal thing.

For some, that might be using natural materials in their flooring, like stone and minerals that make up tile. It can be carbon-neutral trees that comprise our flooring. (Actually, we saw a report from the National Wood Flooring Association which said that conservation and preservation efforts have resulted in MORE trees in North America today than 50 years ago.) Perhaps green means the use of recycled or natural fibers in carpet and rugs or the use of what once were waste fibers in the cores of laminate. For others, green means the ability to create and live in a healthy household; that means products which are easy to care for, limiting the growth of bacteria, mold, mildew and allergens, or possessing safe cleaning agents — safe for the floor and safe for us and our pets! Green, as with its many shades, is a very rich and varied subject. >>

Eco friendly. Stylish. Durable. Epido from the Earth & Classics Collection of distinctive cork floating floor planks from Natural Cork is available in a wide assortment of patterns and colors. Bottom: Pietra Art Pebbles from Florida Tile.



Fortunately, today's flooring can meet some or all of the criteria mentioned above.

Flooring manufacturers were early to catch on to the concept of "green." That's why you'll find a product to fit your definition. Not too many years ago, green products were responsible, for sure, but frankly often design-challenged. Not so today. Many of the products and fashions you can find in the pages of FABULOUS FLOORS Magazine have green elements to them; first and foremost, though, products are being driven by fashion. They must look good.

At right: Laguna Beach carpet from the EcoChoice Flooring Collection from Shaw presents a dominant, multi-colored line traversed by two smaller ones to create square spaces. The field is tone-on-tone in a loop construction, made with Anso Caress Nylon with Recycled Carpet Content.





At left:
Bliss Healthy
Home Silk
with Silver &
Zinc Release™
— a strong
anti-bacterial
protection,
was created
for households
on the go!
It's durable,
kid friendly
and easy to
clean. Best of
all, it inhibits
the growth
of odor and
stain-causing
bacteria, mold
and mildew to
help your home
feel cleaner.



Naturally elegant in both design and material, Eco Domo Recycled Leather Tiles provide a good companion when inset within wood borders in this home office.

With this annual issue devoted to design and in support of the American Society of Interior Designers (FABULOUS FLOORS is an ASID Industry Partner), we urge you to explore the growing green nature of design as it's encouraged by ASID. When it's time to reach out to a professional designer, we also urge you to ask about steps you can take to incorporate green design into your next interior makeover — including fabulous floors that meet your “green” criteria. 🌱

When it comes to the environment, bamboo is a natural choice for flooring. Shown here is Vertical Natural from the Traditions Collection by US Floors. It is a member of the grass family, and like grass, cutting natural bamboo does not kill the plant. The extensive root system remains intact, allowing for rapid regrowth. It is renewable and harvested with no harm to its habitat, producing a material that promotes a healthy human environment.

In the previous section we noted that for some, one of the criteria of a “green,” or environmentally responsible, product is cleaning.



A prime example would be the continuing efforts made by flooring manufacturers that take seriously the need for effective, but responsible, cleaning of its products.

Mohawk FloorCare Essentials is a line of nontoxic, soap-free cleaning and maintenance products for the home. They’ve been around for years, since 2005 in fact, but continue to evolve, like the green movement itself, now with extra dimensions of green.

First and foremost, FloorCare Essentials products feature an enhanced, all-natural formula which is safe for everyone in the home — you, your children and pets. The “secret ingredients” are materials found in your home already — table salt, baking soda, washing soda and citric acid.

CLEANING GREEN

You can find FloorCare Essentials as a carpet stain remover, odor eliminator, hardwood and laminate cleaner, and tile and grout cleaner, plus in complete “care” kits for wood and laminate, carpet, and relatively newly announced, tile and grout.

They leave behind no residue and have been tested not only by the Carpet and Rug Institute, but also the Wool Safe and the Toxic Use Reduction Institute, and been found to perform better than equivalent national branded cleaning products, according to the company.

The concept of green goes deeper than just cleaning. Not only is the formula potent, safe and natural, the packaging is also environmentally responsible. A flooring industry leader in recycling, even the entire empty cleaner bottle and spray trigger can be recycled into new, soft carpet fibers!

These products have received the US Environmental Protection Agency’s “Design for the Environment” seal.

Keep it green — Keep it clean. 🌱



Keep it green — Keep it clean.





Not just for floors anymore! A porcelain tile from Mannington made in Italy, Garda is named for a natural slate with a characteristic called a “blooming effect” — circles found in the slate resemble blossoming flowers. Mannington has taken nature’s unique design one step further, swirling each tile with different colors, a rusti hue tying them all together.

At right: Sophistication. Venetian Glass from Crossville, with its deep dimensional surface texture, is formed by fusing three layers of glass together... including a layer of hand-blown Italian Murano glass, ensuring that no two pieces are alike. Ideal as accents for wall installations, it is available in four complementary color families.



Textures of life

BY RICHARD HOWLAND, MANAGING EDITOR

It's been said so often: This time of year, all roads seem to lead to one place, home.

Those roads are taken one small step at a time. The change of weather and the shortening days are one reason. The anticipation of the holiday season may be another. Certainly, part of it is the sense of home and hearth at harvest time. Everything in steps...

Speaking of steps, next time you step into your own home or someone else's, see if this typical human trait holds true for you. As you open the door, do you usually first look down to see where you are going? (That means your first focus is the floor. All creatures focus on the plane beneath and around them, from their feet to the horizon. It's only natural. Higher intellects begin to look up and ultimately ponder the skies.)



Stone Radiance from DalTile, a stylish, new collection that brings together translucent glass tiles and natural stone in random linear mosaic patterns and popular micro-sized mosaic color blends.

Opposite top:
from the Trend
USA Classic
Collection
comes Grand
mosaic wall-
paper.

At far left:
Innovative
woven leather
with Spanish
granite insets
from Eco
Domo Recycled
Leather Tiles
introduces this
basketweave
pattern from
The Trensa
Collection
in the color
Black Stallion
Harness.



Left: Known for
its density and
remarkable
tensile strength,
Moso bamboo
has been used
in construction
of buildings,
bridges and
scaffolds for
centuries. Not
only durable,
it's stunning!
Pictured
here, wall
panels from
the Signature
Naturals
vertical grain
Caramelized
collection
from Teragren
Fine Bamboo
Flooring Panels
and Veneers.

So, after we check out the area about us, for us as modern humans the next thing to scope out will be the immediate vertical landscape. At home, that will be our walls!

Walls for the designer are planes in space which, like furniture and accessories, provide opportunities for three-dimensional intrigue. Walls become the canvases upon which our life stories are typically captured in art, photos and family artifacts. Sometimes that can just be a reflection of our personal tastes in shapes and color. Walls... they are something to ponder, indeed.

The walls, then, reflect part of the texture of our lives, literally and figuratively! 🍷



Left: Eco-friendly Hakatai Glass Mosaic Tiles from the Ashland-e series shown in this kitchen are made of between 30 and 70 percent waste glass that would otherwise have entered the solid waste stream.



From Tile of Spain's Land Porcelanico comes the Warm Collection, available in Melawi, Maple, Oak, Walnut and Wenge, recreating wood hues and undulating desert dunes.

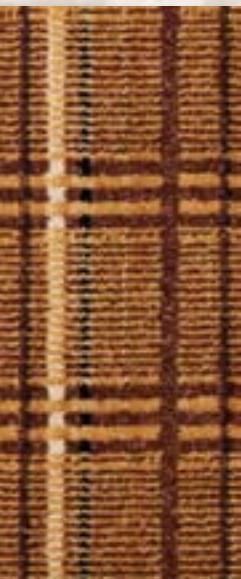


CARPET COUTURE

...must-have flooring attire for any occasion

From Shaw comes a carpet line that updates true fashion sense, haute couture... apparel for the home. It's distinctively high-end, robust in color, style and texture. Why couture? Because recent additions to the Shaw Couture line channel the masculine, tailored look of high-quality menswear in sophisticated, thick cables and solid/tweed friezes — a total of seven new styles for the floor.

Each style is immediately evocative of the finest woven blends, in turn resembling the finest combinations of Italian silk and wool, yet they are actually made of carpet fibers that wear as long as, and with the same charm as, a keepsake, heirloom rug. >>



Opposite page: Classic Chic, a bold window-pane plaid that boasts strength of style. Top inset: Classic Chic. At right: Perfectly Suited means a perfect combination of design style and tailoring. Bottom inset: Perfectly Suited.



Not only have we reproduced some dressed-to-kill settings to see what can be achieved with this look, our editors also felt it important to present “swatches” which show off the subtle yarn striations and how they are enhanced by precision surface angle cuts.

The results are the kinds of appealing tactile sensations and distinctive color combinations you’d get in a tailored suit direct from the fashion runways of Europe.

Fitted to your floor, however, things change, especially when you consider how these carpet looks are intentionally designed to complement — and be complemented by — high-quality hardwoods, tile and stone from around the world.

For those who are of the opinion that “green goes with everything,” consider that these carpets feature Shaw’s premium Anso® nylon fiber with recycled content and virtual weave tufting. When it’s time to retire that fashion, it’s nice to know these products can be recycled over and over again.

If wall-to-wall isn’t exactly your taste, these fashion statements can be made into room-size area rugs. 🧡

At left: Tailored Luxury projects confidence, good taste and sophistication. Below: Tailored Luxury shown in three color styles.



The importance of carpet cushion



BY RAE ANNE CORDICK

President, Canadian Manufacturers of Carpet Cushion Member, Carpet Cushion Council of North America

Carpet cushion does more than just help your new carpet (or rug) feel good when you walk on it. Cushion has many important jobs, and your selection of the right carpet cushion should not be an afterthought.

As a reader of FABULOUS FLOORS magazine, you already may know many of the benefits of quality cushion. The subject has been written about extensively, but the main points bear repeating. Quality carpet cushion...

- Helps your carpet look better longer
- Makes your carpet feel better underfoot
- Adds to the useful life of your carpet
- Protects your carpet investment
- Makes a less expensive carpet feel more luxurious
- Adds acoustical properties by absorbing sound
- Makes cleaning and maintenance more efficient

Quality cushion with the performance benefits you want or need for your home can be of a variety of different constructions, including popular ones you may have heard of or explored such as bonded polyurethane, reinforced rubber, synthetic latex rubber, sponge rubber or synthetic felt.

As you shop for carpet, shop for the kind of cushion that meets your needs, including the latest generation which is driven by technologies that make your life better and easier, as well as protecting that design investment.

Ask about cushion brands that feature technologies and know-how which includes barriers that isolate spills and keep them from seeping to the sub floor. They also make it easier to clean and maintain your carpet.

Investigate better brands like Stainmaster® and Odor-Eaters® which are treated to eliminate odors caused by food and beverage spills and “accidents” caused by kids and pets. Moisture actually activates enzymes that consume the offending materials before they offend you!

Are you “green conscious?” Most better-brand carpet cushions are Carpet and Rug Institute Green Label-approved, having been tested for low off gassing of volatile organic compounds. Many products are recyclable and/or recycled, for example containing recycled tire crumb. Look for products containing Ultra Fresh®, a product that is designed to prevent mold and mildew growth.

My best advice is to always choose a quality cushion and, for that new carpet or rug, to beware of offers of “free” cushion. Wherever possible, opt for a better cushion; only a few more dollars adds up to a lot more value in both the short and long runs. It’s your investment in wear-ability and durability. Also, never, never, never install a new carpet over an old cushion or over the old carpet and cushion. It will shorten the life of your carpet. If your old carpet has had it, so has the cushion. Finally, select the highest quality cushion and ask about performance characteristics and extended warranties. 🏠



Rae Anne Cordick is president of Fabricushion, Ltd., a manufacture of rubber carpet cushion and acoustical underlayments and president of Fabri-Zyme, patent-holder and supplier of Odor Ace, odor control.

Pushing the boundaries

What you see on these pages both blends and pushes the bounds of handmade artistry and high-tech processing.

The result is a textile concept used in carpeting, area rugs, wall covering, upholstery, lampshades, placemats, coasters and handbags. Used in flooring, it is a stunning look, but it also results in a tailored, flat format which fits easily under doors and allows furniture to be moved easily.

Some say it resembles more artwork than traditional textile. It is the creation of Liora Manné, a New York-based textile and product designer with background in both design and engineering. She patented the Lamontage™ design process in which acrylic

fibers are intricately structured by hand then mechanically interlocked by needle-punching to create a nonwoven textile that resembles felt. Then, using nanotechnology, an EPA-approved antimicrobial finish is permanently embedded in the material, helping to prevent deterioration, odors, and mildew growth; it's usable indoors or out. These products are said to be quite durable and easy to clean, will not unravel or fray, and can be used in commercial as well as residential settings.

All Lamontage™ products are available in custom sizes, colors and designs.

The Liora Manné showroom and design studio is based in New York's Gallery District.

Visit the new website at www.lioramanne.com. 🍷





Left: The vibrant colors of this custom "Puddle" rug flow down the stairs. Below: The large "Puddle" rug actually begins at the top of the stairs. Opposite: the designer goes linear with "Painterly Stripes."

SPECIAL SUBSCRIPTION OFFER!

SUBSCRIBE NOW! Save 24% Off The Cover Price! Only \$14.95 per year*

■ * YES! I want FABULOUS FLOORS. Send me the next 4 quarterly issues.

Name _____ Business Name _____

Address _____

City _____ State _____ Zip _____

Email _____ (optional — for FABULOUS FLOORS updates & special offers)

METHOD OF PAYMENT:

Check or money order made out to FABULOUS FLOORS (do not send cash)

Credit Card Number _____ Exp. Date _____ (Visa & MasterCard Only, please)

Signature _____

Phone (for verification only) _____

1. For your privacy and protection, use a sealed envelope to send credit card information or check/money order.

2. MAIL to FABULOUS FLOORS Subscriptions, 226 Old Post Road, Ghent NY 12075.

3. Call NOW! 518 828 3200

4. FAX to 518 828 4668

5. NOW! Subscribe Online @ www.fabulousfloorsmagazine.com

**Canadian and foreign subscriptions higher.*

See something you like and want to know more?

Just tell us. FABULOUS FLOORS will contact our advertisers on your behalf, and they'll send you the information you request FREE!

Call or mail us at the address above. (Ask for Margo.)

I'M A CONSUMER DESIGNER RETAILER MANUFACTURER
 ARCHITECT BUILDER

I NEED TO KNOW MORE INFORMATION ABOUT...

Carpet Cushion Wood Laminate Ceramic/Porcelain Resilient

Area rugs Specialty flooring retailers near me Other _____

TELL ME MORE ABOUT PRODUCTS ADVERTISED IN THIS ISSUE

ARMSTRONG and its family of brands, which include Bruce®, Armstrong® and Robbins®, and offer hardwood, resilient, laminate, ceramics and Genuine Linoleum™. To see products, go to www.armstrong.com.

BRITISH WOOL (Wool carpet)

CARPENTER CO.
(Stainmaster™ Carpet Cushion System)

CROSSVILLE, INC. (Ceramic tile)

FLORIDA TILE (Ceramic tile)

KARNDEAN INTERNATIONAL. (Resilient)

LUMBER LIQUIDATORS. (Wood flooring)

MOHAWK INDUSTRIES, INC.
(Flooring, SmartStrand® Carpet)

MOHAWK® CREDIT (Credit)

NATURAL CORK/US FLOORS LLC
(Cork & wood floors and walls)

TODAY'S "FAMILY FINANCIAL OFFICERS" MANAGE THEIR BUDGETS USING CREDIT

Managing money with credit means getting quality flooring or home décor fashions when you want them or taking advantage of special offers when the time's right. Think of credit as a chief financial officer would, as a tool to manage money. Private-label credit program like Mohawk's also help keep family accounts open for regular purchases and emergencies. Mohawk Industries offers several credit options to fit your needs. To locate a nearby retailer, call 1-800-2-Mohawk. Speed up the process for your Mohawk Credit Card; call your dealer before you shop, or log onto www.mohawkfloors.com.



Dreaming
of the floor you want?



Purchase
with the card you need.



- Instant credit at time of purchase
- Extended financing
- Payments to fit your budget
- Doesn't tie up major credit cards
- Offered nationwide at thousands of participating retailers

CARPET • HARDWOOD • LAMINATE • CERAMIC TILE • RUGS


MOHAWK[®]
Makes *the* Room
www.MohawkFlooring.com

Find . Flooring fast

A BUYER'S GUIDE

ARMSTRONG FLOOR PRODUCTS,

which include Bruce®, Armstrong® and Robbins®, offer hardwood, resilient, laminate, ceramics and Genuine Linoleum™. To see products, go to www.armstrong.com.

BRITISH WOOL MARKETING BOARD

www.britishwool.org

CARPENTER CO. STAINMASTER™

Carpet Cushion System
www.carpenter.com

CROSSVILLE Inc.

800.221.9093
www.crossvilleinc.com

FLORIDA TILE INDUSTRIES

800.789.TILE
www.floridatile.com

KARNDEAN INTERNATIONAL

www.karndean.com

LUMBER LIQUIDATORS

1-800-HARDWOOD
www.lumberliquidators.com

MOHAWK INDUSTRIES

800.2.MOHAWK
www.mohawk-flooring.com

MOHAWK INDUSTRIES Smart Strand

800.2.MOHAWK
www.mohawk-flooring.com/green

MOHAWK CREDIT

800.2.MOHAWK
www.mohawk-flooring.com

NATURAL CORK/US FLOORS

800.404.2675
www.naturalcork.com

828 INTERNATIONAL
www.828rugs.com

ALLOCC
877.DO.ALLOCC
www.allocc.com

AMERICAN HARDWOOD INFORMATION CENTER
www.hardwoodinfo.com

AMERICAN OLEAN
888.AOT.TILE
www.americanolean.com

AMERICAN SOCIETY OF INTERIOR DESIGNERS (ASID) (FABULOUS FLOORS is an Industry Partner)

www.asid.org

AMTICO
www.amtico.com

ANN SACKS
800.278.8453
www.annsacks.com

ANDERSON HARDWOOD FLOORS
864.833.6250
www.andersonfloors.com

ANSO® NYLON/SHAW INDUSTRIES
www.ansonylon.com

BAKER'S CREEK
www.bakerscreekfloors.com

BERRY FLOOR
www.berryfloor.com

BHK FLOORING SYSTEMS
800.663.4176
www.bhkuniclic.com

www.bhkmoderna.com

BLISS CARPETS
Beaulieu of America Inc
(800) 227-7211
www.beaulieufamerica.com

BLUERIDGE® HOME
800.241.2071
www.blueridgecarpet.com

BONAKEMI

www.bona.com

BR-111

800.525.BR111

www.br111.com

CAPRI CORK

www.capricork.com

CARPET & RUG INSTITUTE

www.carpet-rug.com

CARPETSPUS COLOR TILE

ECOCHOICE FLOORING

800.261.6456
www.carpetspuscolortile.com

www.ecochoiceflooring.com

CARPETS OF IMAGINATION

www.adkcarpets.com

CENTIVA

www.centiva.com

888-CENTIVA

CHILEWICH SULTAN

PLYNYL FLOORING

www.plynyl.com

click on "where to buy"

COIR BOARD

Ministry of Micro, Small

& Medium Enterprises

Government of India

www.coirboard.gov.in

www.coirboard.nic.in

COLONIAL MILLS (CMI)

800.343.9339

www.colonialmills.com

COLOR MIRAGE

585.247.6000

COLUMBIA FLOORING

www.columbiflooring.com

CONGOLEUM CORP.

www.congoleum.com

CREATIVE ACCENTS

www.creativeaccents.com

CREATIVE EDGE

MASTER SHOP

641.472.8145
www.cec-waterjet.com

CREATIVE METALIZED PRODUCTS
954.893.7115

CUSTOM CONCRETE SOLUTIONS

Don Pinger
www.customconcretesolutions.com

CUSTOM WEAVE

By Mohawk

800.2.Mohawk

www.mohawkind.com

DAL-TILE CORP.

800.933.TILE

www.daltile.com

DECOR GRATES

800.903.9036

www.decorgrates.com

DIAMOND TECH

www.diamondtechtile.com

DILMAGHANI

www.dilmaghani.com

DIXIE HOME

800.273.8546

www.dixie-home.com

DOMCO-TARKETT

www.domco.com

www.tarkettusa.com

DURACORD Outdoor Rugs

800.334.1078

www.thehammocksource.com

ECODOMO LLC

301.424.7717

www.EcoDomo.com

EGE SERAMIK

www.egeseramik.com

ELITE CRETE

www.elitecrete.com

ELIANE CERAMIC TILES

www.elianeusa.com

EPRO TILE

www.eprtile.com

ETRURIA

www.etruriadesign.it

EXACT MOSAICS

www.exactmosaics.com

FABRICA INTERNATIONAL

800.854.0357

www.fabrica.com

FAUS GROUP INC.

888.231.3287

www.fausinc.com

FLOORCOVERINGS INTERNATIONAL

For information on FCInspireNet

www.floorcoveringsinternational.com

FLOOR COVERING WEEKLY

www.floorcoveringweekly.com

FLOORCO

800.261.6456

www.floorcodirect.com

FLOOR SOURCE

www.floorsource.com

FORBO LINOLEUM

866.MARMOLEUM

www.themarmoleumstore.com

FORMICA

www.formicaflooring.com

GEMART USA

www.gemart.com

GRANADA TILES

www.granadatiles.com

GRANITE TRANSFORMATIONS

Granite Countertops

www.granitetransformations.com

GREYNE CUSTOM WOOD CO.

866.377.1904

www.greyne.com

GULISTAN

www.gulistan.com

HAKATAI

www.hakatai.com

HELIOS CARPET

www.helioscarpet.com

HOMESPICE DÉCOR

www.homespicedecor.com

HOME VALU® INTERIORS

763.571.6100

www.homevalu.com

ILVA

www.ilva.com.ar

IMAGO FLOORS

www.imagofloors.com

INTERCERAMIC USA, Inc.

214.503.5500

www.interceramicusa.com

INTERNATIONAL VINYL CORPORATION

706.278.8008

www.ivcgroup.com

JOHNSONITE

www.johnsonite.com

KAHRS INTERNATIONAL

404.206.9910

www.kahrs.com

KAINDL

866.232.8827 ext. 7820

KALLISTA

www.kallista.com

KARASTAN

www.karastan.com

KATHY IRELAND HOME

www.kathyireland.com or

www.shawfloors.com/specialcollections

LAND PORCELANICO

www.landporcelanico.com

LAUFEN

800.321.0684

www.laufenusa.com

LAUZON DISTINCTIVE

HARDWOOD FLOORING

877.427.5144

www.lauzonltd.com

LIZ CLAIBORNE FLOORING

Available Exclusively

at Carpet One Retailers

800.carpet1

www.CarpetOne.com

LUZERN LTD.

www.luzernltd.com

1-800-574-4790

MANNINGTON MILLS

856.935.3000

www.mannington.com

MARAZZI USA

www.marazzitile.com

MASLAND CARPETS & RUGS

800.633.0468

www.maslandcarpets.com

MAXWELL HARDWOOD

FLOORING

www.maxwellhardwoodflooring.com

MEADWESTVACO Lustralite®

www.meadwestvaco.com/lustralite.nsf

www.meadwestvaco.com/papers.nsf

MEDITERRANEA

305.718.5091

www.mediterranea-usa.com

MILLIKEN CARPET & RUGS

800.528.8453

www.millikencarpet.com

MINWAX®

800.523.9299

www.minwax.com

MIRAGE HARDWOOD FLOORS

FROM BOA FRANC

www.miragefloors.com

MOMENI

www.momeni.com

MOSAICO ITALIANO

www.mosaicoitaliano.com

866.667.4825

MULLICAN

800.844.6356

www.mullicanflooring.com

NAFCO by Tarkett

PAGE 46

DESIGNER'S WALK

EVEN A HOME CAN TAKE A NEW PATH.

BY: SONNA CALANDRINO, EDITOR-IN-CHIEF

PHOTOGRAPHY BY OLSON PHOTOGRAPHIC, LLC
DOWNTOWN 1800S CONNECTICUT FARMHOUSE
IS RE-DONE, REFRESHED AND RENEWED WITH
WELL-THOUGHT-OUT PLANNING BY DESIGNER/
BUILDER RAY MARTIN III, OWNER, MARTIN CUSTOM
CONSTRUCTION OF KENSINGTON, CT

PAGE 52

GREEN SOLUTIONS!

BY: JOAN GARDINA

TIME TO THINK GREEN. WHEN INFLUENTIAL SOURCES
LIKE ASID AND US GOVERNMENT AGREE ON A TREND,
IT'S HERE TO STAY!

PAGE 56

FLOOR CARE ESSENTIALS

NONTOXIC, SOAP-FREE CLEANING AND
MAINTENANCE FLOOR-CARE PRODUCTS.

PAGE 58

NEW DIMENSIONS

BY: RICHARD HOWLAND, MANAGING EDITOR

WALLS HAVE BECOME THE CANVASES UPON
WHICH OUR LIFE STORIES ARE TYPICALLY CAPTURED
IN PHOTOS, ARTIFACTS AND FAMILY KEEPSAKES.

PAGE 62

CARPET COUTURE

BY: NANCY WILSON STEVENS

MUST-HAVE FLOORING ATTIRE FROM SHAW! THIS
CARPET LINE UPDATES HOME COUTURE: DISTINCTIVELY
HIGH-END, ROBUST IN COLOR, STYLE AND TEXTURE.

PAGE 65

THE IMPORTANCE OF CARPET CUSHION

BY: RAE ANNE CORDICK, PRESIDENT, CANADIAN
MANUFACTURERS OF CARPET CUSHION; MEMBER,
CARPET CUSHION COUNCIL OF NORTH AMERICA

CUSHION HAS MANY JOBS, BUT, FIRST AND
FOREMOST AS YOUR CARPET'S FOUNDATION.

PAGE 66

PUSHING THE BOUNDARIES

BY: MARGO LOCUST

FEATURING THE DESIGNS OF LIORA MANNÉ.
SOME SAY IT RESEMBLES ARTWORK MORE THAN
TEXTILE DESIGN.

PAGE 75

THE ROAD HOME WITH BRITISH WOOL

BY: BRIDGETTE KELLY

NOTHING HOLDS A BIGGER PLACE IN OUR HEARTS
THAN HOME. WOOL IN CARPET AND AREA RUGS IS
A PART OF THE SOOTHING SECURITY BLANKET WE ALL
HOLD CLOSE.

Fabulous Find

FABULOUS FINDS, plural.

Armstrong introduces a new line of hardwoods and one for high-performance luxury resilient plank flooring. New hardwood looks (126) give consumers more premium Armstrong wood options than ever before, including the Euro influence of white oak, hand-sculpted woods in rustic and more refined looks, wider planks in low-to-high lusters, exotics and specialties like wine barrel recreations and enhanced graining techniques. Quite intriguing is Armstrong's Luxe Plank™, a high-performance resilient in breathtaking, vibrant hardwood colors and textures. Super-thick luxury vinyl tile planks in authentic wood-plank lengths along with beveled edges and ends combined with an advanced pressure-sensitive adhesive result in fast, flexible installations. Think good-better-best from Exotic Fruitwood and English Walnut to Peruvian Walnut, Empire Bamboo to Jefferson Oak.

(P.S.: "Job well done" for the recently ended, 60-day Armstrong laminate sales program with Abbey Carpet & Floor and Floors to Go to benefit Gilda's Club cancer support organization.)



PUBLISHER'S NOTES

Shopping and responsibilities

I've proven to myself what I've suspected for so long; that virtually all of our advertisers support at least one local, regional, national or global cause. These companies make it a point to give something back, so important nowadays as they fill the financial voids in an uncertain economy. Much of your research will be on-line. (Our own research division reports this is the usual first shopping step). Look to see which programs a company supports, and give consideration to those which champion the same values you do.

Sonna Calandrino, Publisher

ROYAL INTERCONTINENTAL

www.royalrugs.com

SAICIS

www.saicis.com

SHAW INDUSTRIES/ SHAW LIVING

www.shawinc.com

SAFAVIEH

866.422.9070

www.safavieh.com

SCHUMACHER

www.fsco.com

SPHINX, Div. of Oriental Weavers

800.832.8020

www.owsphinx.com

SICIS The Art factory

www.sicis.com

The SKY FACTORY

www.theskyfactory.com

SONOMA CAST STONE

www.sonomastone.com

888.980.9929

JANOS P. SPITZER

FLOORING CONSULTANTS

212.627.1818

www.janosspitzerflooring.com

STAINMASTER CARPETS

STAINMASTER CUSHION

800.438.7668

www.stainmaster.com

STONEPEAK CERAMICS

www.stonepeakceramics.com

SUMMIT FLOORING INTERNATIONAL

GLASS LEATHER RUBBER

www.summit-flooring.com

TAMARA MAGEL HOME, INC.

www.tamaramagel.com

TERAGREN Fine Bamboo

Flooring, Panels & Veneer

www.teragren.com

800.929.6333

TERRA ACQUA Stone Sinks

www.terracqua.net

TILE OF SPAIN®

305.446.4387

www.spaintiles.info

TRE SORELLE

www.tresorellehomedesigns.com

TREND USA

Glass Mosaic Wallpaper

www.trendgroup-usa.com

TORLY'S

www.torlys.com

800.461.2573

TUFTEX

www.shawfloors.com

VILLEROY & BOCH

www.villeroy-boch.com

WALKER ZANGER

www.walkerzanger.com

WEAR-DATED CARPET FIBER

800.845.5270

www.weardated.com

WICANDERS

www.wicanders.com

WILSONART® FLOORING

800.710.8846

www.wilsonartflooring.com

WILSON'S INTERIORS

973.539.2440

www.wilsoninteriors.com

The WINCHESTER TILE

COMPANY

www.winchestertiles.com

WOOLS OF NEW ZEALAND

www.wonz.com

WUNDAWEVE COLLECTION

By Mohawk

800.2.MOHAWK

www.mohawk-flooring.com

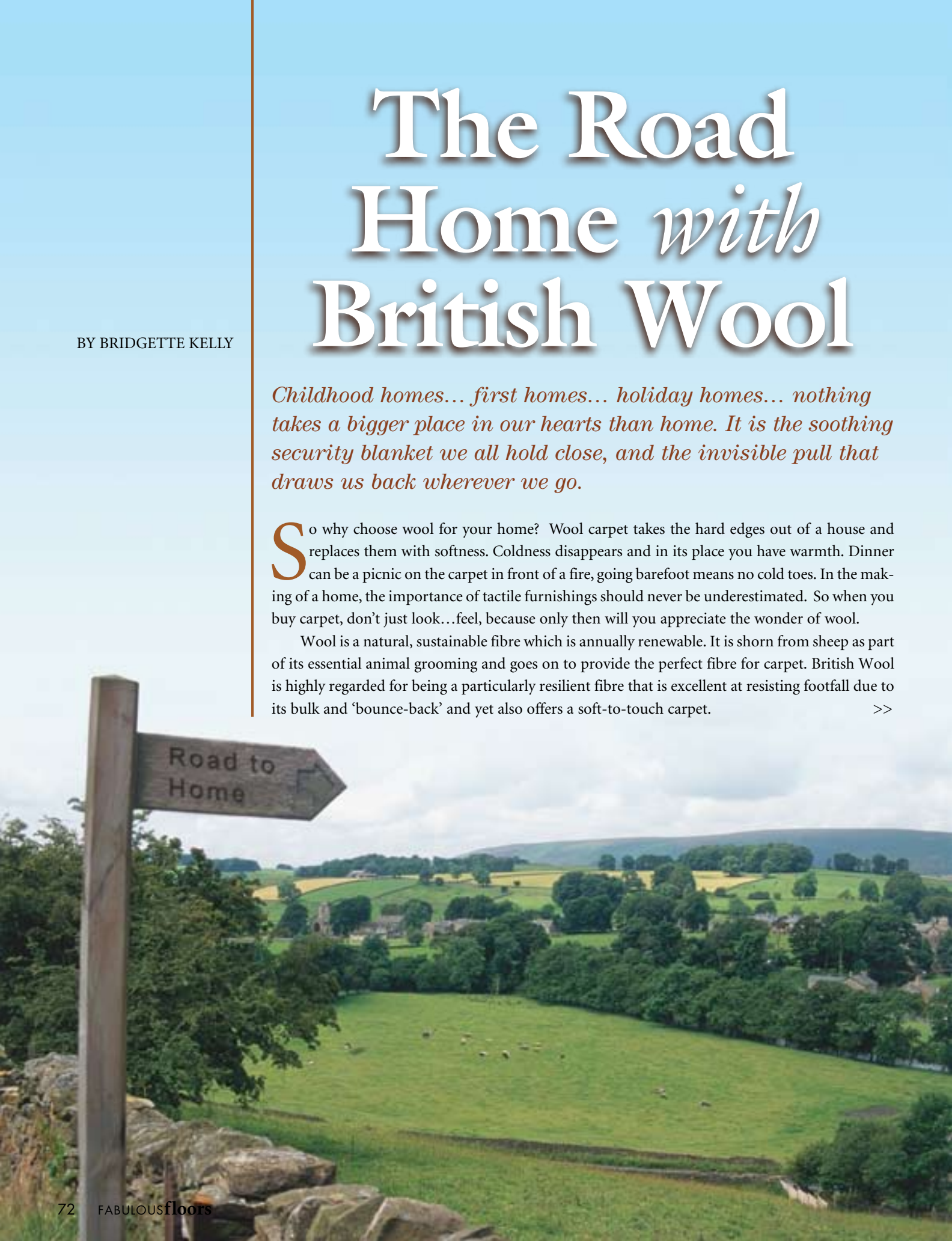
The Road Home *with* British Wool

BY BRIDGETTE KELLY

Childhood homes... first homes... holiday homes... nothing takes a bigger place in our hearts than home. It is the soothing security blanket we all hold close, and the invisible pull that draws us back wherever we go.

So why choose wool for your home? Wool carpet takes the hard edges out of a house and replaces them with softness. Coldness disappears and in its place you have warmth. Dinner can be a picnic on the carpet in front of a fire, going barefoot means no cold toes. In the making of a home, the importance of tactile furnishings should never be underestimated. So when you buy carpet, don't just look...feel, because only then will you appreciate the wonder of wool.

Wool is a natural, sustainable fibre which is annually renewable. It is shorn from sheep as part of its essential animal grooming and goes on to provide the perfect fibre for carpet. British Wool is highly regarded for being a particularly resilient fibre that is excellent at resisting footfall due to its bulk and 'bounce-back' and yet also offers a soft-to-touch carpet. >>



Road to Home



Fabulous focus with Ragged Point
from Wool Classics by Brintons.
(Image courtesy of Brintons.)



Pure drama...
with Freedom
in slate from the
Mix Collection
by Ulster Carpets
(image courtesy of
Ulster Carpets.)

As a fibre that is grown and not man-made, wool is both beautiful and environmentally friendly. British Wool has now been accredited the international standard for environmental evaluation (ISO 14040) and has proven itself to be a favourable choice for those wanting a quality fibre that is measurably proven in terms of environmental impact.

Buyers have become ever more precise about the products they select to furnish their homes, and more people are enquiring as to the difference that wool can make to both the internal and external environments.

It is generally accepted that wool, with its complex structure, can breathe. This allows the fibre to absorb and release humidity in the home, providing a buffer against too much and too little moisture in the atmosphere. The beauty of this is that the wool acclimatises as your home changes through the day and the seasons.

Noise, the plague of the hard-flooring home, is muted by the insulating capacity of wool which helps prevent the transfer of room-to-room sound. Equally, wool carpet will insulate against heat loss — improving energy efficiency and reducing carbon impact. >>

naturally green



Quality is born and bred...
that's why carpet manufacturers choose British Wool.

BRITISH WOOL FROM BRITISH SHEEP
aboutwool.com



A dash of style... Manoir as a central rug from the Llewellyn Bowen Collection by Brintons surrounded by Bell Twist Ruby. (Image courtesy of Brintons.)



Practical flooring makes life more relaxing. We don't want to spend precious free time doing domestic chores; we want to enjoy our homes but, of course, we want them to look good, too. Wool carpet is user friendly: It can take tough treatment, and a simple, regular vacuum will return it to its best appearance. Because wool can harness dust within its top layer, this reduces the floating particulate in the home — a real benefit to asthma sufferers, but also a real benefit to the house-proud owner. Once vacuumed, this is removed and the carpet is revived with very little effort.

Safety is a major asset of wool, it does not easily ignite and can self extinguish, reducing the risk of spreading fire in the home. Wool meets many industry safety specifications for fire without the need for any additional treatments, which is why it is chosen for contract and hospitality locations across the world.



In our homes, these wonderful attributes provide reassurance, but we also want beauty and inspiration from investment purchases. Quality woven carpets in British Wool come in stunning classic and modern designs that can be matched with plain ranges and accompanied by coordinating borders and runners. For those with a bigger budget there is the bespoke route, which gives free rein to creativity and allows the home to be truly individual. >>



Salcombe by Axminster Carpets.
(Image courtesy of Axminster Carpets.)

Roll out the Red Carpet —
with flatweave runner by Solva
Woolen Mill. (Image courtesy
of British Wool.)



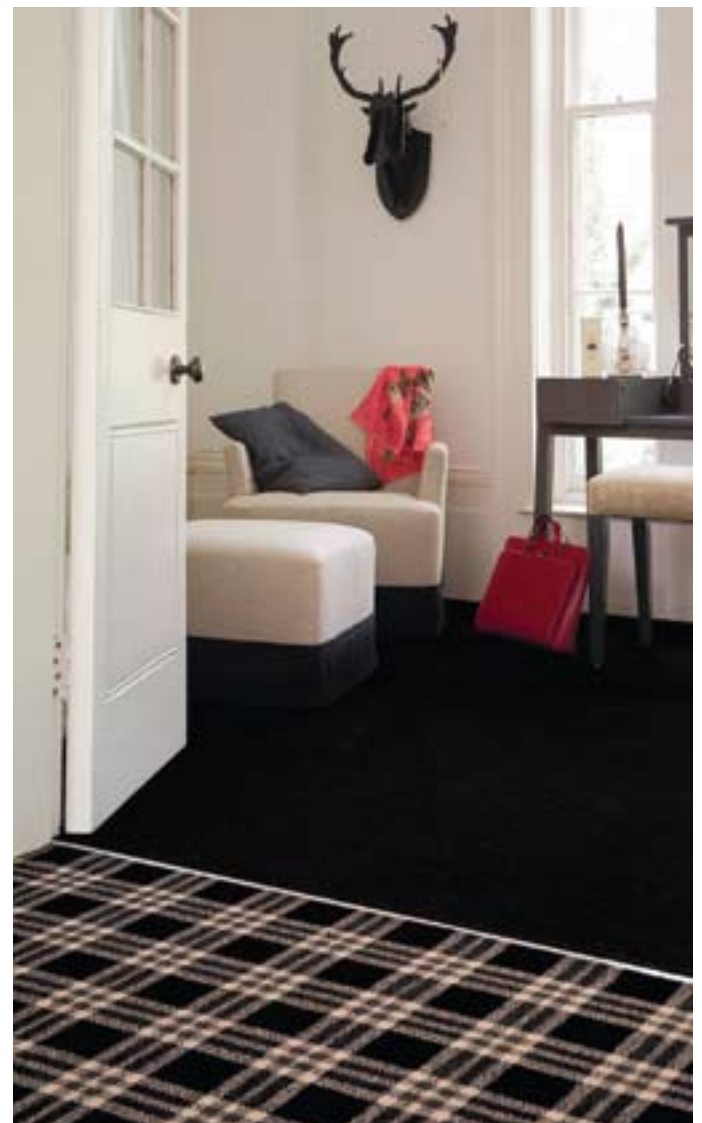


Subtle effects with clever yarn innovation create stunning effects in both woven and tufted wool carpets which lend real luxury and designer style to the home. Skilled blending of undyed yarns now offers natural and earthy ranges with minimal chemical content and sophisticated designs for the home where eco is important.

Traditional patterns with a modern twist continue to captivate, and bold, plain colours are winning interest with patterned insets creating focus. The mix and match effect of polished wood with area rugs and runners has a timeless appeal, while in the home wood and wool make a charismatic pair showcasing the adaptability and pure style of natural products in the home.

People who spend many years in one home pay tribute to the longevity of wool on the floor, it stands up to so much hard work and still continues to look beautiful year after year... 🐏

Left: Keep the home fires burning...Glenmoy in Beige Chisholm by Ulster Carpets. (Image courtesy of Ulster Carpets.) Below left: Fresh and green with York Wilton in Oregano by Ulster Carpets. (Image courtesy of Ulster Carpets.) Below: Mix and match — in the background Ebony in Bell Twist by Brintons and in the foreground Abbotsford border plaid. (Image courtesy of Brintons.)



British Wool Member Guide

Abingdon Flooring Ltd
UNITED KINGDOM
01274 655668
www.abingdonflooring.co.uk

Adam Carpets Ltd
UNITED KINGDOM
01274 655668
www.adamcarpets.com

Abu Dhabi National
UNITED ARAB EMIRATES
www.adnipcarpet.com

Tapibel N.V.
BELGIUM
www.tapibel.be

Associated Weavers UK
UNITED KINGDOM
01422 341221
www.associatedweavers.net

Axminster Carpets Ltd
UNITED KINGDOM
01297 32244
www.axminster-carpets.co.uk

Bajong Carpets N.V.
BELGIUM
00 32 567 83250
www.bajong.be

Balta Industries N.V.
BELGIUM
00 32 566 22316
www.baltagroup.com

Bond Worth Ltd
UNITED KINGDOM
01562 745000
www.bondworth.co.uk

Brintons USA
USA
877 332 9013
www.brintons.net

Brockway Carpets Ltd
UNITED KINGDOM
01562 824737
www.brockway.co.uk

Calderdale Carpets Ltd
UNITED KINGDOM
01924 487800
www.calderdalecarpets.com

Carpets of Kidderminster
UNITED KINGDOM
01299 827477
www.carpetsofkidderminster.com

Cavalier Carpets Ltd
UNITED KINGDOM
01254 268000
www.cavaliercarpets.co.uk

Clarendon Carpets
UNITED KINGDOM
01675 433046

Cormar Carpets
UNITED KINGDOM
01204 881234
www.cormarcarpets.co.uk

Domo Oudenaarde N.V.
BELGIUM
0032 5533 5211
www.domo.be

Earth Weave Carpet Mills
USA
706 278 8200
www.earthweave.com

Edel Tapijt BV
THE NETHERLANDS
0031 38 385 2220
www.edel.nl

Fabryka Dywanow Agnella
POLAND
00 48 857 409316
www.agnella.com.pl

Fleetwood Fox
UNITED KINGDOM
01823 667337
www.fleetwoodfox.com

Gaskell Woolrich
UNITED KINGDOM
01827 831525
www.gaskellwoolrich.co.uk

Georgian Carpets
UNITED KINGDOM
01827 831430
www.georgian-carpets.co.uk

Wei Hai Haima Carpet Co.
CHINA
0086 631 5188046
www.haimacarpets.com

Headlam Flooring
UNITED KINGDOM
01827 831520
www.headlam.com

Hibernia Woolen Mills
USA
562 945 8711
www.hiberniawoolenmills.com

High Tech Carpets PTY
AUSTRALIA
0061 3 9889 8893
www.hightechcarpets.com.au

ICBM Global bvba
BELGIUM
0032 5061 2586

Kingsmead Carpets
UNITED KINGDOM
01827 831424
www.kingsmeadcarpets.co.uk

Langhorne Carpet Co., Inc
USA
001 215 757 5155
www.langhornecarpets.com

Manx Carpets
UNITED KINGDOM
01827 831434
www.manxcarpets.co.uk

Mayfield Carpets Ltd
UNITED KINGDOM
01706 639866
www.mayfieldcarpets.co.uk

Penthouse Carpets Ltd
UNITED KINGDOM
01706 341231
www.penthousecarpets.co.uk

William Pownall & Sons
UNITED KINGDOM
01706 716014
www.pownallcarpets.com

Regency Carpets
UNITED KINGDOM
028 9127 0900

Rodeo Carpet Mills Corp.
USA
323 728 1518
www.rodeocarpets.com

Ryalux Carpets Ltd
UNITED KINGDOM
01706 716000
www.ryalux.com

Solva Woollen Mill
UNITED KINGDOM
01437 721112
www.solvawoollenmill.co.uk

Mr Tomkinson
UNITED KINGDOM
01827 831450
www.mrtomkinson.co.uk

Weihai Shanhua Carpet
CHINA
www.chinashanhua.com

Ulster Carpets Ltd
UNITED KINGDOM
02838 334433
www.ulstercarpets.com

Westex Carpets Ltd
UNITED KINGDOM
01274 861334
www.westexcarpets.co.uk

Whitestone Weavers Ltd
UNITED KINGDOM
01429 892555
www.whitestone.co.uk

Woodward Grosvenor
UNITED KINGDOM
0800 526696
www.woodwardgrosvenor.co.uk

Thomas Witter UK Ltd
UNITED KINGDOM
01204 374083
www.thomaswitter.com

Wools of Cumbria Carpets
UNITED KINGDOM
07979 640131
www.wocc.co.uk



*Please use International
Dialing Code prefixes,
where appropriate.*



Hardwood
selection
and price:
Lumber
Liquidators
redefines
"incredible"

Lumber Liquidators has one of the largest hardwood flooring inventories in the US and prices starting at 99 cents a square foot.

With now more than 180 stores nationwide and the ability to order online, you can draw from a huge inventory that includes the celebrated Bellawood*, a high-quality, pre-finished floor with a 50-year finish warranty — the best in the industry. Plus, there are dozens of solid and engineered hardwood floors in domestic species and hard-to-find exotics such as Bolivian Rosewood, Birdseye Maple and Brazilian Cherry.

Explore the opportunities for making a personal design statement with pre-finished and unfinished, stained and unstained, even hand-scraped flooring to meet your decorating needs.

And don't forget, Lumber Liquidators also carries the latest in bamboo, including styles in natural-finish, stained, hand-scraped and carbonized looks, even in borders to finish that job. Or stylize with another wood using the latest in mix-and-match species installations. Check out the cork tiles, floating cork floors, and laminate and hardwood, too.

*A word about Bellawood

You've probably heard the name, but did you know that Bellawood is more than a name? It is a brand of pre-finished solid hardwood flooring with unique characteristics. For example, Bellawood is available in 115 different cuts, grades and species, both exotic and domestic species.

Bellawood is easy to install and requires no sanding and no finishing, so there is no mess and no hazardous fumes, and you don't have to wait for it to dry. You can start enjoying your new floor the day it's installed! Available at Lumber Liquidators, Bellawood represents an exceptional quality at up to 60 percent off what you would expect to pay at "big box" stores. To receive a sample pack or brochure, visit www.bellawood.com.

(Bellawood will be featured in the 2010 HGTV Dream Home and is featured regularly on Extreme Makeover: Home Edition.)


Learn more about Lumber Liquidators at www.lumberliquidators.com or call 1 800 HARDWOOD.





Katharine Heppum image and rights licensed through CAA, Los Angeles, California
Armstrong Laminate - Forest Brown Maple-LB7/04/www.armstrong.com

It only looks like the real thing. **Armstrong**® laminate flooring



"THE BELLAWOOD FINISH IS AMAZING. WE PUT WALNUT IN OUR MEDIA ROOM. LOTS OF TEENAGERS, LOTS OF TRAFFIC AND TWO DOGS. WE HAVE OTHER HARDWOOD AND IT DOESN'T EVEN COME CLOSE TO THE LOOK AND TOUGHNESS OF BELLAWOOD."

M. P., WILLIAMSBURG, VA



"I liked the quality of Bellawood so much, I installed it in my own home." ~ Bob Vila



Bellawood American Walnut

Over 175 stores nationwide! For a FREE catalog or a store near you call 888-229-8281 or go to lumberliquidators.com.

HARDWOOD FLOORS FOR LESS!
LUMBER LIQUIDATORS
www.lumberliquidators.com
1-800-HARDWOOD