

# f1 FABULOUS floors™

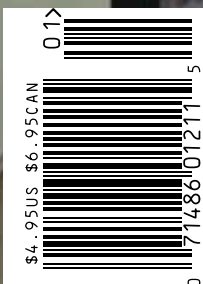
Dream Green..  
plus 7 'healthy home' Tips!

*KITCHENS in Designer TILE!*

Floors that Work for you  
fashionable & practical

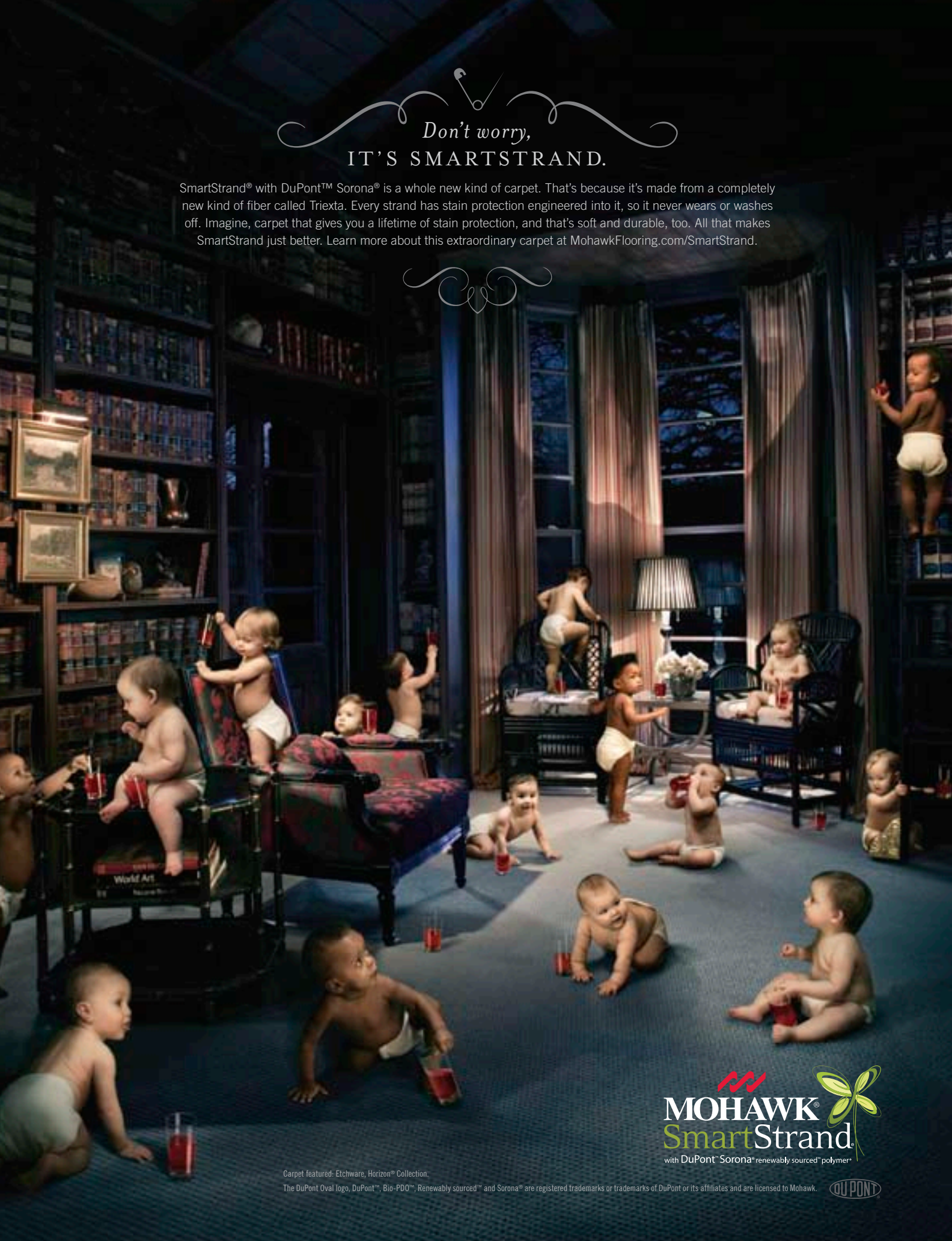
**GET THE SCOOP!**

carpet, wood, tile, laminate area rugs, resilient, wool



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SmartStrand® with DuPont™ Sorona® is a whole new kind of carpet. That's because it's made from a completely new kind of fiber called Triexta. Every strand has stain protection engineered into it, so it never wears or washes off. Imagine, carpet that gives you a lifetime of stain protection, and that's soft and durable, too. All that makes SmartStrand just better. Learn more about this extraordinary carpet at [MohawkFlooring.com/SmartStrand](http://MohawkFlooring.com/SmartStrand).



**MOHAWK**  
**SmartStrand**  
with DuPont™ Sorona® renewably sourced polymer

Carpet featured: Etchware, Horizon® Collection.

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Welcome to the Spring 2010 issue of  
**FABULOUS FLOORS, A Consumer Magazine**

On the cover: Kahrs Oak Dana Point



Crossville EcoCycle tile montage.

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For more useful information and complete back issues...  
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# Spring inspires us!



It's the sunshine and the first new growth. We want to feel that sense of new and clean all around us. It's the time of year we're most open to ideas for freshening up our homes and making things new with new colors and fresh scents. I can see why we so covet those first spring flowers. Regarding fabulous flooring and interior design, what are we seeing this spring? The freshest of colors and nature-inspired looks, not only in flooring but also to the extent of framed botanicals for the walls, even in fabrics, like ferns on linens and accessories like pillows. Each of us has our own version of that fresh, natural spring look. It may be the renewable-ness and environmental responsibility-ness of products like cork and wood from companies like Armstrong and US Floors and laminate makers like Kaindl. Or the growing environmental friendliness from the factory to your floor of ceramic and porcelain tile from the likes of Florida Tile and Crossville. We want to pay attention to Mother Nature and to pay homage to nature in the way we decorate our homes. It's good to know that EVERY flooring category can boast green attributes that appeal to our individual sense of "green-ness." Speaking of green, check out our green section with green décor tips you can use right now! (Page 60). See how you can keep your home green and clean with initiatives in carpet like Beau-lieu's Bliss Healthy Home™ carpet (see the ad on the opposite page) and Mohawk's SmartStrand with corn-based Sorona®, plus natural fibers like wool (see British Wool grand designs on Page 74) and the health and maintenance benefits of stain and odor protection from Stainmaster® cushion! Liven up any room in green!

Sonna Calandrino, *Publisher*

**PS** Do yourself a big favor this spring. Check out our advertisers' websites and look for the green initiatives they promote. See Pages 72-73 for a listing.

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# Relax. You've got *Bliss* Healthy Home™ carpet

Only Bliss by Beaulieu Healthy Home™ carpet has Silver Release® antimicrobial protection that effectively reduces odor and stain causing bacteria, mold and mildew. So enjoy your soft, cozy carpet and let Bliss Healthy Home take care of the rest.



## Want free samples?

They're waiting for you at your nearest Bliss floor covering retailer. Visit [blissflooring.com](http://blissflooring.com) for the location nearest you!

tile in style |



Cotto Americana Porcelain Stone® by Crossville offers the timeless appeal of traditional styling updated with contemporary colors. With a variety of sizes, including mosaics, and popular plank shapes, it's the perfect combination for today's American design landscape.

# From the world of design Now and then...

Richer textures, novel formats and an incredible panoply of colors — from subtle to bold to gorgeously variegated — are the news in tile. Today's fashionable design artists are reaching back to ancient artisans who, in turn, reached out to nature for inspiration.

Worn terra cotta, reminiscent of ancient Rome and Greece, can be at your feet as easily as Asian slate with hints of jade, amber and lavender.

Inspired by the mosaics of Byzantine façades, today's translucent glass tiles — from blush pink to radiant aqua — shimmer in the sleekest, most contemporary kitchens and baths, pairing beautifully with stainless steel appliances, sleek wood elements and fabric accessories, enhancing the play of light within living spaces.

Tile is the perfect paradox. Toughness and delicate beauty. Strong enough to walk on, yet elegant enough to transform a living room, hallway or bedroom, while versatile enough to adorn a kitchen, bathroom, outdoor patio — or even a workshop. >>



At left: It's hard to believe it's not wood! Cottage, from Stone Peak Ceramics, Inc., features a slightly distressed texture, giving the look of natural wood.

## tile in style |

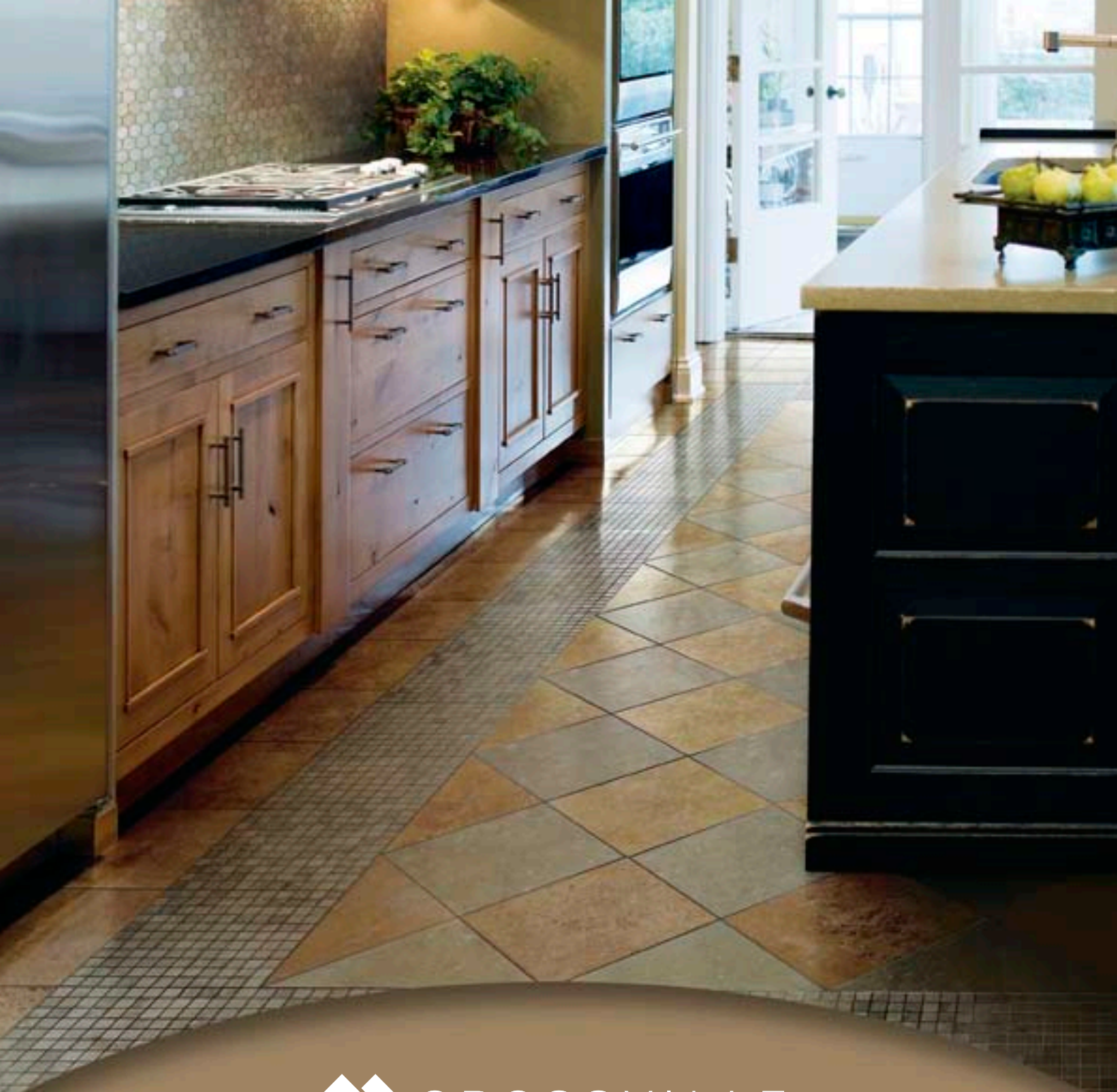
Varieties of tile include ceramic, porcelain, glass, metal, natural stone, mosaics — even handcrafted concrete, cork and leather — and now come in sizes from ¼-inch “pencil” tiles to 32-inch pieces. Larger formats continue to dominate, especially for larger spaces. For a clean, chic look and easier maintenance, consider rectified tile, featuring tight butt joints without grout lines.

Classic ceramic and porcelain offer liquid planes of gleaming uniform color — whether earth or jewel tones, bold or pastel.

Natural stone provides elegant texturing and now comes with tumbled edges, as well as brushed or chiseled surfaces. And the colors of natural stone are amazing: Imagine multicolored travertine or slate where elements of lilac, pearl and honey flare within a field of deep green or charcoal. >>



At top: Did you know that, unlike ceramic materials, concrete can withstand freezing conditions? Just look at the rustic country styling found in these handmade SoftStone™ Pavers from Sonoma Cast Stone. Above: UltiMetal from Crossville offers the luxe appeal of metal with legendary porcelain stone. The metallic micromesh adds texture and subtle shine. Boldly patterned mosaics and listellos allow your imagination to run wild!



 **CROSSVILLE**<sup>®</sup>  
ELEVATE YOUR SPACE



[www.crossvilleinc.com](http://www.crossvilleinc.com) | Product Featured: Bella Via

Florida Tile embodies the perfect example of innovation and tradition within the industry — looks that are stunning, durable and environmentally sensitive. Using a technologically revolutionary glazing system, its High Definition Porcelain (HDP) recreates the look and feel of natural stone, complete with texture, veining and gorgeous color shift.

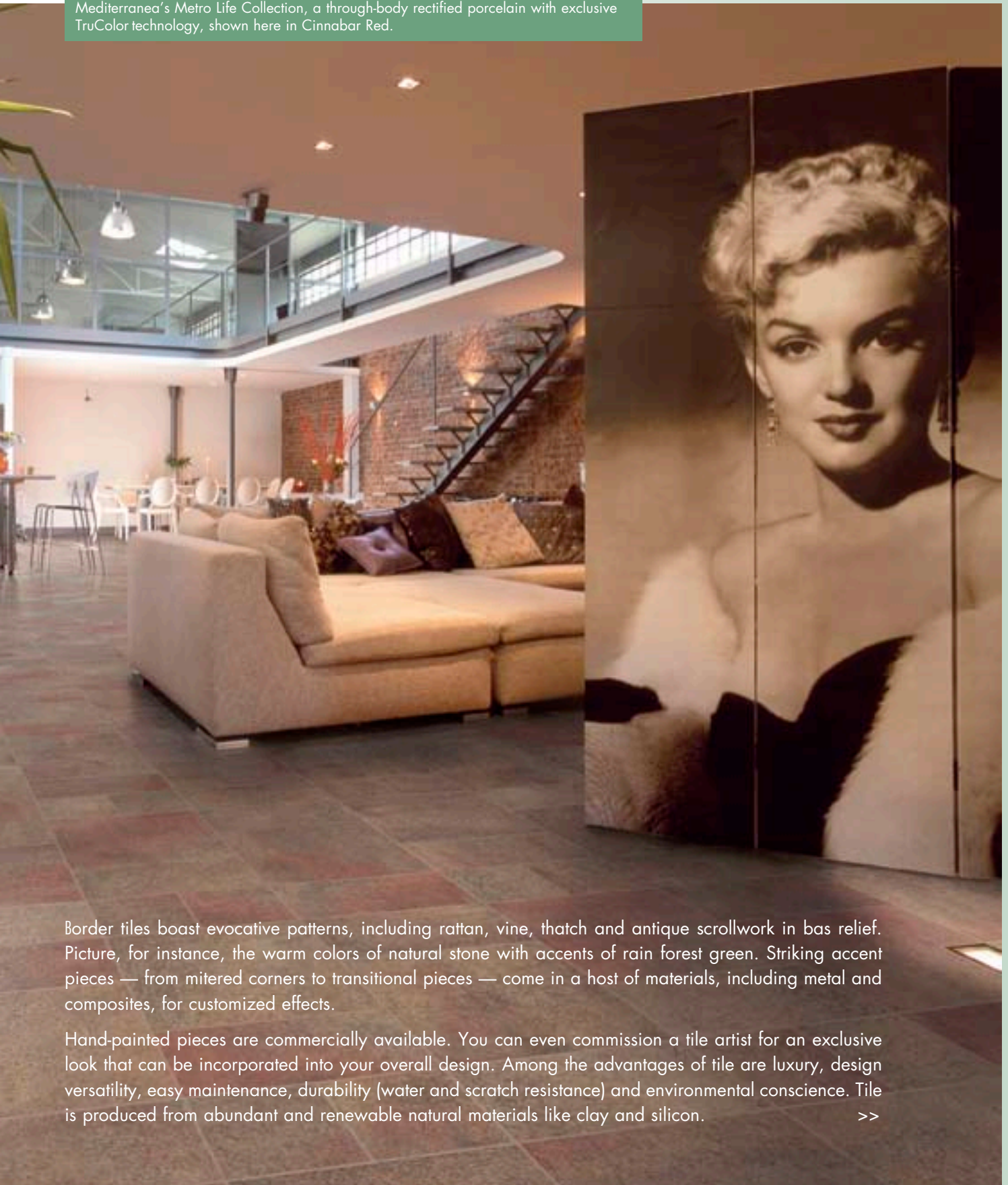
Today's consumers and designers are definitely captivated by tiles that offer deeper color variation. And grays — from ash to charcoal — now rival tans and brown for neutrals.

The newest tone-on-tone tiles feature subtle, fabric-like finishes with the subtle sheen of suede, muslin, silk or linen. Tiles are even available in free forms like cobblestone, pebble and tumbled glass.

Three-dimensional molded tiles, available in multiple sizes, create additional texture and pattern when incorporated with two-dimensional tiles. Consider a striking wall insert or listellos specifically designed for creating borders, frames and chair rails. >>



Opposite: Emulating the warmth and sophistication of a parquet wood floor, shown here in Kremlin, is a full-body porcelain from Tile of Spain branded manufacturer Ceramica Aparici. Below: Upscale modern urban living is portrayed in this loft with Mediterranea's Metro Life Collection, a through-body rectified porcelain with exclusive TruColor technology, shown here in Cinnabar Red.



Border tiles boast evocative patterns, including rattan, vine, thatch and antique scrollwork in bas relief. Picture, for instance, the warm colors of natural stone with accents of rain forest green. Striking accent pieces — from mitered corners to transitional pieces — come in a host of materials, including metal and composites, for customized effects.

Hand-painted pieces are commercially available. You can even commission a tile artist for an exclusive look that can be incorporated into your overall design. Among the advantages of tile are luxury, design versatility, easy maintenance, durability (water and scratch resistance) and environmental conscience. Tile is produced from abundant and renewable natural materials like clay and silicon. >>

# Enjoy nature... As much as Florida Tile does

**Florida Tile.** You know the name. It's long been synonymous with top-quality ceramic wall and porcelain floor tile and looks that are steeped in reliability and tradition.

But now, there is a new Florida Tile emerging with new products, many inspired by trends in Europe, especially Italy, using new state-of-the-art technologies to achieve some amazing effects in tile and stone!

You've likely become aware of some recent additions we've featured, a few being...

■ **Legend**, high-definition porcelain with its digital glazing system. A glorious fashion in a rugged and low-maintenance tile that looks just like natural stone.

■ **Fontana**, a soft yet dramatic look combining the drama of marble with the shifting color of slate. More durable and easy to clean than either! Plus mosaics, trims and decoratives to complete the look.

■ **Formations**, a new, through-body porcelain, a modern style with impeccable detail inspired by nothing less than the world's great and colorful stone formations. Complete the look with Formations mosaics, listellos and inserts.

With the elegant and classic styling of Renaissance from Florida Tile, this bath is reborn with the luxury look of marble. Shown here in Crema.

We've been lucky enough to have had a sneak peek at what's coming for Florida Tile later this year. Stunning glass with 80 percent recycled materials. Artistic decorative inserts and modern and vintage listellos. Travertine. New-age semigloss and shiny tile. Marbleized looks in glazed porcelain. Quartzite in color body porcelain...and more.

And if you are "into green," how about the fact that Florida Tile was the first tile manufacturer to have its tile and stone products certified by GREENGUARD™ Environmental Institute as a zero-emissions product!

**You may know the name.  
But not the "new" Florida Tile.**





# *Time to let the great outdoors come in*

For every scenic view and natural wonder there can be an equally breathtaking interior. Florida Tile invites you to take the time to sit back and reflect on your space; interior or exterior and admire the beauty and the possibilities that can be. We offer a full line of floor and wall tiles as well as natural stone and decorative elements to complete any look. As a leader in environmentally conscious manufacturing of ceramic wall and porcelain floor products, we recycle millions of gallons of water and tons of material a year in our Lawrenceburg, KY factory. All in all, we produce a finished product that is both beautiful and responsible. Visit one of our Florida Tile locations for more information.

URBANITE BY  
**floridatile**  
[www.floridatile.com](http://www.floridatile.com)

And tile manufacturers are proud of their pre- and post-consumer use of recycled materials and the trend toward thinner tiles that are kinder to the environment when you consider the impact of production and transportation. And today's thinner tiles can be ideal for renovation because you can put them over existing material while minimally raising floor levels.

Most tiles (porcelain, for example) neither emit nor absorb pollutants. Even the newest grouts and adhesives are eco-friendly with reduced emissions, improved adhesion and moisture resistance, and antimicrobial properties. Current technologies also allow easy installation of radiant heating under your tile floor.

Once in a while, you *can* have it all. Tradition and innovation. Fantasy and practicality. There's even a word for it.

Tile. 🦩

Below: True to the pure beauty of its Italian namesake, Calabria from Mannington is a tile filled with timeless neutral hues, natural textures and classic sizes that echo the essence of the land between the seas. Opposite page at right: Beauty, affordability and innovation in glass tile, Hakatai has a passion for design and trend-setting custom mosaics, as show in this full shower unit. Far right: Mix it up with Keystones™ Colorbody Porcelain, Ceramic and Natural Stone Tiles and Slabs called Windmill Biscuit from Daltile. Below right: From the Ceramic Solutions Collection from Shaw, Midori, a glazed porcelain tile that features the durability and strength of porcelain with the ever-popular look of a natural travertine.








Crisp! Fresh! Classic!



Celebrate a healthy home.  
Celebrate a happy home.  
Carpet is putting on a fresh face —  
distinct colors (both subtle and  
bold), evocative patterns, appealing  
textures and softness you have to  
feel to believe. 

And where “value-added” is an expectation of today’s consumer, you will find durability, savings and earth friendliness.

Carpet provides a sensuous and inviting design foundation, the perfect complement to sleek glass, textured stone or gleaming wood elements.

The new neutrals are definitely cooler, featuring taupes and shades of gray. And the “newest neutrals,” inspired by nature, have broadened to include smoky blue, soft green and pale yellow.

Neutrals are now offering greater complexity, such as delicate variations in color value or the introduction of complementary color dots that naturally highlight, coordinate and integrate other design elements. >>



Dream a little dream with Moiré from the Bliss Healthy Home Collection. At right: Vine Grove from Gulistan evokes a feeling of nature with its textured floral striations.

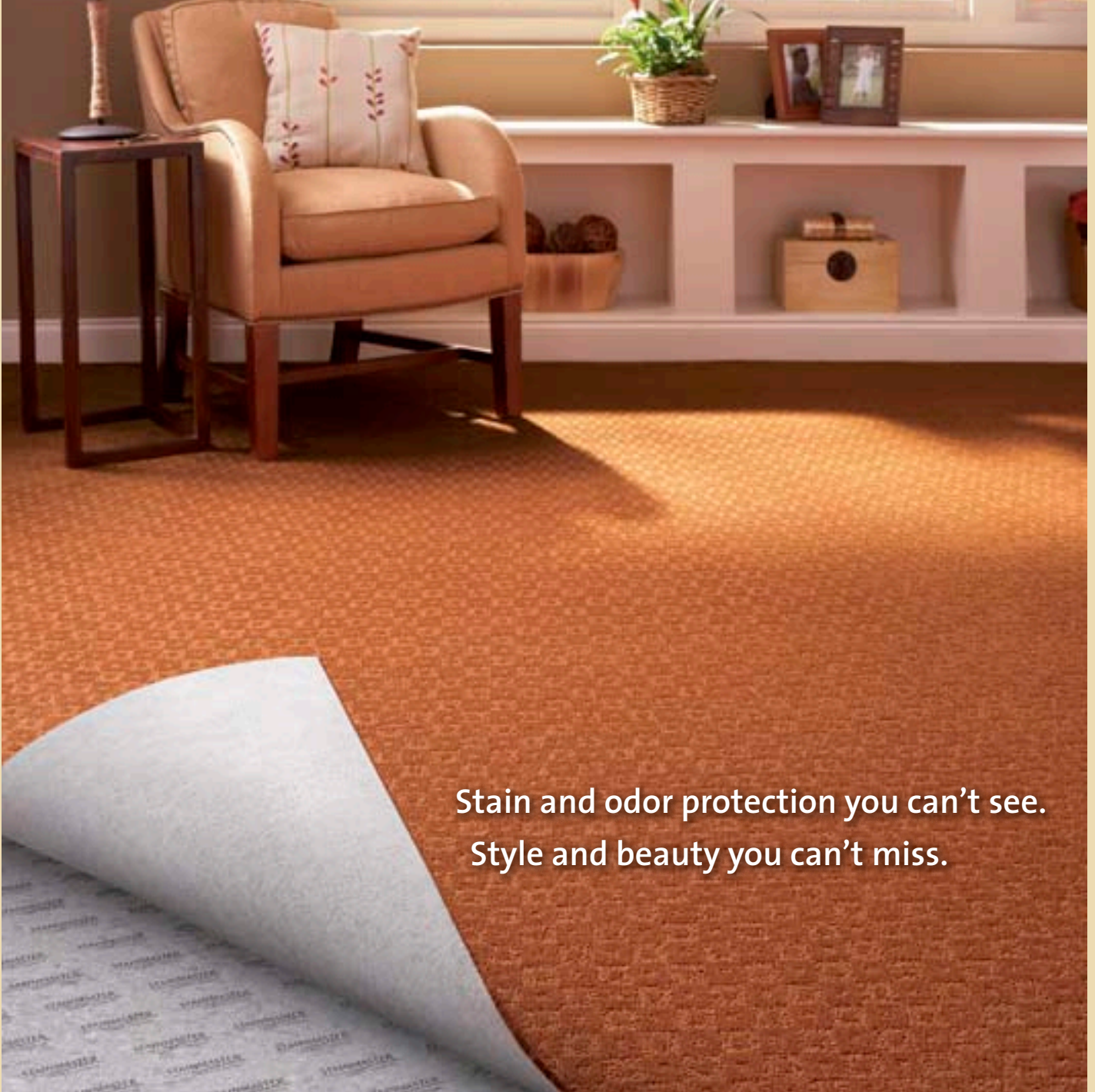


When the paper whites blossom, spring is close at hand! Stunning Creation in the color Tribute from Mohawk reflects the newness of the season.

**N**ature-inspired colors are definitely in, but even here you will find divergent trends, demonstrating the independence and originality of today's consumer. On one hand, there are muted earth tones—sand, terracotta, sage green, slate blue. On the other hand, there are more vibrant jewel tones—garnet reds, emerald greens, cobalt blues and even purples like plum and aubergine.

Some designers are achieving very classic, dramatic looks with distinct blacks and bright whites, even adding a pop of red for a revitalized Deco look.

Elegant patterns in carpet design are definitely in vogue, from soft organics (florals and vines) to refined, contemporary geometrics. Stripes can add style to living areas and classic sophistication to hallways. Stripes are particularly arresting when carried through a hallway and up a flight of stairs, adding a sense of greater dimension and continuity. >>



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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](http://stainmaster.com).



CARPENTER



Your floor can function as a backdrop for your design or it can be a focal point. Here, Wool Whitney from Masland does both.

**D**esigners this year are particularly smitten with rich and varied visual textures, ranging from subtle tone-on-tone patterns to bolder designs with more intense colors. As you think about the complete design of a room, consider the current trend toward layered color and subtler, softer textures.

The latest manufacturing breakthroughs have definitely produced innovative looks through cutting-edge carpet construction. In addition to color, pay particular attention to texture — raised patterns and sculpted effects in classic and contemporary patterns — everything from cable to ribbing to playfully plush shags.

Simply stated, new technologies have created remarkable effects, combining cut and loop piles and yarns — even metal fibers — with differing thickness and shifting lusters within the same carpet. The results are subtly patterned swirls, striations, sculpting and textures as pleasing to the touch as they are to the eye. High-luster yarns can even be woven to duplicate the shimmering look and opulent feel of silk. >>



Create a mood. Flirt with carpet's soft details like the deep pile and texture of Chic to Chic from Shaw.



**P**ile, weave and fabric —  
from wool to synthetics —  
influence cost, wear and  
stain resistance, as well as style.

The marriage of appearance and performance is something the innovators at Beaulieu of America can definitely boast about. Under the Bliss brand, the company recently unveiled a remarkably soft carpet with some amazing features. Teaming up with Stainmaster® and Magic Fresh®, they created SoftSense™, offering exceptionally soft, incredibly gorgeous, odor-resistant carpets that are so stain resistant, they boast a lifetime warranty. (Add to this the environmental benefit of using fibers made from recycled plastic bottles.) >>

Chic. Classic. Elegant. Easy. What look do you want to achieve this Spring? Maybe it's open and airy rooms like those highlighted by Devon from Fabrica, shown at left, or Garden Gladell First Impression Live Free from Beaulieu, below.



# Bliss by Beaulieu

## Healthy Home™ Collection

Healthier feeling homes make us all happier.

When it comes to carpet, call it “bliss”, another word for happiness. Bliss, of course, brings to mind a carpet line of the same name... Bliss by Beaulieu Healthy Home™ carpet. Healthy Home has been a successful part of the Beaulieu collection since its introduction as part of the Bliss line two years ago.

So what’s in a name? Well for Healthy Home, the name captures the story — an intriguing one at that.

All Healthy Home carpets feature Magic Fresh®, Beaulieu’s odor-reducing carpet treatment. Magic Fresh® absorbs and reduces common household odors out of the air; you know the ones... those from pets, cooking and smoking, to name a few.

Then, there’s Silver Release®, another proprietary Beaulieu technology in every Healthy Home carpet. It’s an antimicrobial treatment that uses microscopic silver, copper and/or zinc ions

embedded in the carpet fiber to naturally inhibit the growth of odor- and stain-causing bacteria and to combat mold and mildew.

And, because environmental responsibility is such a consumer movement, you can find many Healthy Home carpets constructed of Beaulieu’s Green Smart® P.E.T. polyester fiber, reclaimed and recycled and reprocessed from 1.6 billion plastic water and soft drink bottles annually!

Oh, if that’s not enough to help you make yours a beautiful healthier feeling home, all Healthy Home carpet features a lifetime stain warranty in styles ranging from friezes to pin-dots.

**For more to the story and a nearby retailer, visit [blissflooring.com](http://blissflooring.com).**



At left: Bliss by Beaulieu SoftSense carpet, made with super-soft fibers and featuring Magic Fresh® and 3M Scotchgard™ Protector. Below: Bliss by Beaulieu Healthy Home carpet featuring Magic Fresh® and Silver Release® antimicrobial technology.



# The World of Mohawk

## When was the last time you explored the world of Mohawk?

Chances are it was for carpet like WundaWeve, Aladdin and Horizon, to name but a few of the company brands. After more than 130 years, Mohawk has grown into the largest flooring manufacturer in the world and one of the most recognized and trusted flooring brands ever.

Carpet is just the beginning. There's a Mohawk carpet to fit virtually any purpose, decorating style and budget. From a classic plush frieze to a luxuriously smooth Saxony to sophisticated intricate patterns, Mohawk carpet offers thousands of colors, styles and textures for your home.

Want more than innovative fashion? Mohawk is an industry leader in environmental initiatives, and has been making big news of late with two carpet fibers, each boasting incredible "green" attributes.

First, there's EverStrand™, a luxuriously soft and tough fiber made from recycled plastic bottles! Even

more extraordinary is SmartStrand® with DuPont™ Sorona®, a renewably sourced polymer derived from American agricultural products. Mohawk says SmartStrand won't stain, and it's easy to clean with just a little water, even with the most stubborn stains like wine, mustard or even bleach. Of course there's Mohawk's Wear-Dated® carpet, providing long-lasting durability with Scotchgard™ Advanced Repel Technology.

But did you know that Mohawk and all its brands are also about hardwood, ceramic tile, laminate, rugs and resilient flooring? If you're a regular reader of FABULOUS FLOORS you've seen some of Mohawk's broad offering of fabulous flooring products.

**Learn more about the world of Mohawk at [www.mohawkflooring.com](http://www.mohawkflooring.com)**



Botanical  
Bliss from  
WundaWeve.

Mohawk Industries, offering stunning carpets in a host of styles, colors and textures, is another leader in green initiatives, converting 25 percent of all bottles recycled in North America into EverStrand carpet.

Mohawk recently introduced SmartStrand® carpet with DuPont™ Sorona®, a renewably sourced polymer produced from corn sugar. All of these innovations in the carpet industry mean dazzling designs for your home. Crisp colors. Fresh patterns. Classic elegance. 🌸



Winter's End in Bright Copper from CustomWeave.

## Selection, Quality & Value...

The Beauty of  
Mohawk Flooring

Mohawk offers exclusive flooring you can't get from any other manufacturer... products like stain resisting SmartStrand® with DuPont™ Sorona® carpet and hardwood flooring with Scotchgard™ Advanced Repel Technology.

To find these products, visit a Mohawk Floorscapes® or ColorCenter® store. These independent retailers offer the most extensive selections and professional service, to help make your home look its best.



Save now with special finance offers during the Colors of Spring Flooring Sale, taking place only at Mohawk Floorscapes® and ColorCenter® retailers.



March 29 through May 3

[MohawkFlooring.com/Sale](http://MohawkFlooring.com/Sale)



woodn't it be nice |



BY LISBETH CALANDRINO

# *Nature's whispers*

**When you stand on a wood floor you stand at the high end of elegance. Unparalleled luxury that speaks softly.**

A genuine hardwood floor is surely an investment, imparting grace, refinement and a reassuring sense of permanence.

Wood comes in simply extraordinary colors, with shades ranging from blond to espresso. Golds, orange tones and reds create warmth. Cooler tones are achieved on the other side of the color wheel, leaning toward gray with blushes of blue and purple.

Within certain wood species, there is even handsome detailing within the dominant hue — color flecks that add interest, picking up on color notes in furnishings and uniting your design. >>





At left: Wood stirs senses far beyond the visual, as in the case of the rustic charm and casual comfort of Bruce Legacy Manor™ Hand-scraped Hardwood Plank in Fall Canyon, shown at left, or the trim, tailored, sophisticated look of Belle Meade in Natural from Mohawk.

woodn't it be nice |

*Each piece of wood is a unique creation of nature, with distinct and subtle character marks of true beauty — grains, knots, flecks, rays, flares, mineral streaks.*



Traditional woods like hickory, walnut and oak are now offered in varying widths and a range of finishes including soft matte, high gloss and popular satin, while exotics from around the globe, with distinctive markings and evocative shades of red, pink, blue, orange and espresso, emphasize higher glosses.

Consumers are now looking for exotic visuals that do not come from fragile tropical ecosystems. The result? Exotic looks from domestic species stained to look like gorgeous exotic varieties but made from renewable domestics like birch and ash. >>

**T**raditional tailored oak remains the classic choice for its radiant honey tones. Cherry, from American to Brazilian, is coveted for its warm browns with reddish undertones. Bamboo is also trendy. Naturally blond, it can be darkened to rich medium and dark browns though a dye-free, eco-friendly steaming process. (This stylish exotic also happens to be abundant and renewable.)

Teak and abundant teak alternatives possess natural moisture-repelling oils and bacterial resistance, perfect where moisture is an issue, below grade or in a contemporary kitchen or stylish bath. Designers love the warm orange tinge next to sleek stainless steel, tile and glass.

Make the floor part of the décor. The appearance of the floor, the color, surface, pattern and hardness, can vary a lot between different wood species. Pictured at left are the soft colorations of Anderson's Appalachian Haversham Oak in Wicker. At top: Distinctive and eco-friendly cork floating floor planks, in a wide assortment of patterns and colors; shown here in Santos Matte from the Earth & Classics Collection from Natural Cork. At Right: Beech from Kahrs sets the mood for this gathering space.



## woodn't it be nice |

**A**s U.S. consumers spend less on frivolities and more on quality, they also insist on green construction. Hardwood is the only flooring material that is completely renewable. And through responsible forestry, hardwood in American forests today is 90 percent greater than it was 50 years ago — abundant, renewing and sustainable.

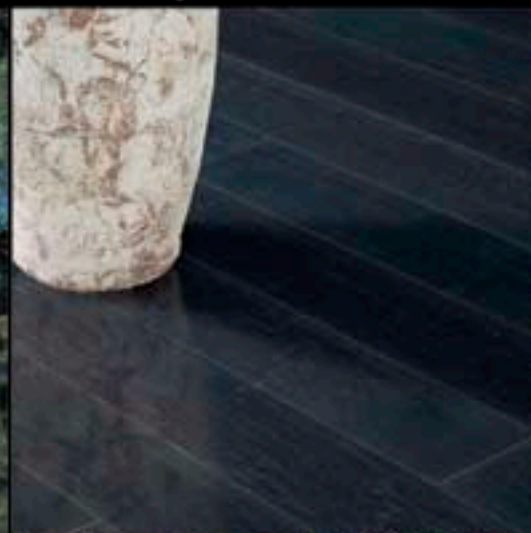
Wood is always about subtlety and distinction. (Make it a point to check out the physical, green and design advantages of cork!)

Edges can be square, beveled or pillowed. New boards are even available with faint vintner's marks and cooperage stamps, reminiscent of wine barrels, for unique character. Laser technology can even etch tile designs into prefinished planks. >>

Today's wood floors evoke strong feelings that begin with grain and color like that visible in MillCreek Appalachian Solid Hardwood from Shaw, at right, or, below, in Armstrong's Century Estate Hickory Herringbone Woodland Chateau.



# Save the Planet... and up to \$300 on an eco-friendly floor



Between April 1, 2010 and July 31, 2010, you can save up to \$300 when you purchase select USFloors Natural Cork® and Natural Bamboo® floors. Just visit [usfloorsllc.com](http://usfloorsllc.com) to print your coupon and present it to your USFloors Independent Floor Covering Retailer\* when you purchase your floor.

Not only will you save some green, by purchasing our sustainable Natural Cork® and Natural Bamboo® floors, you'll be doing something good for the planet too.

\*Retailer participation may vary.

 **US FLOORS**®

Manufacturer of **Unique** and **Sustainable** Floors

[www.usfloorsllc.com](http://www.usfloorsllc.com)

woodn't it be nice |

Reclaimed wood from old ships, barns and other structures is also coveted for modern wood floors. And don't forget the quiet elegance of cork with astounding color options and nontraditional plank and tile sizes.

Engineered (prefinished) wood is available in myriad colors, finishes and patterns, including mixed-width boards and distinct patterns, from parquet to herringbone to rounded geometrics. Longer and wider rustics remain popular with a trend toward greater subtlety in hand-sculpted, wire-brushed and other distressed looks.

Below: It's a fact, American hardwoods offer clear environmental advantages while adding beauty and value to the home, seen in the natural maple solid hardwood flooring by Mullican Flooring, photo courtesy of the American Hardwood Information Center at [www.HardwoodInfo.com](http://www.HardwoodInfo.com).



Not only can engineered hardwood be a dream to install, especially when placing radiant heat under a floor, but it can bring dramatic looks within financial reach.


Picture a breathtaking floor that alternates strips from different species. Or a border or inlaid medallion — custom or pre-assembled — in contrasting colors and multiple species. Because mixing elements is today's design trend, consider incorporating stone, leather, ceramic or metal tiles into your floor design.



Regardless of your style, the right wood floor will create an immediate focal point. Consider two very different but well-executed looks: at left, from Boa Franc Mirage, Sweet Memories Handcrafted Oak Carousel, and below, Amendoim from Mannington Wood.



Any of these ideas can transform a conventional wood floor into custom artwork.

Ask flooring representatives about recent technologies, like aluminum oxide and acrylic impregnated finishes, that enhance wear layers, joint and seam integrity, and support longer warranties. Each piece of wood is a unique creation of nature, with distinct and subtle character marks of true beauty — grains, knots, flecks, rays, flares, mineral streaks. True beauty doesn't shout for attention. It doesn't have to. 

on the boards |



Trim. Tailored. Sophisticated. That's what laminate has become. Note the clean lines and rich grain tones of Beacon Hill in Butterscotch from Shaw and, opposite, the wider width and subtle colorations of Quickstep's Natural Oak Planks.

BY RON HOWLAND, SENIOR EDITOR

# Clever ideas for living

Laminate makes the improbable possible.

**And it has everything to do with imagination and ingenuity.**

Consider the ultimate in hardwood flooring — longer boards (up to seven feet) and wider planks (over 5 inches) — and now consider that you can have them in an easy-to-install, durable LAMINATE floor. Consider the value!

And the detailing is remarkable. High-gloss or soft oil finishes, beveled edges, tight joints, hand-scraped looks, distinct graining, knots, even mineral banding and other distinguishing character marks. New details like dyed ends and sides create a seamless, visually perfect floor.

You can have the truly classic looks you've always desired — oak, cherry, maple and hickory and elegant exotics like cypress, bamboo and tigerwood. Even species too rare and too fragile to cut for flooring are available in laminate — and you can have them at an affordable price. Burlwood. Spalted maple. Wide-plank apple wood. Original forest teak.

Laminate can be installed in any pattern — including parquet, herringbone, basket-weave and checkerboard. You might have admired the elegant look of a diagonal floor. With laminate's interlocking, snap-together construction, diagonal planks or tiles are relatively easy to install and are significantly less expensive. >>



# Kaindl. A Step Ahead

**Kaindl is a major reason that laminate has become a preferred designer option for floor coverings.**

Perhaps it is the near-to-nature look. Perhaps it is the ever-increasing surface designs and formats — more than 300, in fact. Perhaps it is not only the lasting impression but also the durability of those lasting impressions over time. Those are all compelling reasons why laminate flooring has evolved into a distinct and unique flooring option.

As a worldwide manufacturer of laminate flooring from the very beginning, Austria-based Kaindl continues to perfect the art and craft, fulfilling all those standards of design, performance, health and durability while simultaneously exploring the economical advantages of laminate, such as fast availability and installation, regardless of whether your laminate flooring is of economical or luxury quality.

Take, for example, the latest initiative in the Kaindl ONE collection, the near-to-nature laminate flooring program which delivers all the best characteristics of modern laminate flooring to the surface together with a new, palpable décor layer. There are more than 130 new décors for the Kaindl ONE collection, all of which elicit a feeling of real wood. You'd have a hard time telling the difference between Kaindl ONE's Natural Touch laminated flooring and the real thing. We've seen these, and can say that even your toes will feel what your eyes can see. (All Kaindl ONE floors are Greenguard certified.)

Kaindl's skill in laminate arises from more than 100 years of innovation and expertise in wood. What began as a small sawmill in 1897 has grown into a global resource for flooring and interior design surfaces.

Kaindl ONE is just part of the story — discover the new Kaindl THREE. For more information, visit [www.kaindl.com](http://www.kaindl.com).



Left: Kaindl ONE Natural Touch walnut. Above: Kaindl THREE Old Amsterdam.

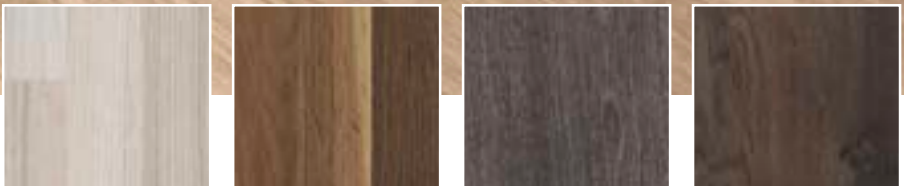


*Kaindl ONE laminate flooring.  
Turning your ideas into reality.*

Kaindl ONE has always been a trend-setter. And this is not about to change: The new synchronized structure "Natural Touch rustic", many new décors and an extra-wide plank format (1380 x 244 mm) are laying the floor into the future.



A STEP AHEAD.



**Contrasting borders and medallions can effectively define spaces or add a dramatic focal point, and with laminate these rich looks are achieved with relative ease and at a lower cost.**

With mixed-media as the trend in high-end design, you can create a truly custom look for less, adding in a ceramic, leather or metal tile. Another bright idea? The newest laminate staircase systems, from traditional to contemporary, allow you to create stunning integrated floor designs.

In stone, porcelain and tile looks, the realism is equally exceptional, down to the appearance of intricate faceting. Vermont granite, Old World or Asian slate, polished marble, sleek ceramics. Look for subtle “jewel-tone” flecks — emerald green, amber, garnet — color details that pick up on other design elements, from upholstery to accessories, which allow you to unify the overall design scheme in an entry, bedroom, living area, kitchen or bath.



The floor seems to say “welcome” — you must know me by now! I’m Laminate. At top: American Cottage Hand-scraped Hickory from Pergo. Pictured here: Mohawk’s Georgetown in Natural Merbau.

**Ultramodern avant garde looks are available in unique graphic designs that replicate welded steel, stained concrete, newsprint, abstract art forms, and even offbeat pixilated geometrics.**

Look for the latest in cutting-edge technology — authentically textured and embossed surfaces or complex, evocative images from metal flakes, organic fibers, miniscule colored granules, even particles with 3-D effects actually embedded into the fashion layer of the laminate. >>

Laminate has become its own fashion. Here's proof, in Armstrong Rustic's Premium Collection Tawny Tan Beech 5".



**Today's laminate is a collaboration of technical and artistic genius. The multiple layers that compose each laminate play a clever and critical role in establishing appearance, strength, durability, moisture resistance and versatility of design and installation.**

The captured beauty of a high-resolution photographic image is protected by a nearly diamond-hard, transparent wear layer versatile enough to create a soft matte look or a highly polished glossy finish. Other layers contribute strength, stability, dimension and moisture resistance.

Some other results of all this ingenuity? Flooring that is impact, fade, stain, wear and moisture resistant, antibacterial, antimold, antistatic and sound insulating. Laminate comes in strips, planks or tiles that are easy to install with snap-together components that float over an existing floor, subfloor or even concrete — without the need for gluing or tacking.

Laminates are also renowned for environmental sensitivity, using a high percentage of renewable and recycled materials while maintaining low VOC (volatile organic compound) emission levels. In fact, many manufacturers of laminate flooring participate in a number of “green” initiatives indicated by their environmental labeling.

Laminate has managed to pair opulent looks with simple installation, versatility with eco-friendliness, and dynamic designs with genuine savings.

**Clever indeed.** 🏡



What's not to love about a laminate floor? Quintessa Dalarna Birch from Formica reflects character and charm in this kitchen.



Laminate format contributes to the overall room texture, such as this Kaindl room scene in which the flooring complements the angles and lines of the cabinetry and appliances.

Fashion meets function in this distinctive floor by Mannington: Himalayan Cedar in color Tawny.



The detailing is remarkable — high-gloss or soft oil finishes, beveled edges, tight joints, hand-scraped looks, distinct graining, knots, even mineral banding and other distinguishing character marks.



There is a reason area rugs are called art for the floor... see how two examples draw from the geometric mind. Barcelona from Masland uses monochromatic alternating textured and untextured squares while, opposite, Americana's Country Red from Capel employs ovals, texture and color to create the room's focal point.

# *Decorating's a breeze!*

*Sometimes you need a breath of fresh air.  
An immediate change of scenery.*

Much of the time you plan, of course. You mull, budget, analyze and research — as we all should. But every now and then you need to give into an impulse. It's part of being alive.

You have keepsakes, photos, mementos and ticket stubs to mark your family memories, romantic impulses, varied moods and inspiring travels. With an area rug, you can pull out those tucked-away moods and memories and lay them at your feet. >>



*Sometimes you need a breath  
of fresh air. An immediate  
change of scenery.*

Vogue Shag & Vogue Stripe from  
the Couture Collection in color  
Neptune from Unique Carpets, Ltd.





At left: Bring the outdoors in with this chic design called Earthtone from CMI. Below: Classic braids never go out of style, as shown in Savannah from Homespice Décor. In the background: Goldfish Aqua from Liore Manne.

## A braided rug, for example, might evoke the traditional charm of an ancestral home, casual and cozy while remaining durable enough for foot traffic.

A hand-knotted, intricately patterned Oriental can create a deep sense of refined elegance. A less expensive hand-tufted rug might declare a similar sense of timeless luxury or declare a chic modern sensibility with a sophisticated geometric or free-form asymmetrical motif.

Tone-on-tone rugs are perfect for modern sophistication or for casual, elegant décor. And an area rug with bold lines and strong colors can add drama to large, formal living spaces.

Transitional styles fuse the traditional with the contemporary. Look for floral patterns featuring both muted and jewel tones set against a neutral background.

Exquisite hand-hooked accent rugs with fine petit-point hooking offer a range of expressions through strong colors and elegant patterns. Or indulge in a plush, genuine Greek Flokati or its less expensive playful cousin — a colorful shag.

>>



**C**omplement or add contrast to your existing décor. Use an area rug to quiet and unify eclectic elements or to add energy and color to muted monochromatic spaces. And don't be afraid to layer patterns and textures — definitely a major design trend.

Rugs are fashioned in a number of ways, from machine-made to hand-knotted, and are made from synthetic or natural materials as diverse as recycled plastics, New Zealand wool, silk, sisal and coir. You might consider a bamboo area rug with its unique smooth feel and glossy luster.

Rugs are available in too many shapes and sizes to list. Just remember that the right one will transform the appearance of corridors, foyers and bathrooms, as well as dining rooms, studies, living rooms, offices — and, yes, outside areas.

With an area rug, the transformation is extraordinary and — here's the nice part — immediate. Compared to other renovation projects, installation is definitely a breeze. 🍷

With area rugs, in the blink of an eye you can transform a space... signal a season... dream of faraway places... as seen in these two very different looks. Top right: DuraCord Outdoor rugs from the Lifestyle Collection. Below: Hand-knotted cut-pile, wool and nettle blend, made in Nepal, from Creative Matters Inc.

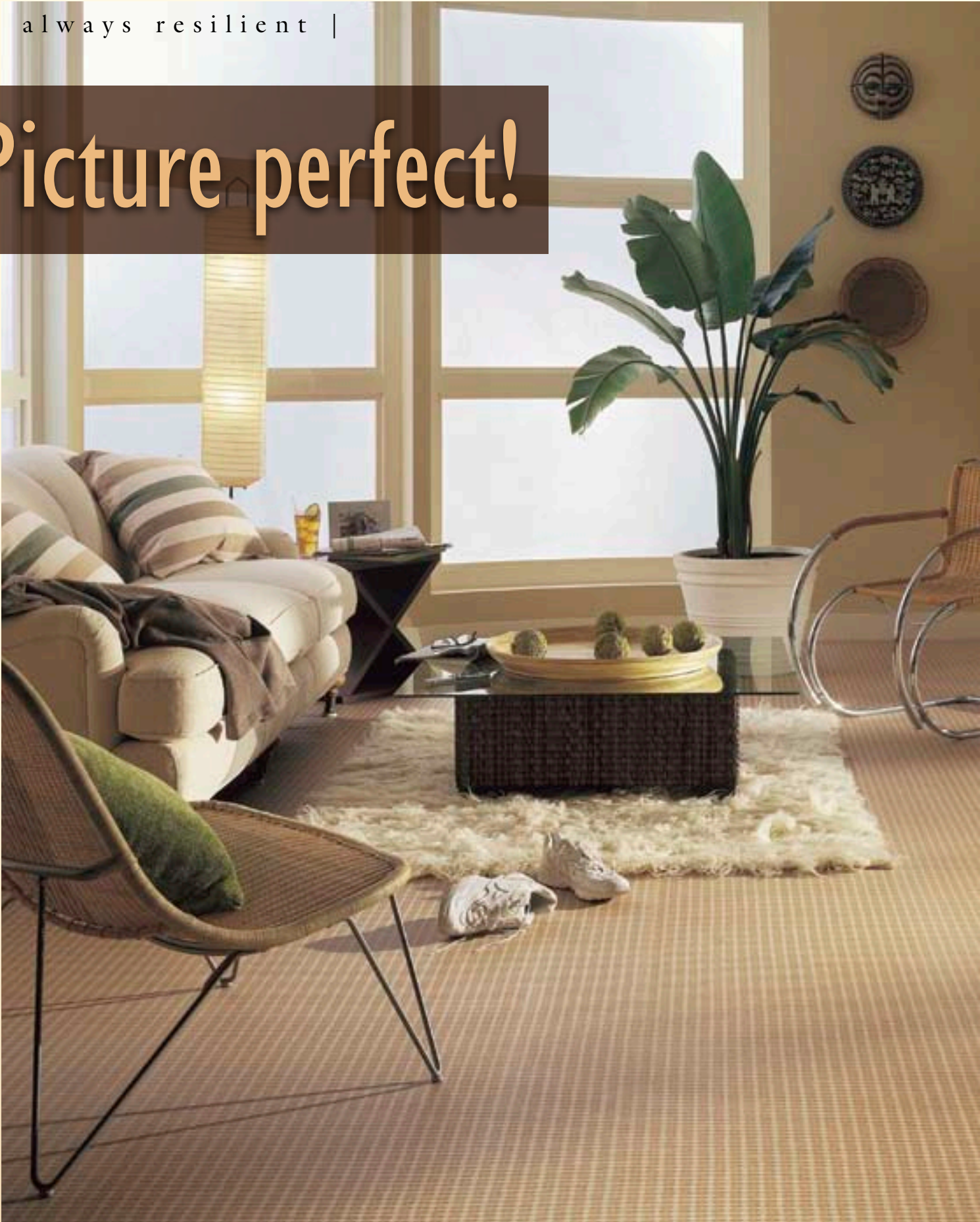




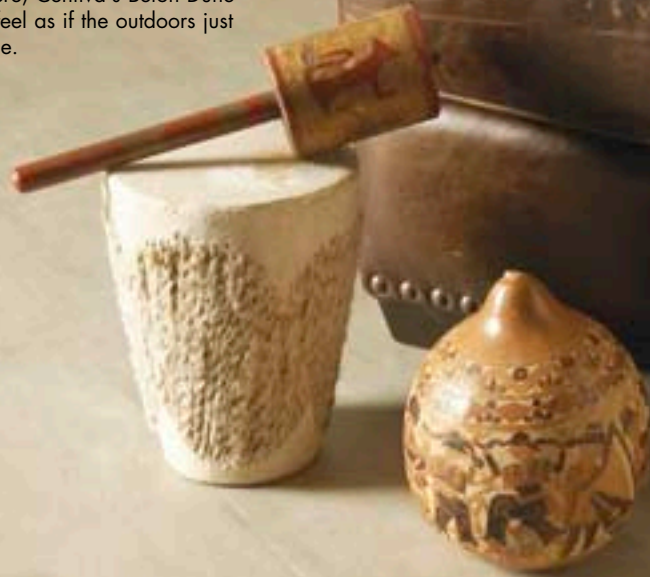
Pueblo Patterns Multi available from CarpetsPlus Color Tile.

always resilient |

# Picture perfect!



Opposite: Highland Park Tropical Weave Bamboo from Armstrong acts as a foundation for the elements above it. Here, Centiva's Beton Dune makes you feel as if the outdoors just flowed inside.



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## It's no mirage quivering on the horizon.

It's directly underfoot. You can even feel its characteristic "give" and "bounce" when you walk. Resilient is beautiful, yes. An invention of the imagination, certainly. But it's very real — with some very down-to-earth qualities. Like toughness, durability and savings.

The looks and textures of today's resilients are simply amazing. Cutting-edge technology creates such high-definition imaging that colors are more vibrant and detailing more authentic than ever.

Grout lines are crisp and precise. Slate looks actually show realistic color shift, sandstone provides genuine texture, marble exhibits perfect luster, pressed metal displays delicate dimpling, and stone tile displays tumbled or chiseled edges and brush marks (elegant when arranged traditionally and even more dramatic when laid out on the diagonal).

Grains, flecks, rays and other character marks that give different species of wood their unique character are reproduced with incredible clarity. Wood looks range from tailored honeyed oak to Brazilian cherry to deep-hued, wide-plank hickory or hand-scraped, antique walnut, as well as exotics like bamboo, mahogany and teak.

Wood looks are available in authentic plank lengths and widths with flush or beveled ends and edges and even fashionable distressed looks. Handsome high-end inlaid looks are available for a fraction of the cost, as are terracotta tiles, weathered stone, bright ceramics, and even grained leather.

Resilient floor coverings include vinyl sheet, vinyl composite tile, linoleum, rubber and cork (also considered a wood product!), versatile enough to install easily, rugged enough for malls and airports, and striking enough to create luxury looks quickly and economically, especially if you are looking to mix elements — a major trend in design — such as pairing wood looks with ceramic or metal tile. Such blended looks in borders or inlays can be achieved with minimal effort and significant savings. >>

**R**esilient can help you achieve any design motif. Art Deco. Chic urban loft. Old World. Casual elegant. Asian minimalist. Or perhaps become the ideal backdrop to a richly layered traditional design scheme.

Explore the world of Luxury Vinyl Tile (LVT) for truly exceptional looks in wood, stone and metallics like brushed steel, forged nickel and copper. Luxury Vinyl Tile boasts actual texture along with glowing finishes and stronger wear layers, ensuring the textures, color tones and character details of expensive materials.



Yes... it's resilient! Dawn Oak from Karndean's Oak Premier Collection echoes the brilliance of an amber sunrise.

The latest vinyl and linoleum floor designs also offer chic contemporary motifs, including sophisticated color-laden abstracts with iridescent particles and patinas ranging from a dazzling "piano finish" gloss to subtle oil sheen.

Colors found in nature dominate contemporary design — dusty greens, warm browns, subtle neutrals, and other grayed (or finely shaded) colors — earth tones now accented with brighter spice and jewel tones. And the iridescent attributes offered in many resilient have definitely captivated designers.

Little or no prep work is required for installation. In fact, resilient flooring may be applied over a variety of surfaces, including plywood subfloors and concrete, and resilient is especially suited to go over existing floors — wood or linoleum, for example — as long as the surface is flat and sound.

Many resilient are antibacterial and antimold, perfect for people with allergies, and antistatic, ideal for safeguarding electronics. Most are environmentally friendly as well. Linoleum, for example, is biodegradable, composed of linseed oil, wood flour and pine rosin. And manufacturers have turned to water-based inks, recycled materials and "green" adhesives.

Resilient's superior water resistance makes it an excellent choice for below-grade installation or high-moisture areas like baths, kitchens and laundries. It's also perfect for high traffic with its tougher-than-ever top layer that resists scuffs, scratches and wear. (Some warranties now stretch out to a lifetime!)

Resilient is easy on the pocketbook, easy underfoot and wonderfully easy on the eyes. And, best of all, it's for real. 🍷

At right: Tuscan Paver from Congoleum's Airstep Evolution Collection features Congoleum's exclusive Stain Defense System plus AirStep Evolution's SDS, with silver, nature's own antibacterial protection which guards against bacteria, mold and mildew.



Amtico Limed Wash Wood retains the beauty of the original; its fresh and wholesome looks are the perfect complement to feminine, vintage-inspired schemes in soft blues, pinks and creams. The overall look evokes the aged and rustic charm found in a weathered beach hut or a converted barn, especially in the specifically designed XL Stripwood size, which truly mimics reclaimed antique boards.



Design your own  
"Signature" Kitchen  
...and have fun  
while doing it!

BY NANCY WILSON STEVENS

# DESIGNER'S WALK



If the kitchen will always be a main gathering place for family and guests, why not turn it into a show place, too?

Tile — ceramic, porcelain, glass and stone, even metallic — helps make your kitchen a warm and inviting place. An interesting one, too. Just about every surface in the kitchen can be done in tile: floors, of course, plus those countertops, backsplashes and walls.

You can even get the feel for that “signature” kitchen with the tasteful use of custom tile, say, on cabinets, along with listellos and other trim items, too, to match, coordinate or complement (contrast, even!) any style.

Livingston from Florida Tile is an elegant, glazed porcelain with marble-like veining and color movement. Equally at home in a log cabin in the wilderness of Yellowstone or a mansion overlooking Long Island Sound, Livingston has both the elegance and rustic charm to offer something for everyone’s taste.



Nature-inspired designs, warmth underfoot and realistic textures, Alterna Mesa Stone Canyon from Armstrong in premium groutable 16" x 16" flooring tile establishes a new standard in style and comfort. It's a floor tile that captures the refreshing authenticity of nature's beauty. Armstrong's exclusive manufacturing technology results in Alterna flooring tiles looking distinctly unique. It's made in the USA with naturally abundant limestone.



What a wonderful place to experiment! Here in the kitchen, as in the bath and spa, you can mix tile sizes, formats and layouts. Note the possibilities illustrated in this photo essay — everything from contemporary to southwestern to rustic, traditional, eclectic and all-American. Just think of all the possibilities knowing you can flow your tile décor out the kitchen door to a sunroom, patio or even a path to the pool! With today's tile, it's all quite do-able.

Sometimes you want your floor to be a focal point, the design center of the room. Other times, its function is to serve as a backdrop, or the "canvas" on which your décor is created.

With tile, the designer in you can be very creative with color. Tile lets you be cool with colors of blues and grays; warm in shades of reds, rusts and dusty roses; or neutral in soft tones like earthy shades and beiges — all in keeping, of course, with the flavor of your own "secret recipe" for design. >>

Certain colors are part of our collective memory; their shades are like a familiar face in an ever-changing landscape. Color Blox Mosaics from Crossville perfectly blend the comfort of the old with the excitement of the new to create colors we've seen before, but never quite like this. Below: Notice how the various sizes and patterns of Serengeti Slate from Mannington dress up this kitchen countertop and backsplash.





Top left: Marazzi turns up the heat with this back-splash design from the Romance Collection. Left middle and bottom: From Ragno's Boardwalk Collection of Coordinating Floor and Wall Tile. Airy lightness and undulating waves coalesce on large-scale glazed porcelain formats that seamlessly transition from floors to walls, from indoor to outdoor living areas, and from contemporary to classic décors.



**T**ile also lets you establish differing effects, largely a result of textures not only in the tile but also in the installation or layout geometrics.

Tile set in a grid that is butted edge-to-edge and corner-to-corner creates one look; set at a 45-degree angle to the outline of the room, the grid delivers a simple diamond pattern. Another simple style is the “brick pattern,” featuring the staggered joint. You can use tile of the same size for the brick-face look, or use varying rectangle patterns for truly unusual designs and textures. Make them part of your design signature.

What’s so fascinating about tile is that there are so many sizes and shapes to work with, even within the same style or family of styles, that you can achieve anything from a simple herringbone to a pinwheel to a latticework look, without a whole lot of added cost.

Now that you’ve established the floor, it’s time to turn your attention to the walls and backsplashes. How simple it is to do what’s called a “subway” installation, essentially a brick-style layout using narrower, rectangular tile.

Want more? Study these photos. Create a pattern of your own choosing behind the sink or stove, using differing sizes, shapes and colors of tile, perhaps even differing media, like porcelain with glass and metal, and voila! Instant personal chic! 🍷

Center: See how the space is defined in this kitchen from American Olean by drawing attention to the details of the backsplash and wall. Below: Entertain from the floor up! Note how the simplicity of the sleek, contemporary lines are reflected in this kitchen from Shaw called Lava Carbon.



BY MARGO LOCUST

Ideas... Ideas... Ideas

YOUR  
VISION!

Villeroy & Boch Paper Moods — a modern interpretation of the trend toward authentic materials and colors. The special feature of Paper Moods is that the basic tiles with gentle relief are reminiscent of high-quality, handmade paper. The matching décor tiles have an abstract, wavelike décor. This gives the ceramic both an organic and a handcrafted feel.

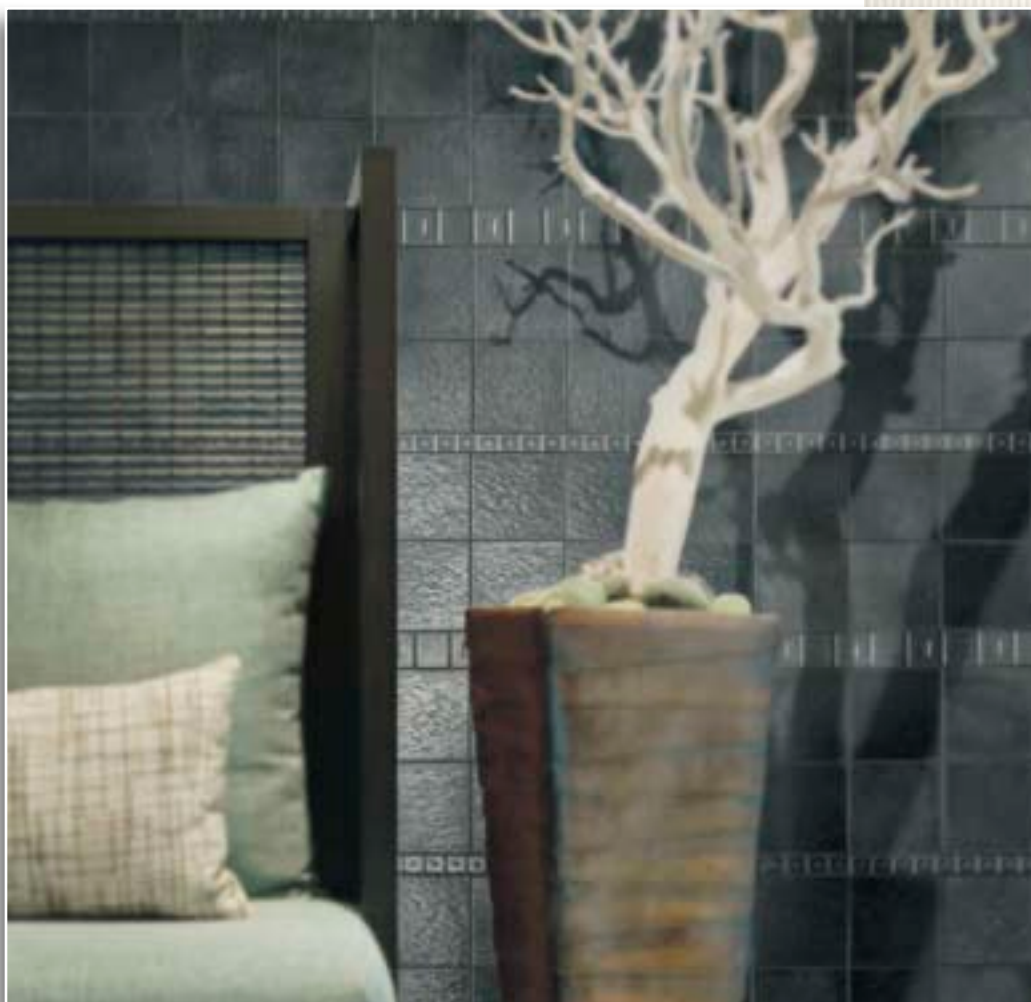
## Functionality. Mood. Harmony.

These are the three key elements of a successful interior design.

Like new growth finding its way to the sun each Spring, arranging wall art, including favorite photographs and memorabilia, will reflect the growth of your taste and personality and that of your family, as well as create that mood and add harmony to any room.

Like an area rug, when done correctly, wall décor can establish a look and feel very quickly, establishing a room's functionality in one statement. Or wall décor can immediately strike a theme and therefore a focal point around which the rest of the room's décor is fashioned.

The last thing one wants to do is to simply fill the void created by that vertical surface. That shows you are simply trying to fill an empty space. Instead, what you are trying to do is to use that vertical surface the same way an artist would, either to present wondrous looking objects on the wall, which acts as your canvas, or by turning the wall itself into a work of art. As an interior design artist, you get to choose! >>



Above: Urban Renewal from Crossville captures the spirit of the city, reflecting both classic and contemporary designs found in cities worldwide. The line combines intricate patterns with rich metal finishes, from elegant satin bronzes to aged irons, and each tile contains at least 50 percent post-consumer recycled material. At right: UltiMetal from Crossville offers the luxe appeal of metal with the legendary durability of porcelain stone; the metallic micromesh adds texture and subtle shine.

One simple technique is to group like objects. This automatically eliminates the “I just wanted to fill the space” impression. You tie together diverse framed pieces by painting the frames all the same color; the effect is that the differing shapes and sizes become part of a texture.

Another technique which can help a small space seem bigger is to have a large object such as an antique or keepsake rug as your focal point.

Because so much of today’s surfaces are creatively artistic on their own, it’s a shame to cover them up. Think how you might integrate a modernistic porcelain tile or contemporary wall panel of laminate or exotic wood into your thinking. Perhaps one wall is purely the artistry of the surface treatment, establishing your functionality, mood and harmony while a facing or adjacent wall picks up the theme and adds your personality and family history featuring objects of the heart which make your house a home. 🍷



Below: The Royal Corinthia Grand Hotel in Budapest, Hungary, featuring the Quartzstone Collection and Stonetech nonslip tiles in 12" x 12" and 12" x 24" by Tile of Spain branded manufacturer Apavisa Porcelanico. Center bottom: Spiral Swag from American Olean Tile uses complementary patterns and textures to create this backsplash design. Top center: The Skyline Collection from Walker Zanger features a linear field mosaic in Horizon Blend. Far right: Also from Walker Zanger is the Studio Moderne Collection by Michael Berman, which answers the age-old design question...Why should walls and floors be treated as separate design elements?





# Fresh palettes... in GREEN!



**GREEN TIP:** Look for brands you already have faith in. Every flooring manufacturer offers something green.

The Ceramica Alhambra Craftsman tile Collection from Walker Zanger is a blend of arts and crafts and mission influences. These colors and shapes are perfectly suited to either authentic restoration or the realization of spaces inspired by the past.

For the next eight months or so, the seasons will be green across most of North America. But in your home, you'll want it green all year long. And you can make it happen. Beautifully.

**Yes! You CAN be eco-savvy... AND decorate in "green."**

When was the last time you went shopping for a new floor, or for other decorative surfaces for your home, for that matter? Whether that was a long time ago or just recently, you might want to catch up on things with a shopping trip to see what's new — and green — for your home this season.

One thing you'll notice is that it seems like everything is green-er.

It all begins with the manufacturer looking for raw materials that are either natural or sustainable, recyclable or recycled. Then, it's a matter of manufacturing, how each product can be produced using less energy, at the same time getting the most possible square feet of desirably decorative material possible. >>



**GREEN TIP:**  
Cue the Victorians! In spring, roll up those area rugs. Show those floors again! Wood, tile, laminate, resilient or carpet. Come fall, roll rugs out again for that cozy feel.

Teragren Bamboo's ¾" Panels, Vertical Grain Caramelized, used in a private residence show there are endless design possibilities when it comes to renewable bamboo!



We've got your back! Introducing the first eco-friendly carpet backing! EnviroCel HOME™ from Southwind Carpet Mills (a division of Cherokee Carpet Industries). EnviroCel HOME features insulating properties that reduce energy usage and noise levels. This eco-friendly backing enhances the carpet's performance with moisture protection. Carpet shown here is Hyde Park in color Montego. For more information, [www.southwindcarpet.com](http://www.southwindcarpet.com).

**GREEN TIP:** Get back to basics. Think how people lived generations ago, with natural materials like wool, wood, stone, recycled or recyclable products and products with a long life.

Down the line as a green flooring product wends its way to you, every step in the process is examined for ways to reduce costs and materials, right down to your retailer who is getting very smart about energy use, day-to-day waste reduction (those tubes your carpet comes on are returned to the manufacturer for re-use) and, most important, selecting and offering products the consumer wants.

A decade or more ago, and going back to the 1970s, you could find products that were environmentally responsible, but you might not be happy with the decorative options, and over time they may not have performed as you'd expected. So, it's not a delicate balance, nor is it a trade off.

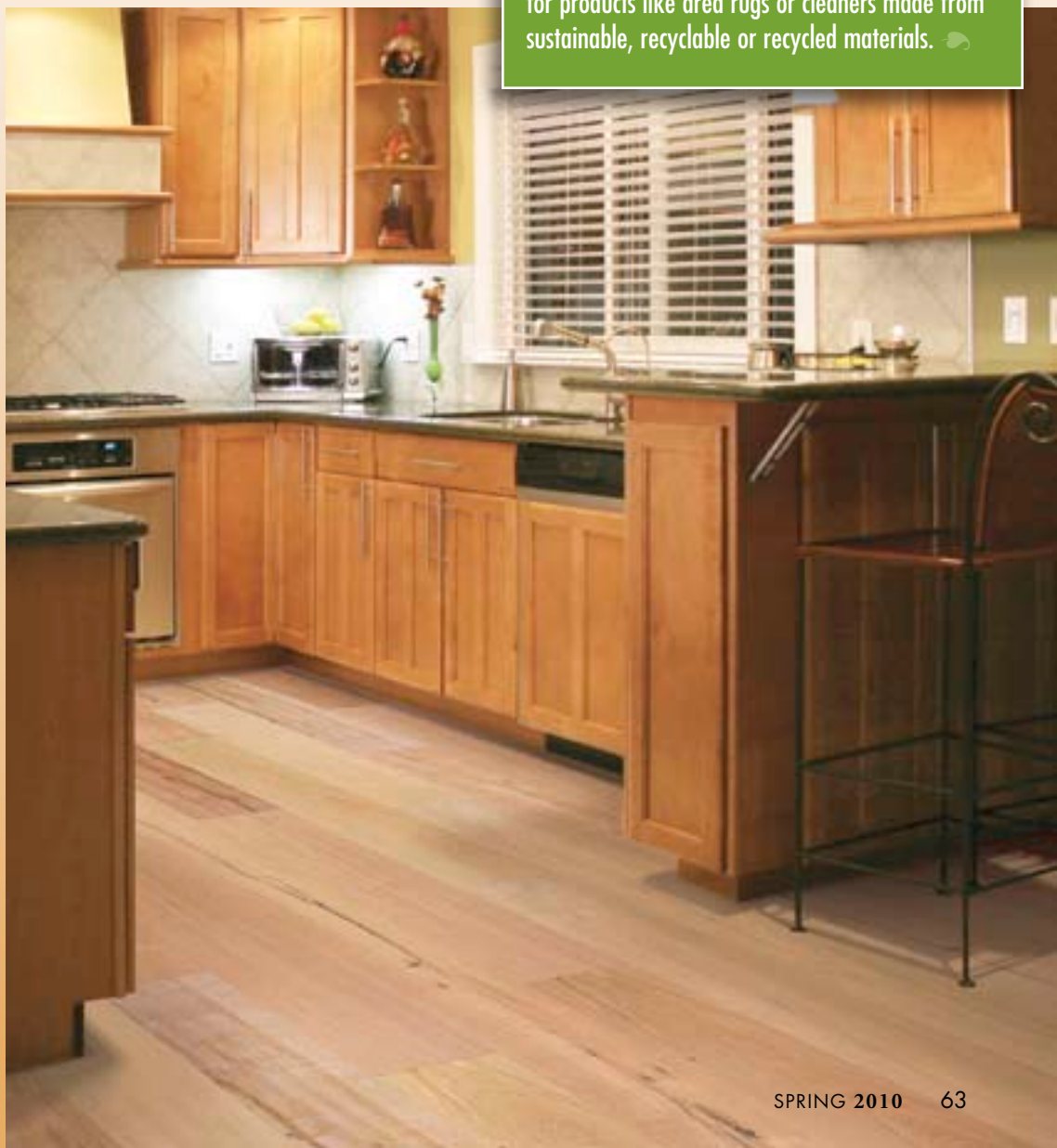
Times have changed. You can have both! Check out the green vistas on these pages.

Because environmental responsibility is hot, manufacturing, marketing, advertising and sales have responded with products like super-soft and elegant carpet made with recycled fiber or from fiber sourced from a renewable material like corn sugar. >>

At top right: Shhhh....leather is the perfect floor for quiet areas like this library in Omaha. From EcoDomo Recycled Leather comes this tile application in Mahogany Buffalo. At right: Royal Rustic Ultrawide 10¼" engineered oak flooring with Natural E natural oil finish from the Navarre Collection from USFloors LLC.



**GREEN TIP:** Start small. You don't have to do a ground-up green renovation. Look for products like area rugs or cleaners made from sustainable, recyclable or recycled materials.



Then, there are new techniques to get the most out of each piece of hardwood, along with engineered versions that not only stretch premium species to the maximum but which also result in a wood floor with applications for places in your home far greater than solid wood.

As for porcelain and ceramic tile, these products are made largely from naturally occurring materials, like clay and silica. They are amazingly easy to clean and last for hundreds of years.

In the resilient category, you can find products like linoleum made of natural materials and resilients that are so cleanable as to border on hypo-allergenic!

And then there's laminate, which employs what used to be wood waste for its core-board, yet lasts, like a quality resilient, a very long time.

You have but to look up any of our advertisers on the Internet and search their websites for green initiatives. You'll be pleasantly surprised.


If interior design is all about the look, rest assured that today's green flooring styles are just "fabulous!" 🌱

**GREEN TIP:** Clean green! Many green cleaners do an excellent job, but to keep your warranty intact, check your flooring manufacturer for approved green cleaners. Start by using theirs. 🌱

Below: Sici's recycled glass mosaic tiles turn an ordinary clawfoot bathtub into a work of art!



**GREEN TIP:** Go easy on yourself. Check for new technologies such as built-in stain, odor, mildew, bacteria and mold fighters that do much of the work for you now and in the years ahead! 🌱



At left: The Ipanema Collection, from Cikel America LLC, a beautiful and innovative engineered hardwood flooring, is offered in random lengths of 5/16" x 5." It is produced with a face of exotic sliced veneer available in: Tigerwood, Brazilian Cherry, Timborana, Santos Mahogany, Amendoim and Sucupira. In the background is Santiago from Natural Cork.

 **GREEN TIP:** Define *your* green. "Green" is different for different people. Some want natural "ingredients;" others, floors that last a very long time or keep a home allergy-free. 



Versatile Durable Cork! Douro from Natural Cork is a strong foundation for this modern kitchen. If you are just "discovering" cork flooring, you may not know that there are countless examples of cork floors still in perfect condition after a century of foot traffic!

BY JOAN GARDINA

# Light up your home!

Yes, what you see are actually lighted tiles for the home.



**T**hey're by Villeroy and Boch. You likely know that brand name already for offerings in the following areas: table and kitchen, bathroom and wellness products and, in general, stylish home lifestyles ranging from casual and classic to country and metropolitan. Let's not forget tile for the living room, bath, terrace and kitchen.

What you see here is a sample of LIGHT TILE®, which can be used to create stunning yet discrete lighting effects in interior design.

Essentially what LIGHT TILE does is use state-of-the-art, high-luminescence (but low-energy-consumption) LED technology, integrating it into high-quality tile for walls and floors. The LED lifetime is estimated at about 100,000 hours.

Presto! Tile is transformed into a source of light... eye-catching, functional and decorative light, at that.

You can find LIGHT TILE lights in round or rectangular forms for creative looks and textures. That means



you can let your imagination go wild with lighting, a key element in interior décor. Think what you might do in small spaces or on stairways or by adding interest for large spaces.

The system is designed to be dust proof, water tight, impact resistant and maintenance free with very low heat build-up, good enough for everyday use. Developed exclusively by Villeroy and Boch, these tiles are said to be easily inserted into each tile, and the network is extremely easy to install using standard home power sources. 🛠️

**How "fabulous" is that!**

Make a very special impression! The tile is transformed into a source of light, and thus becomes a decorative, eye-catching feature — in living areas, bathrooms and public buildings alike.

# My Home Decorating Worksheet and Shopping Checklist

## Designer's Worksheet

Use this worksheet to start your design process and stay on track. Be honest with your personal assessments, and be complete. Use these findings to help assemble and organize your samples and ideas into a color palette and design board. Absolutely take this information with you as you shop for floors and other interior design elements!

If you make a master plan for the whole house, even though you may be doing one room or a small part of the house, your worksheet results help ensure a cohesive look.

**What's my favorite style? (Traditional, colonial, contemporary, rustic, Old World, eclectic, ...)**

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**What's my lifestyle? (Active family, professional couple, living alone, empty nester, ...)**

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**What are my favorite colors: (Designer hint! Go to your closet; check your wardrobe! It's all there.)**

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**What am I trying to accomplish? (Fresh new look, renovation, simple update, new home, ...)**

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## Building your personal "designer file"

Start with a large envelope or portable, expandable folder you can take shopping, and fill it with the following...

- Take pictures of what already exists. Print them out large enough to see what's going on. It's OK to use a camera phone, but those images alone are uselessly small in a store.
- Measure rooms to include built-ins, architectural elements, etc. Measurements don't have to be to each fraction of an inch, but good enough to show scale and support your photos.
- Sketch a floorplan to include windows, doors, fireplaces, bookcases, etc. Use measurements (above) for scale and perspective. This also helps design layout and seams!
- If you haven't already done so, collect photos and ads of looks and décor items you like. Keep them in your designer file so you can take them shopping.
- Gather samples, paint chips and swatches to compare at home. "Live" with your samples in your own home. Consider them as the light changes all day long to see if you truly like your selections.
- Make a list of must-have items for your new room/home. Keepsakes, accessories, photos, artwork, etc. These are often the starting point for color, texture and style! Find ways to build-in favorite items early in your plan, rather than try to make them work later.

## Shopper's Checklist

**For:**  Living room  Dining room  Bedroom (master, guest, child's)  Kitchen  Home office  Bath/powder room  Hall/entry  Utility/laundry  Family room (den, entertainment)  
 Other \_\_\_\_\_

## FLOORS

Product/Style/Color/Manufacturer  
*(collect samples for my worksheet)*

Carpet \_\_\_\_\_

Wood \_\_\_\_\_

Tile \_\_\_\_\_

Laminate \_\_\_\_\_

Resilient \_\_\_\_\_

Area rugs \_\_\_\_\_

Cushion for carpet and area rugs  
\_\_\_\_\_  
\_\_\_\_\_

Trim, moldings, transitions & accessories  
\_\_\_\_\_  
\_\_\_\_\_

Specialties: Grates, grilles, vents, insets, medallions, other  
\_\_\_\_\_  
\_\_\_\_\_

### Care & Maintenance

- Decorative/protective rugs to match my floor
- Entry/walk-off protective mats
- Under-furniture protectors: felt pads, glides
- Touch up items
- Recommended/required maintenance schedules
- Approved Cleaning products

Notes:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## GENERAL DECORATING

Colors  
\_\_\_\_\_  
\_\_\_\_\_

Patterns  
\_\_\_\_\_  
\_\_\_\_\_

Sheen:  Gloss  Semi-Gloss  Matte  Flat

Walls  
\_\_\_\_\_

Window treatments  
\_\_\_\_\_

Lighting  
\_\_\_\_\_

Furniture  
\_\_\_\_\_

Store name  
\_\_\_\_\_

Phone  
\_\_\_\_\_

Web  
\_\_\_\_\_

Email  
\_\_\_\_\_

My salesperson  
\_\_\_\_\_

## Remember...



- Samples  Brochures
- Warranty info

Make sure to...

- Purchase extra flooring for repairs, or to match new projects
- Hire certified installer
- Get professional measurement
- Ask my retailer/installer what I need to do to prepare for my installation
  - My responsibilities
  - My retailer's/installer's responsibilities
- Meet with installer
  - To plan installation design
  - Schedule/date my floors expected to arrive

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## PAGE 4 TILE IN STYLE

BY SONNA CALANDRINO  
PUBLISHER & EDITOR-IN-CHIEF

RICHER TEXTURES, NOVEL FORMATS AND  
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## PAGE 24 WOOD'NT IT BE NICE

NATURE'S WHISPERS  
BY LISBETH CALANDRINO

WHEN YOU STAND ON A WOOD FLOOR YOU STAND  
ON THE HIGH END OF ELEGANCE. UNPARALLELED  
LUXURY THAT SPEAKS SOFTLY.

## PAGE 32 ON THE BOARDS

BY RONALD HOWLAND, SENIOR EDITOR

CLEVER IDEAS FOR LIVING. LAMINATE MAKES THE  
IMPROBABLE POSSIBLE.

## PAGE 50 DESIGNER'S WALK

BY NANCY WILSON STEVENS, INTERIOR DESIGNER

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# Publisher's Notebook

## The value of Information!

What you find in the pages of FABULOUS  
FLOORS Magazine is only the tip of the  
iceberg.

For every issue we log on to our adver-  
tisers' websites. These resources go far  
beyond the stories told in a press kit or  
new product announcement. Though we

work hard to keep abreast of consumer,  
fashion and color trends, it is among  
these sites that we see those develop-  
ments expressed in flooring.

The time you spend on our advertisers'  
websites will be well worth the invest-  
ment. You can find these resources  
in "Find Flooring Fast" (go to the far  
left column), but here is the strongest  
reminder I can give.

*Sonna Calandrino, Publisher*

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# The Grand Design of Wool Romantic... Vibrant... Tailored... and so much more

BY BRIDGETTE KELLY

Tailored to Perfection — The Natural Stripe Collection from Axminster Carpets  
(image courtesy of Axminster Carpets).





## **Trends are a major influence on all our lives; we are surrounded if not bombarded by them in various forms.**

Leading wool carpet designers say that inspiration can come from many things, perhaps something in the news, a major sporting event — such as the Olympics — or they may be inspired by a hit movie. Trends also represent myriad ideas drawn from museums to street markets.

High fashion, of course, is fundamental to interior décor trends; the couture catwalk will diffuse to carpet design, and we will come to see our personal sense of style imprinted throughout our homes.

But trends are no longer just about the look of something; the core values we hold are feeding into the products we choose. The “thinking” consumers who want to feel good about their purchases raise the trend bar, and this is why venerable wool is the new hot trend in soft flooring fashion. >>



At top: The Blackface — a British sheep breed which produces beautiful wool for carpet. Here: Cool Grey — Bell Twist in chalk, with heather influence by Brintons (image courtesy of Brintons).

# Wool carpet has been reborn in the age of environmental sustainability and has been given the exclusive seal of royal approval by His Royal Highness The Prince of Wales' campaign for wool.

Prince Charles, a true environmentalist, wants to ensure that we all consider natural wool as the best option for our planet. The fashion industry has rallied to this call with big brands such as Burberry, Aquascutum and the exclusive Saville Row — home to the elite UK tailors — endorsing wool.

Beautiful designs and stunning colours make wool carpet (and rugs!) a fabulous choice for the interior. There is never one single look, and the day of neutrals everywhere has shifted from centre stage to allow creativity to come to the fore.

Four key looks include the natural palette now with mineral tones; romantic florals still holding strong; grand and vibrant patterns with strong, rich shades; and totally tailored styles featuring checks and stripes.

Laid-back living with Ariana in Stucco Beige by Ulster Carpets (image courtesy of Ulster Carpets).



HRH The Prince of Wales enjoys a cup of tea at the launch of his Campaign for Wool in January this year.



Cool Hues  
with Wisteria  
from the Bell  
Twist Collection  
by Brintons  
(image courtesy  
of Brintons).



Woven axminster carpet can bring bold or subtle pattern, and manufacturers play with weaves intertwining different wools, finishes and fibres to create artistic texture that is truly stunning. Wiltons, too, offer beautiful patterns, and the latest designs offer natural coloured ranges — made without dyes, perfect for the “green” trend.

Tufted wool ranges continue to innovate with texture and colours and longer-length piles to make deep, luxurious carpets that can be used throughout the home. Here, light natural shades have held favor but these are moving darker with darker mineral tones coming in. >>





Trends come and go but our flooring choices must be more enduring than a season. Wool is an investment purchase. British Wool offers durability and practicality — it is tough enough to withstand footfall and retain long-lasting good appearance. It is practical and non-needy — a simple vacuum will keep it looking good. Wool is known to perform year after year; this is why hospitality chains choose it.

People turn to wool carpet because it is beautiful but also reliable; once they have experienced it, they never go back. Grand designs require quality, and as HRH The Prince of Wales clearly believes, you can trust in wool. 🇬🇧

**W**ool is a superior luxury flooring choice for the home; offering softness and comfort, it ensures the home is a warm, quiet and cozy retreat. Environmental credentials count, and wool is comparatively carbon efficient — remember that wool is a natural insulator reducing energy costs and loss of heat.

The fire safety aspect is appealing more and more — wool is naturally flame retardant and will mostly self-extinguish due to its high water and nitrogen composition. It does not emit noxious fumes and is a fibre that is preferred in fire situations by fire safety experts in the UK.

Opposite: Plaid Mad — The Natural Plaid Collection from Axminster Carpets (image courtesy of Axminster Carpets). At top: Luxurious Touch with Ragged Point in wool and viscose by Brintons (image courtesy of Brintons). At right: New Minerals — York Wilton in pewter from Ulster Capets (image courtesy of Ulster Carpets).



# British Wool Member Guide

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www.adnipcarpet.com

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**Associated Weavers UK**

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