

f1 FABULOUS floors

NO. 26, 2010

TM

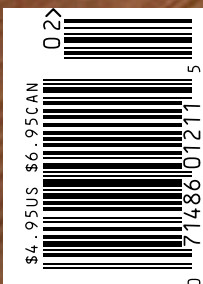


99 GREAT LOOKS
for ANY season!

Expand your living space

Nature-inspired & Sensuous

Go Eco-friendly; Go Easy





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.



MOHAWK 
SmartStrand
with DuPont™ Sorona® renewably sourced* polymer

Carpet featured: New Sensation, Horizon® Collection.

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



*DuPont™ Sorona® contains 37% renewably sourced ingredients by weight. The DuPont™ logo, DuPont™, Renewably sourced™ and Sorona® are registered trademarks or trademarks of DuPont or its affiliates and are licensed to Mohawk.



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

On the cover: Oak Dana Point from Kahrs.

DEPARTMENTS

2 CHANGING SEASONS: A FAREWELL

One final word from our late publisher, Sonna Calandrino.

4 TILE IN STYLE

The perfect embodiment of artistic imagination, practicality and responsibility, tile is a look for any season and any season in life.

14 WOODN'T IT BE NICE

It's as unique as a fingerprint, with each wood piece featuring a distinct grain and other markings that present character and a similarly unique, personal décor.

22 CARPET COUTURE

The latest offerings in carpet mirror the sensuous season, appropriately lavish in color, intricate patterning, lush textures and abundance!

32 ON THE BOARDS

Luscious laminate is always in season. A feast for the eyes. And lots of good taste. The looks are decidedly delicious.

40 ALWAYS RESILIENT

Cue resilient! The newest looks in resilient floors are easy on the eyes, the budget and the environment. Plus, they're easy underfoot, easy to install and easy to care for.

44 UNDERFOOT

Take a flight of fancy, reveal a romantic mood, or claim a quiet corner as your own retreat, all with area rugs.

48 DESIGNER'S WALK

Some call these spaces "outdoor rooms." It's a trend that began when people wanted to move out, as in outdoors. Outdoors is the new interior design frontier

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.



EcoCycle tile montage from Crossville.

FEATURE STORIES

56 EXPAND YOUR LIVING SPACE

Moving outside? Consider this modern take on a classic element. It's a concept called "Shade Pergolas."

58 PUSHING THE BOUNDARIES

It's amazing what you can do with imaginative textiles that blur the lines between technology and artistic creativity. From carpet to accessories, fun and fantastic.

60 GREEN SOLUTIONS

Innovation. Aesthetics. Functionality. These are the hallmarks of modern green flooring. Witness the greening of the season.

64 NEW DIMENSIONS

What a time to take a look outside and in, down, around and up! And when it comes to the latest in wall designs, things are definitely looking up.

72 A SPECIAL PLACE FOR BRITISH WOOL

Wool is a fibre that can perform a tough job in a beautiful way. A soft way of texturizing and transforming our environment, wool in all its colors is quite green.

79 FIND WOOL

A wool-buyer's resource guide.



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

www. **Subscribe online today!**
fabulousfloorsmagazine.com



Sonna Calandrino 1947-2010

Changing Seasons

It seems that the seasons change with amazing, accelerating regularity and in the blink of an eye! One minute we are celebrating Summer, the next we ease into Fall and begin to face the realities of Winter and all its meanings, its endings and the beginnings. So, with thanks to The Bible (Book of Ecclesiastes), American songster Pete Seeger, the Byrds and others...

*“To Everything (Turn, Turn, Turn)
There is a season (Turn, Turn, Turn)
And a time to every purpose, under Heaven...”*

You know the words. They're all about the seasons in life and to a lesser extent the seasons of lifestyles. The message really is not about one's beliefs; it's about the fact that things come and go and come again. This time of year is ripening with the promise of life fulfilled, its vibrancy, colors and energy. You see that reflected in this issue on every page. I have always found that one of the most exciting things about interior décor is the ability to look for new ways to express oneself, to be artistic and personal at the same time. I have been fortunate to see what was once a rather mundane and maligned interior surface, flooring, elevated to the status of haute couture for the home. Open to any page and see what I mean. We have been blessed with advertisers who “got it.” They knew and still know that people want to express themselves, often reflecting the seasons of their lives with old materials and new, classic looks and new ones, too, plus a bit of whimsy. On just about every page, you will see how life can be celebrated with natural and natural-looking materials side by side with some amazing technologies cultivated by the human mind. It is sad to see one season pass and take with it a unique spirit; but it is equally hopeful to see what the next brings to our lives. From my experience I'd say try to keep the best of the past with you, and always be looking for more and better for your life as the seasons turn, turn, turn.

EDITOR'S NOTE: It is with great sadness that FABULOUS FLOORS Magazine announces the passing of its founder and publisher, Sonna Calandrino, following a long illness. She was a vibrant, elegant and visionary woman for all seasons.

SUBSCRIBE ONLINE!

www.fabulousfloorsmagazine.com

SONNA CALANDRINO

Publisher & Editor-in-Chief

scalandrino@fabulousfloorsmagazine.com

RICHARD HOWLAND

Executive Editor

rhowland@fabulousfloorsmagazine.com

LISBETH CALANDRINO

Sales Development

licalandrino@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 2010 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.

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 for the location nearest you!

tile in style |



A look for any season

Using materials as old as the Earth itself, tile is the perfect embodiment of artistic imagination, practicality and environmental responsibility. It's a look for any season and any season in life.

Today's tile continues to wed tradition and technological innovation as fashion-forward design artists hearken back to ancient artisans for inspiration.

The result of the perfect paradox? Richer textures, novel formats and breathtaking patterns in an incredible array of colors — from subtle to bold to gorgeously flecked, etched, streaked and dappled. >>



A smart option for most outdoor specifications, Tile of Spain branded manufacturer Exagres offers extruded ceramic from the Italica series in terra cotta. Far right: The look of wood grain in ceramic tile! The Bioessenze collection from Lea Ceramiche allows the use of wood tiles anywhere as it remains resistant to wear and tear, atmospheric agents and does not require maintenance even after several years. Right: Decorative Listello called Playful from Florida Tile.



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 incredible 64-inch pieces. Larger formats are definitely in fashion, especially for larger spaces.

If you’re captivated by liquid sheets of gleaming color, you’ll be drawn to classic ceramic and porcelain tiles — whether earth or gem tones, bold or pastel. Inkjet technology can even recreate the look of natural stone in ceramic and porcelain. (Stacked natural rock, for example.) And the newest tone-on-tone tiles feature delicate fabric looks.

Look also for the new and dramatic appearance of HD, or high definition, porcelain. >>

Great design is all in the mix. The size and shape of a tile will have a profound impact on the look and feel of the room. The rule of thumb used to be “big tiles in big rooms, and small tile in small rooms.” Not so anymore... as in the small tile pattern shown above from Fondovalle Italian Tiles Hambient Collection in Marrone, Mos and Kube, or the large rustic look of Slate Ledger Stone from 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

tile in style |

Porcelain tile comes in updated mosaic designs, large format pieces, plank shapes and the latest ultra-thin tiles — just ¼ inch for reduced environmental impact on every aspect of production, from manufacturing to fuel consumption in transportation. Today's thinner tiles can be ideal for renovation because you can put them over existing material while minimally raising floor levels.

Glosses can be natural, matte or gloss. Cutting-edge processes have created unique crystalline glazes, unusual visuals like watermark motifs, gorgeous veining, richer color shading and enhanced textures. Metallic finishes are even available.

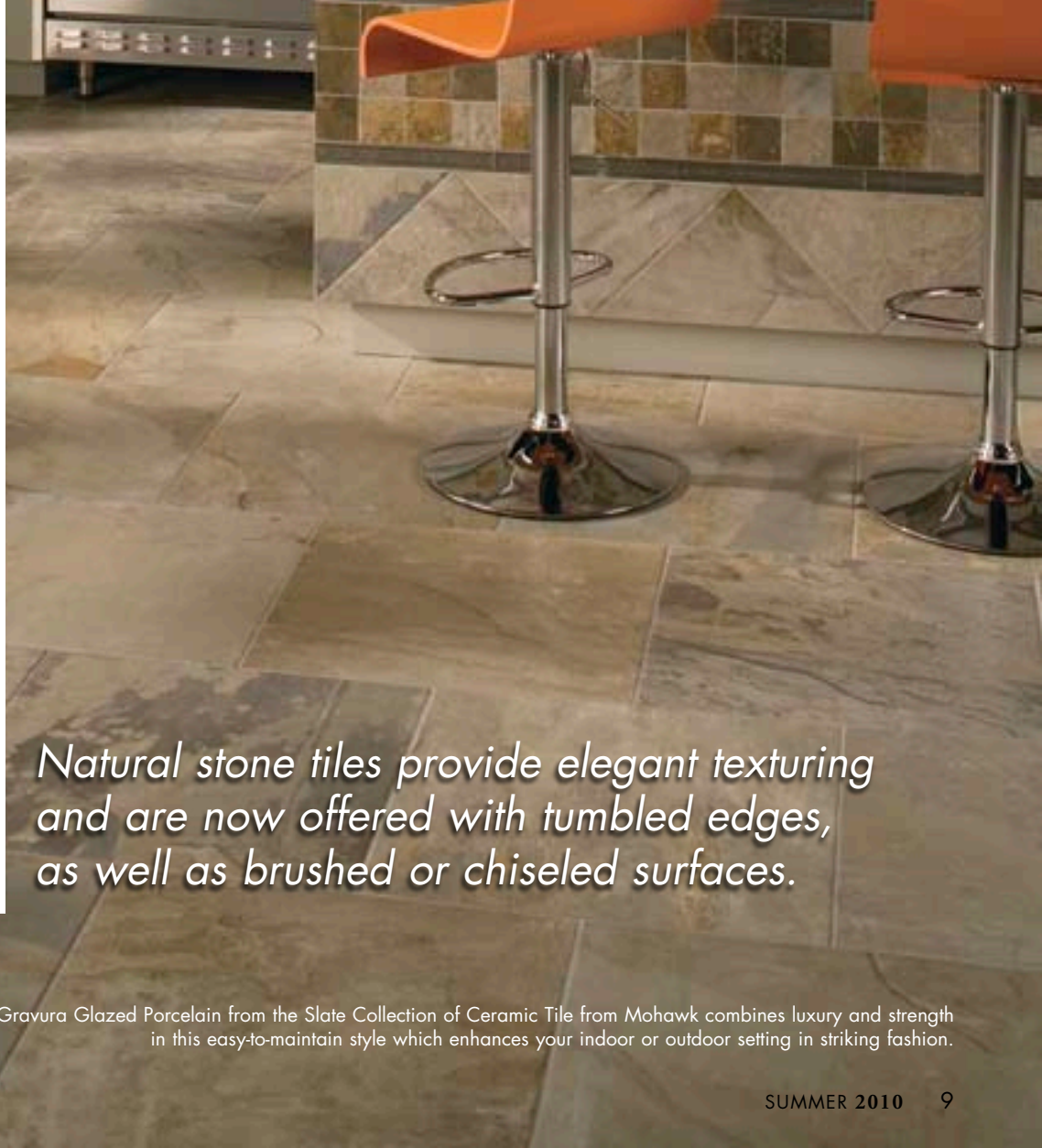
Natural stone tiles provide elegant texturing and are now offered with tumbled edges, as well as brushed or chiseled surfaces. Imagine natural stone like marble, travertine or slate with a dominant field of deep green or charcoal marked with flares of lavender, pearl and gold.

Unique looks and textures are achieved through various techniques that include polishing, tumbling, honing, flaming, sawing and sand-blasting.

Tiles are even available in basket weave, herringbone, oval and wedge shapes, as well as in free forms like cobblestone, pebble and tumbled glass. Sleek urban and contemporary tiles — elongated linear pieces, for example — are available in deeply dimensional split-face tiles in sophisticated whites, black and polished bluestone. >>



Where is it written that the living room has to be carpet or wood? Traditional mixed with contemporary stylings are portrayed in these large-format applications, at left, Valle D'Aosta glazed porcelain from Dal Tile in color Sabbia Noce available from CarpetsPlus Color Tile, and Arabesque 13 x 13 ceramic tile called Giada from Fondovalle Tile Collection.



Natural stone tiles provide elegant texturing and are now offered with tumbled edges, as well as brushed or chiseled surfaces.

Gravura Glazed Porcelain from the Slate Collection of Ceramic Tile from Mohawk combines luxury and strength in this easy-to-maintain style which enhances your indoor or outdoor setting in striking fashion.

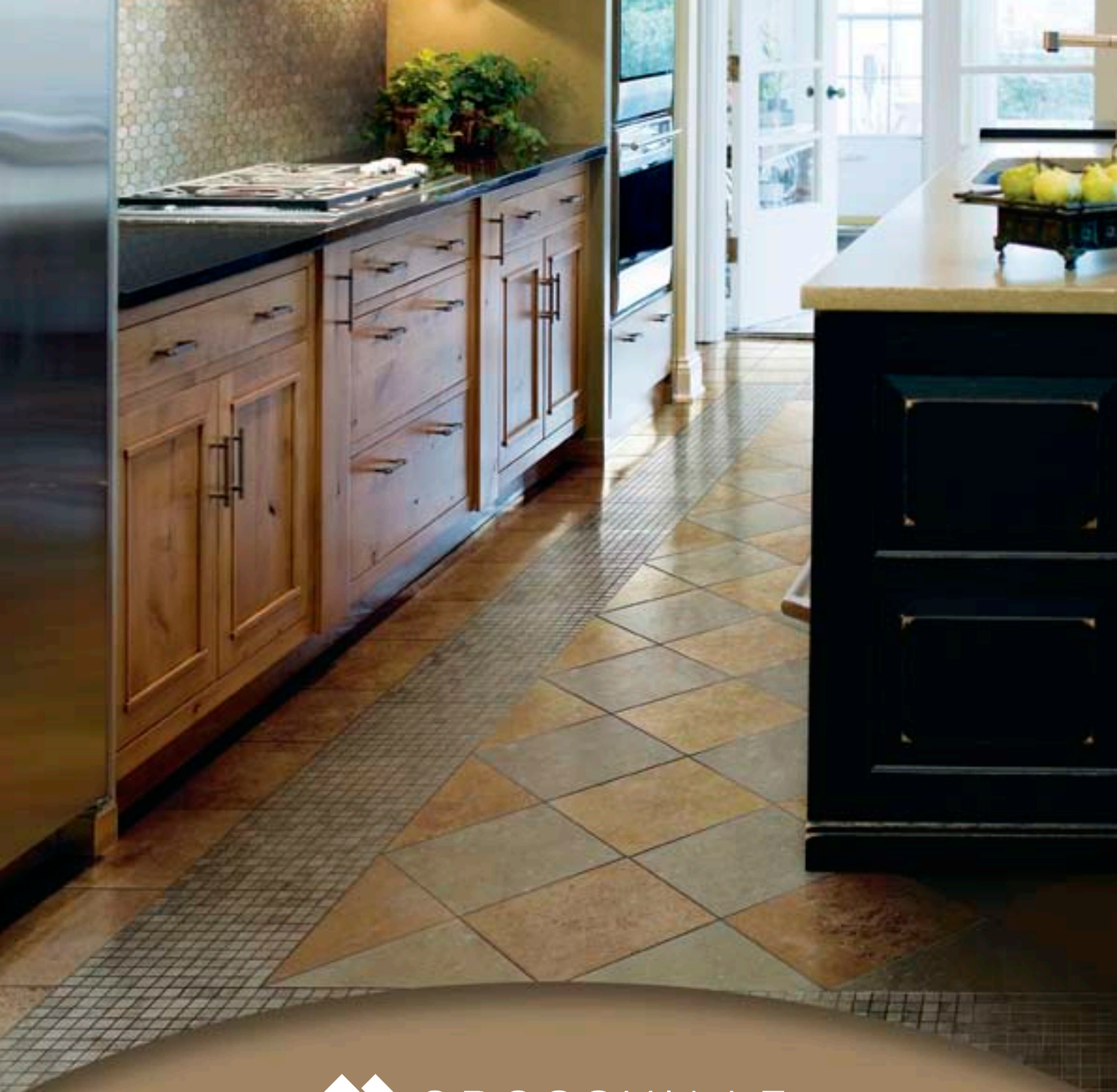
tile in style |

It's Hip to be Square! Pattern can be pivotal to your design as seen here in Cross-Colors Shetland, Empress White and Nectar from Crossville.

Translucent glass tiles, reminiscent of beach glass, are extremely popular — from blush pink to radiant aqua. Their soft radiance perfectly complements stainless steel appliances and sleek wood elements that define contemporary kitchens and baths.

Unique looks are easily achieved with the insertion of medallion pieces or a hand-painted insert crafted by a local artist. Three-dimensional molded tiles create additional texture and pattern when incorporated with two-dimensional tiles. Consider listellos specifically designed for creating borders, frames and chair rails. >>

Unique looks are easily achieved with the insertion of medallion pieces or a hand-painted insert crafted by a local artist.



 **CROSSVILLE**[®]
ELEVATE YOUR SPACE



www.crossvilleinc.com | Product Featured: Bella Via

tile in style |



Make your floor the room's focal point! Immerse yourself in shade variations and the intricacies of pattern, as seen in this design from Shaw.

Border tiles boast evocative patterns, including thatch, vine and antique scrollwork in bas relief. Striking accent pieces — from mitered corners to transitional pieces — come in a host of materials, including metal and composites, for customized effects.



The romantic age of Victorian styling is expressed using mosaics in this intricate application from American Olean, shown above

Design versatility is just one advantage of tile. Others include easy maintenance, durability (water and scratch resistance) and environmental conscience. Most tiles 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. And tile is produced from abundant and renewable natural materials like clay and silicon.

Imagine worn terra cotta, reminiscent of ancient Mediterranean and South American cultures, lying at your feet (or adorning your walls). Or Asian slate with flecks of jade, amber and amethyst. Imagine them warmed from below with radiant heat.

Now imagine tradition fusing with innovation. Simplicity with intricacy. Artistry with practicality. Imagine tile... season after season. 🏡

Marazzi's Riflessi Di Legno presents a different texture in this kitchen floor due to its long-plank format.



At Top, Contemporary styled Sumi-e Penny Round Glass Mosaic Tile from Stone and Pewter Accents.

woodn't it be nice |



Unique as a
fingerprint!



Wood...



created by nature,
crafted by artisans,
coveted for centuries.

**Each board is as unique as a snowflake,
with its distinct grain, flares, rays, mineral
streaks, knots and other character marks.**

And today's technologies combine the best of the past with cutting-edge innovation. From hand cuts to laser manipulation, you can have eye-catching wood imprints, embossing and multi-species (or even metal) inlays. Exceptional visual effects can also be achieved with special, expensive cuts like quarter-sawn to reveal distinctively tight, intricate grains. Prefinished wood speeds installation and costs, too!

Slender, tailored honeyed oak remains by far the most popular and most traditional choice. Just remember that like all species, there are rich color choices for showing off oak's exquisite graining, from warm siennas to rich leather tones.

Species in wider planks with deeper, richer colors are the growing fashion in wood floors, many with distressed, hand-scraped or wire-brushed treatments. Classics include oak, cherry, maple, pine, hickory, walnut, pecan, beech and birch with color tones ranging from parchment to burnt caramel, rose beige, deep cinnamon and cocoa brown. >>



A wood floor can create a natural vista and be well-suited to your personal perspective and scale, as demonstrated by Oak Chateau from the Sweet Memories Collection from Mirage, left, or Tescott in Oak Spice latte from Mohawk, right.



woodn't it be nice |

Exotic looks once featured higher glosses, including elegant “piano finish,” but now offer warm oil and satiny patinas.

Imported wood species with their exceptional colors and textures have been setting trends in recent years. Purpleheart, Brazilian maple, Andean cherry, white mahogany, eucalyptus, Australian cypress and Caribbean rosewood offer a range of color, including amazing blue, orange, caramel and rose tones. African wenge is a uniform dark chocolate color that grows deeper and darker with age, while bubinga features a rose-blush and darker purple striping.

New exotic looks from domestic species are definitely burgeoning. Stained to look like stunning exotics, they are made from renewable domestics like ash and birch. Reclaimed wood from barns, old ships, dock pilings and riverbeds are also being converted into striking modern wood floors. >>

(Editor's note) With the global establishment of strict forestry practices, it is important to know that American hardwood forests are renewing, abundant and sustainable. In fact, the quantity of hardwood in American forests today is 90 percent greater than it was 50 years ago, generating oxygen and reducing greenhouse gases in the atmosphere.



Navarre Athos from US Floors.

Why cork?

Natural Cork, Scirocco from US Floors.



Unlike most trees where the primary material value is derived from the lumber of the trunk, cork is actually obtained from the bark. This unusually thick bark is made up of millions of tiny prism-shaped air pockets which create a resilient cushiony surface that offers several distinct advantages to the tree. The bark is regenerative, so its protective properties will grow back if damaged in any way.

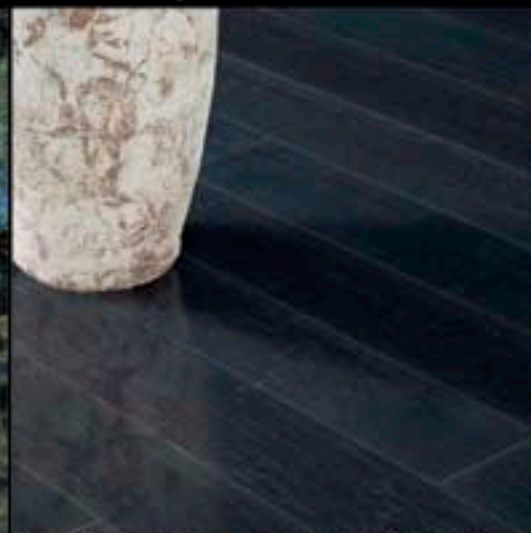
Cork has a lot of natural features going for it that will transfer to your home. It is a natural fire inhibitor, so the bark provides protection from wildfires common to its growth region. An inherent waxy substance serves as an insect repellent, eliminating threats from many usual agricultural pests.

Grown on farms and harvested every 9 to 11 years, the financial benefit lies not in felling these trees but in keeping them alive and in production for generations.

Cork, like the fashion portfolio from Natural Cork, is enjoying a resurgence in popularity today. From television design shows to shelter magazines, cork is seemingly everywhere and ostensibly the “hottest new product” on the market.

Many people think of cork as a relatively new and possibly unreliable option, particularly as a surface flooring material. And yet, there are examples of cork floors in public buildings that were installed more than 100 years ago and are still in use today. The Library of Congress in Washington, DC, is one excellent case. ■

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 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

Bamboo is a quickly renewable and exceptionally sustainable exotic that continues to increase in demand. Naturally blond, it can be transformed into medium and dark browns though steaming and environmentally friendly dye-free processes. Bamboo is tough, moisture resistant, elastic, affordable and unquestionably fashion-forward.

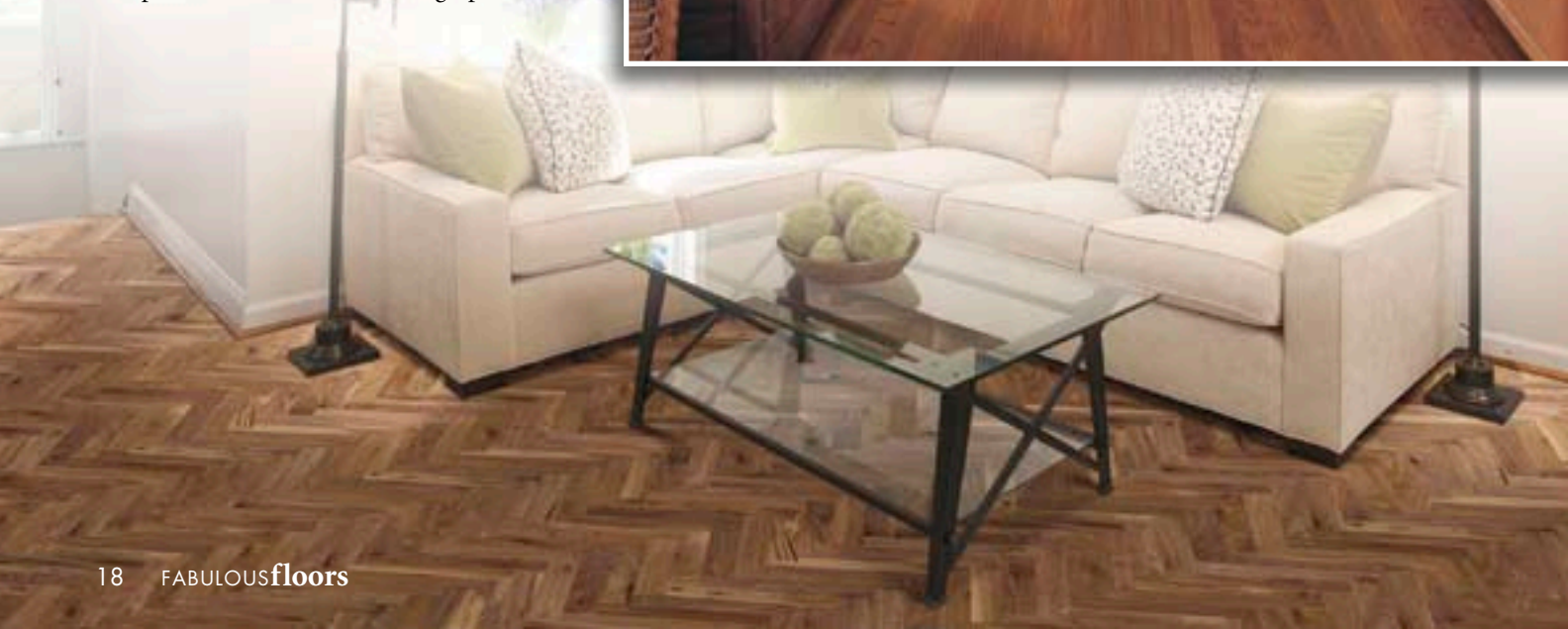
Cork is another durable and fashionable (and fast-renewing) option. From familiar ginger tones to the newest kaleidoscope of colors, cork planks and tiles are as beautiful to look at as they are easy to maintain. And the new offerings in cork are invitingly soft underfoot and mix marvelously with other design elements.

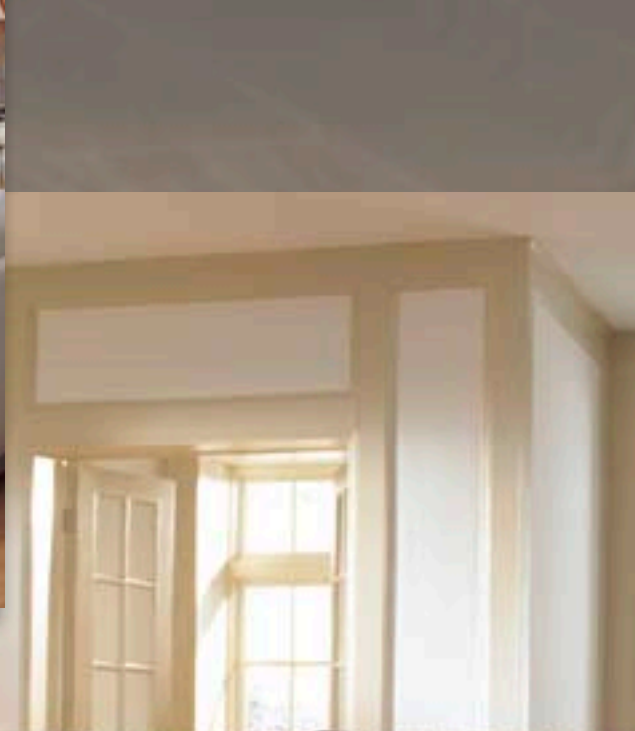
Prefinished, engineered wood offers more colors, finishes, grains and patterns than ever, many with extended warranties, rock-hard finishes and freedom from expansion and contraction caused by changes in temperature and humidity.

Engineered can be glued, stapled or floated over the subfloor. Look for versions that snap together for easy installation and removal. Engineered wood floors easily accommodate radiant heat underneath.

Engineered is an ideal choice for a handsome border or striking inlaid medallion. And where mixing elements is clearly a trend embraced by designers, engineered facilitates the incorporation of stone, leather, ceramic or metal tiles into your floor design.

Envision a gleaming floor where every component is as distinct as a fingerprint. 🌿





Wood lets you add to the artistry of nature. For example... Opposite, below: Homerwood from Armstrong, Herringbone in Black Walnut; opposite above: Fairfax in Butterscotch from Shaw; top: Provincial Plus Strip Natural from Armstrong; center: Coastal Art in Sand Dollar from Anderson; right: Brazilian Cherry Vertical from Lumber Liquidators (Photo by Jeffrey Stone, Lumber Liquidators).

woodn't it be nice |



Macchiato Pecan.

Just when you think you've seen everything, along comes a surprise or two...

... like what you see here, the look of tortoise-shell achieved in exotic hardwood flooring.

The multicolored and seemingly translucent look of tortoise-shell has captivated people since the ancient days of Egypt and Rome. The luxury look is back, re-imagined here by BR-111 Exotic Hardwood Flooring.

The look comes from two of the company's product lines, warm-looking Macchiato Pecan and the bolder and richer Cabernet Pecan. Obviously, the names refer to the distinct rich, exotic colors of each.

But it's the variation in tones, gradations and graining that deliver the tortoise-shell look to the final look of such sultry selections. Can't you just imagine the possibilities, anything from modern to Victorian?

Macchiato Pecan is available in 3 1/8-inch-wide solid and in 3 1/4-inch and 5 3/4-inch engineered versions the in BR-111 "Design & Architectural Series" (and in four styles of 5 3/4-inch mosaics). Cabernet Pecan is available in popular 5-inch widths from the Antiquity Hand-Scraped collection. ■



Cabernet Pecan.

Fascination *in 'tortoise-shell'*



Corduoy Macchiato Pecan.

The Sensuous Season

It's a love affair of the senses.

As homeowners flirt with any number of flooring options, they look to carpet which offers alluring beauty, reassuring strength and sensuous softness.

The latest offerings in carpet mirror the season: lavish colors, intricate patterns, lush textures and greater abundance.

Carpet provides a sensuous and inviting design foundation, the perfect complement to today's design trends toward greater color, eclectic elements, cultural fusions, and the juxtaposition of deeply textured fabrics with sleek glass, polished stone and gleaming wood elements.

>>

BY LISBETH CALANDRINO



Today's carpet designs bring the senses alive, as shown by this tasty morsel, Greenwich, served up by Couristan.



Featuring light taupes and shades of gray,

the “new neutrals” are cooler and definitely nature inspired. Smoky blue, soft sea grass and straw yellow. (Neutrals are colors around which you can design just about anything and not worry about color clash or fear that you are not in the current color compliance!)

Neutrals now boast greater complexity, such as subtle shading, variations in color value or the introduction of complementary color points that naturally reach out to other elements, highlighting, coordinating and integrating design features. >>

Masland Montserrat shows how the new neutrals deliver a bit of color, yet function as an eye-catching foundation for your room décor.



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.



Nature-inspired colors encourage the creative independence of today's consumer.

Muted earth tones – wheat, terracotta, sage green and slate blue — are quietly evocative, while jewel tones — garnet reds, jade greens, cobalt blues and even purples like amethyst and jasper — are bold and vibrant.

Elegant patterns, many on a larger scale, have definitely charmed designers, ranging from organics (florals and vines and trellises) to tweeds and hounds-tooth (boasting expanded color palettes) to sophisticated, contemporary geometrics. Stripes add refined style to living areas and classic elegance to hallways. Stripes can also add striking dimension and continuity when carried through a hallway and up a flight of stairs.

Designers this year are particularly smitten with the richer and more varied visual textures offered by manufacturers, ranging from subtle two-tone and even tri-tone patterns to bolder designs with more intense colors. >>



It's hard to top colors inspired by nature; they work for any and every season. Take, for example, above, Kasuri by Fabrica and, left, Fashion Avenue Woodland Dream in Milk Chocolate from Aladdin.

They say it's... 'doggone amazing!'

It's Magic Fresh® Odor Reducing carpet from Beaulieu of America.

This proprietary formula

- neutralizes most common household odors (like pet, cooking and smoke odors)
- is self-renewing, effective for the life of your Beaulieu carpet and never needs reapplication
- is safe and natural

How does it work? It's a bit like baking soda, a natural compound and a known odor-killer, absorbing odors and converting them to harmless carbon dioxide.



This "magic" lasts for the life of your carpet — that's up to 10 years, including five professional hot cleaning extractions. That means, yes, of course, you can safely clean your Magic Fresh carpet; Beaulieu recommends doing so every 18 to 24 months.

New this year to the Beaulieu of America lineup is Bliss Stainmaster® carpet with Magic Fresh. Beaulieu says now you can have the number one stain-resistant fiber and the number one odor-reducing treatment together in one carpet. According to Beaulieu, this is the first time Stainmaster has ever been paired with a carpet technology like Magic Fresh.

Statistically, about three quarters of US homes have a dog or cat and about 80 percent are reported to have a "distinctive odor." If you're responsible for a home with pets and people, this is one product that can help you breathe easy. ■

Nantucket from Bliss.

Designers this year are particularly smitten with the richer and more varied visual textures offered by manufacturers, ranging from subtle two-tone and even tri-tone patterns to bolder designs with more intense colors.

Daily Variety from Shaw is all about texture — actual and visual.

State-of-the-art technology

has created incredible new textures with unparalleled softness. Mixing fibers like high-end wools with accents of satiny nylon create enhanced dimension and complex luster. Combined tufting and dyeing technologies have created uniquely elegant patterns, textures and patinas — all with astonishing softness.

Merging cut and loop piles and diverse yarns of varying thickness – including sisal, sea grass and even metal fibers — creates unique characteristics, including shifting patinas within the same carpet. The results are finely patterned swirls, striations 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 sumptuous feel of silk.

Add to this environmental responsibility and greater performance. >>



Color, texture and technology all conspire in a good way to create and leave a lasting impression, as shown by Zetland Impressions by Helios.

The importance of carpet cushion

Cushion has many important jobs, and your selection of the right carpet cushion should not be an afterthought.

Quality carpet cushion...

- Helps your carpet look better longer
- Will 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

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 subfloor. They also make it easier to clean and maintain your carpet.

Investigate better brands like Stainmaster® with Odor Guard and Odor-Eaters® treated to eliminate odors caused by food and beverage spills and “accidents” caused by kids and pets.

Most better-brand carpet cushions are Carpet and Rug Institute Green Label-approved, having been tested for low off gassing of volatile organic compounds (VOCs). 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. ■



High-end wools, for example, offer gorgeous new hues and hand-sculpted effects through fibers that are sustainable, eco-friendly, amazingly durable and easy to care for.

Mohawk Industries offers stunning carpets in myriad styles, colors and patterns. Recognized as an industry leader in green projects, Mohawk converts 25 percent of all bottles recycled in North America into Ever-Strand carpet while reducing petroleum consumption, both through conservation and through the ingenious use of renewable organic materials.

Beaulieu of America, under the Bliss brand, has teamed up with Stainmaster and Magic Fresh to produce SoftSense, exceptionally soft, incredibly handsome, odor-resistant carpet that is so stain resistant, it boasts a lifetime warranty — and is made from recycled material.



Shaw's ClearTouch carpets feature a new continuous, ultra-fine fiber made with recycled content. Not only is it gorgeous, it offers a stain- and soil-resistance system, along with superior durability that includes a texture-retention warranty. The result is silky softness, lush textures, sumptuous color, gorgeous pattern and refined elegance.

Carpet provides a luxurious foundation for any design scheme — amazing beauty and distinctly quiet comfort.

When it comes to carpet, what's not to love? 🐾

Great room designs are part art and part craft, as in the artistry, left, of Huntington by Southwind Carpet Mills, and above, the craft of Craftwork from Gulistan.



Patina is that unique look an item takes on over time. It speaks of character, much like Patina One from Unique Carpets.

on the boards |





In season!

Laminate floors are an absolute feast for the eyes.

Wood looks like chocolaty walnut, warm cherry, honeyed maple, deep coffee wenge, wine-tinted pecan, and orange-toned teak.

Stone looks like sage travertine, cinnamon-streaked porcelain, almond marble with flecks of vanilla bean and butterscotch.

Not every laminate floor sounds like a summer dessert, but the looks are decidedly delicious. >>



Bring home a bit of your summer vacation with world-class looks in laminate such as Pacesetter II in Red Oak from Shaw, or World Traveler in Merbau by Pergo, at right.



Laminate is the result of technological ingenuity. What you see is a high-resolution photographic image protected by a nearly diamond-hard, transparent, textured wear layer in an array of finishes from warm oil to gleaming “piano” finish. Other layers contribute strength, stability, dimension and moisture resistance.

Together, these layers create 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 literally a snap to install with no gluing or tacking. Your new floor can float over an existing floor, subfloor or concrete base.

New detailing in wood expressions is simply stunning: micro-beveled edges, tight joints, hand-scraped looks, grains, flares, knots, mineral bands and other distinguishing character marks. The latest features create visually perfect looks: dyed ends and sides, as well as naturally occurring irregularities reproduced at the edges.

You can have traditional tailored looks in narrow boards like oak and cherry or trendy rustic planks in wide pine, maple and hickory. Elegant exotics like bamboo, cypress and tigerwood are also available. Even species too rare and too fragile to cut for flooring are available in laminate — olive wood, pear, burlwood, original teak — at affordable prices. >>

Relax a bit with the look of a laminate that looks and feels like the inspirational original. Shown here is Natural Touch Nut from Kaindl.



Kaindl FLOORING.
Turning your ideas into reality.

Real wood flooring that is suitable for digital printing. Laminate flooring that feels just the same as it looks. And floor tiles that don't require any tile adhesive. These are just three of the many good reasons speaking in favour of Kaindl ONE, TWO and THREE. Find out more under: www.kaindl.com



A STEP AHEAD.



Once you have the perfect look, selecting a format with which to express yourself is critical to your design. Top: Marcina in Amber Maple is a wide-board look from Mohawk. Bottom: Armstrong Laminate Limestone a wide-plank stone décor.



Opposite below right: Formica Marcella Summer Cherry Horizontal.



In stone, porcelain and tile looks, the realism is equally astonishing, down to the appearance of intricate faceting. Vermont granite, Old World marble, Asian slate, sleek ceramics. Look for subtle jewel-tone flecks and flares — emerald green, amber, garnet — color details that unify and integrate diverse décor elements.

The exceptional visual and dimensional detailing in today's laminates is the result of cutting-edge technology. Look for textured and embossed surfaces or subtly complex images from metal flakes, organic fibers, miniscule colored granules, even 3-D effects.

Ultramodern looks are available in graphic designs that replicate newsprint, welded steel, stained concrete, abstract art forms, and even cyberspace pixels.

With laminate, dramatic center medallions and contrasting borders are within easy reach. In fact, laminate can be installed in any pattern — parquet, herringbone, basket-weave, and check-board — and at affordable prices. >>



Putting it all together...

Over the past few issues, we've tracked down some of the latest and most fabulous trends in laminate flooring design. Many of these features are what you might expect to find in premium hardwood flooring, and they're finding their way to quality laminate.

Think hand-scraped surfaces... oiled hardwood finish looks... even long-length laminates which emulate the appearance of centuries-old reclaimed hardwood.

Armstrong has put all these together in a dramatic collection called, aptly, New England Long Plank. The collection was inspired by the current demand for a time-worn wood look with a matte finish, rich in textured surfaces, depth, feel and realism of a floor with great character — minus, of course the high price tag.

The long planks evoke the majesty of American hardwoods, with a clean look and few seams to interrupt the flow. Though a challenge to install in hardwood, the laminate long-length version with Armstrong's Lock & Fold installation system makes for a fast and tailored installation. New England Long Plank collection comes with a 30-year residential and 5-year commercial warranty.

The collection consists of colors evocative of and appropriate to New England: Coastline Clam, Boston Tea, Maritime Gray and Riverboat Brown. Armstrong also offers other unusual wood looks in laminate like White Wash Walnut from the Coastal Living Collection in two colors: Walnut Boardwalk and Walnut Campfire. Coastal Living, also aptly named, presents distinctive shore-inspired looks featuring a unique color-washed finish white-washed and hand-scraped visuals. ■



on the boards |



You'll feel like you're
"on island time" with Pacific
Island Stone from Mannington.

Matching trim and detail pieces are also available in many laminates: stair nose moldings, transitions to carpet, tile and wood floors, decorative skirting, scotia bead, base molding, etc. Extra sound insulating underlayments are also available.

Today's laminates are celebrated for environmental sensitivity, using a high percentage of renewable and recycled materials while maintaining low VOC (volatile organic compound) emission levels. (Participation in "green" initiatives is indicated by environmental labeling.)

Laminates have managed to pair intricate designs with simple installation, versatility with eco-friendliness, and durability with stunning looks in wood, stone, ceramic and more. And with laminate it's as close as you can get to having your cake and eating it, too. 🍰

Below: From the Bruce Laminate Heritage Heights Collection, a Chestnut.
Right: Quick-Step® Long Plank Double Plank White Varnished Oak.



always resilient |



Takin' it 'Soooooo easy'

Dreamy magical light. A landscape of color. The poet called summer the perfect season.

The philosopher said summer is where ease finds respectability. Cue Resilient!

The newest looks in resilient floors are easy on the eyes, easy on the budget, easy on the environment, easy to install and very easy underfoot. In fact, resilient "gives" when you stand or walk, pressing back with a comfortable bounce.

Resilient is a broad-spectrum term for flooring that includes vinyl, linoleum, rubber and cork. And today's resilient blends dazzling design with revolutionary technology, delivering beauty, versatility and performance at distinctly affordable prices.

The latest resilient offers the remarkable looks and textures of realistic wood grain, natural stone, antique porcelain, dimpled ceramics, studded metal, pebbled leather, stained concrete, glass tile and even fine fabric.

Wood looks range from traditional narrow golden oak and cherry to natural pecan, wide-plank hickory, walnut, hand-scraped pine and antique chestnut. Exotics include bamboo, fruitwood, rosewood, burnished mahogany and oiled teak. Colors in wood looks range from light naturals, including pale honey and rose tones, to currently fashionable dark tones, including chocolate, espresso and ebony.

Superb stone looks include slate tile with softly worn edges, textured limestone and chiseled shale with elements of jade. Imagine European terracotta, Tibetan slate, Macedonian marble, Mayan pumice. The visual detail is simply exceptional with traces of opal, amber, moss and quartz, ideal for pulling out other design elements. >>

How do YOU
take it easy?
Opposite:
A retro look
like Amtico
Retro Teak?
Below: Or
Armstrong
Union Point
Curry? Far
right: Or
Centiva Olive
Strata...?



always resilient |



The latest vinyl and linoleum floor designs also offer clean contemporary motifs, including metallics and stained concrete. Perhaps the most avant-garde feature holographic details, pearlescent particles and embedded organic fibers. Patinas range from a dazzling shimmer to a soft sheen.

Today's designers have embraced resilient's innovative flooring options that feature a wide and exciting array of colors and textures, as well as designs and formats. Today's resilient comes in sheets (6 and 12 feet wide), planks and tiles and provides endless custom décor possibilities.

Multicolored, patterned resilient tiles, for example, can be made into original designs for a custom entryway, bathroom or kitchen. Or, resilient can easily allow you to integrate the look of stone, wood and metal along borders or inlays.

Opposite: Does this “work” for you? From Karndean comes this Swedish Birch from the DaVinci Collection with a coordinating 3mm Tramline border.

Right: Mannington Adura Luxury Plank in Canadian Maple. Below: Flexitech from IVC. Hard to believe these floors are resilient!

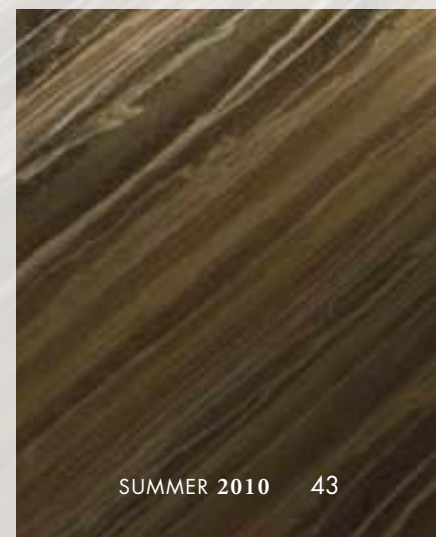


Current designers and sophisticated consumers are layering and combining rather than matching design elements. Blending opalescence and gloss with rustic elements and Old World looks, for example, is easy to do with resilient. Remember, of course, that installation of borders, medallions and other custom inlay work can increase costs.

Resilient floors are as tough as they are attractive, more durable, stain and moisture-resistant than ever and backed by extended warranties. Many resilient floors are antimicrobial, ideal for highly allergic people, anti-static for safeguarding electronics, and most are environmentally friendly.

If you are looking for a landscape of color and a dose of summer ease — along with high style, quality, versatility, affordability and dedicated environmentalism — look at resilient.

It deserves a second look. And a third and a fourth.... 🍌





...worth a thousand words!

This round outdoor rug from Home Spice Décor called Espresso is a softening counterpoint to the sitting area and stone tiles and acts as a transition to the irregular shapes of nature all around.



Express yourself.

With an area rug you can take a flight of fancy, reveal a romantic mood or claim a quiet corner as your own retreat. You can reach back centuries with an authentic Persian wool or heirloom oriental silk rug. Or maybe summon the 60s with a colorful retro shag.

You can steep yourself in tradition with a classic American braided rug, break with the past with an ultra-modern geometric, or reach out to the four corners of the Earth.

The choices are as varied as your moods and needs. From a bright Scandinavian cotton to a bold Navajo weave to a contemporary display of pointillism. Even more avant-garde? Look for designs ranging from pop art to tie-dye and even graffiti.

Area rugs are made from a variety of materials, including wool, bamboo, chenille, silk, leather, cotton, seagrass and recycled synthetics. As a rule, natural materials tend to last longer, while synthetics, which are easier to clean, may be perfect for allergy sufferers, pet owners, or families with small children.

Sizes and shapes are offered in infinite varieties. Small, large, formal, casual, oval, octagon, half-round and square. Don't forget runners for hallways and entrances. And remember that a rug can be a stylish tool, foiling soil and moisture as you transition from the outdoors. (Area rugs also perform an important function as they protect the floor below, be it wood, carpet, laminate, tile, resilient, stone, etc. Specialty "walk-off" rugs or mats are used at key entry points to help keep the dirt and debris from the outdoors from getting tracked onto your floor and marring the hard surface or slowly grinding away your favorite textile floor.) >>



Wool is one of the best known among area rug materials, given its beauty and durability. A gorgeous heirloom-quality wool rug can wash a room in elegance, developing lovely patinas and becoming a keepsake, generation to generation.

Contemporary rugs, including machine-made, can also offer gorgeous lusters and subtle looks with the addition of metal fibers, varying loops and twists, and even sculpted designs.

Texture and color are the hallmarks of today's area rugs, with the trend definitely toward greater color and bolder pattern. Neutrals tend to be brighter and subtly complex with lovely tone-on-tone coloration. (Gray, by the way, is being called the new beige.)



Bright, deep colors are decidedly nature inspired: jade, crimson, periwinkle, mango, kiwi, straw yellow, deep sea blue, smoky gray, spicy red. Look for bold patterns, even stripes, as well as metallic fibers such as copper and chrome — elements that that keep colors bright over time.

With an area rug, the impact is immediate and installation is virtually effortless.

Granted, you might have to lift a finger, but you won't have to say a word because a unique area rug speaks for you — and to you. 🧡

With an area rug you can change any room with the season, declare a mood, recall the past or evoke cultures, artistry or landscapes from around the globe. Opposite page: Linen Tabriz from Masland; Center: Santini by Creative Matters; At left: Milan from Unique Carpet; Below: Medusa Pebble Stone from Rodeo, featuring fibers from Wools of New Zealand.



Versailles Garnet from Shaw.

DESIGNER'S WALK

BY SONNA CALANDRINO
PUBLISHER & EDITOR

Time to move out(doors)

Tile makes an ideal surface for patios, pools and spas — indoors or out. For areas exposed to the elements, think porcelain like Lacava from Shaw's Ceramic Solutions Collection.



Not long ago, an outdoor space was likely the patio or deck or grill area. Perhaps there might have been some seating around a fire pit along with the requisite seasonal furniture. Or your interior space might flow to the pool, deck or patio, making for what was really an indoor-outdoor space.

Then, about the time FABULOUS FLOORS began publishing nearly eight years ago, a new trend began to emerge — designing outdoor spaces. Some call them “outdoor rooms.”

What had happened was this....

People wanted to move out. Eureka! Interior designers had come to recognize two things:

>>



The best of two worlds.... Ceramic tile with the characteristic of wood grain as featured in Zerovere Bianco from the Bioessenze collection from Lea Ceramiche.

First, that there is only so much one can do inside the home, only so many “frontiers.” A room’s function defined its artistic design form. Kitchens. Bedrooms. Living and dining rooms. Family and entertainment rooms. Baths and spas. An addition might present the opportunity to do more of the same theme. But what if there was a new living space to conquer? So, the outdoor room represented a whole new design horizon.

Second — and this design trend continues to be quite strong — is the desire of owners of residential and commercial property to “bring the outdoors in.” That is, people want their spaces defined by nature. You see it in carpet designs of flora and fauna. Wood and stone, of course, are natural materials. And you can see all of that re-interpreted in ceramic and porcelain tile, laminate, resilient and rugs. The look of outdoors, of nature, is embedded in interior design; it makes us feel good, just like this time of year.



With people looking to reconnect with nature and their growing desire to be outside, it was just natural that designers and decorators would be looking to outdoor spaces as a new frontier in décor. From my perspective, that's how we got here from there. >>

Quick Change Artistry! The look and feel of an entire room or space can be changed with the flick of a wrist (well maybe two) with an area rug. Like this "summery" setting featuring Monterrey from HomeSpice Décor.



Technically, these outdoor spaces are not really “interior design.” However, a good interior designer such as a member of the American Society of Interior Designers may be an excellent first step. (FABULOUS FLOORS Magazine is an ASID Industry Partner).

As with any room or space in the home, theme and continuity of theme are important. Are you contemporary, traditional, Mediterranean, country or modern? The outdoor space can be all of that, too. >>





Bring the INSIDE out or the OUTSIDE in. Make it formal, whimsical, traditional or even tropical. Opposite Page Top; Elegant outdoor living is defined with Recife Garden Cottage from Couristan. Left; Mexican Travertine from Florida Tile.

Here, Bhutan Balla from the Garden Stone Collection from Bruce Laminat.

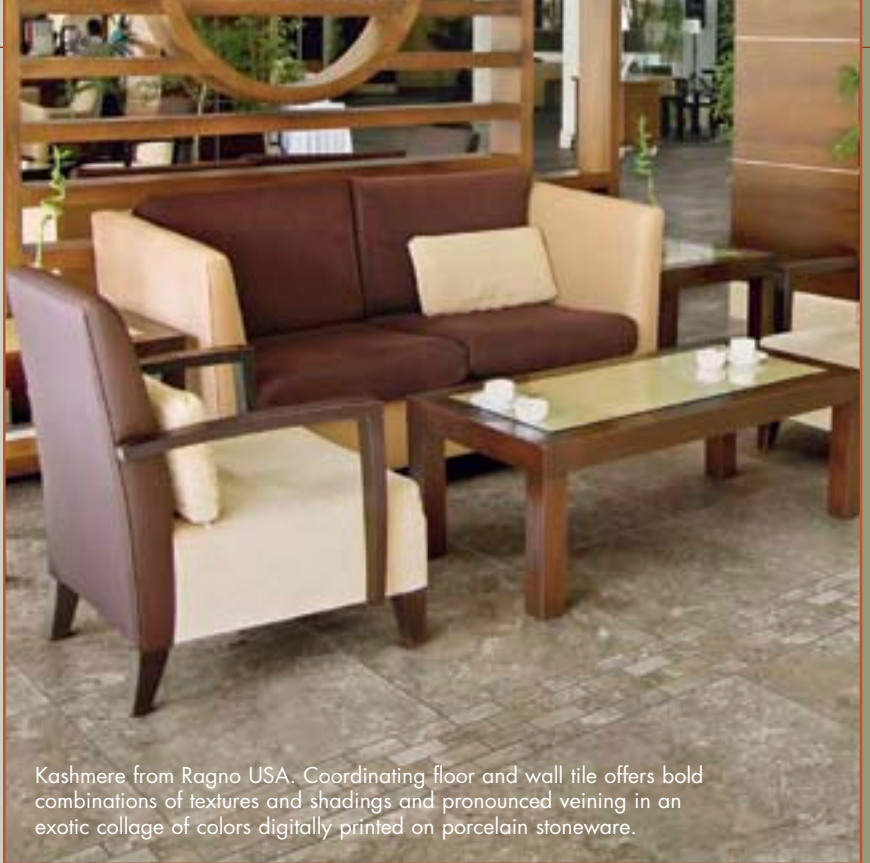
The look of stone in Graphite from Karndean leads the way from this conservatory to the outdoor pool

As with any room or space in the home, theme and continuity of theme are important. Are you contemporary, traditional, Mediterranean, country or modern? The outdoor space can be all of that, too.

It will be important — and here is where your designer will pay off big-time — that your outdoor space either complements or coordinates with your overall home theme. If you're eclectic or contemporary, the western outdoor room likely will not look or feel right.

However (and this is a big "however"), this is not to say that you as a designer and your professional designer, decorator or architects can't push the bounds of design and incorporate looks with which you might want to experiment and which fit well with your region. Contemporary design and a western space might be out of place in the Northeast but not in the Southwest.

Just as designers were inspired by the opportunity, so you can be. Let your imagination flow and take in the influences of nature around you. 🍷



Kashmere from Ragno USA. Coordinating floor and wall tile offers bold combinations of textures and shadings and pronounced veining in an exotic collage of colors digitally printed on porcelain stoneware.



Sumi-e glass tiles from Stone & Pewter Accents project folded streams of colors in brilliant, hand-poured crystal clear glass along with unique personality traits topped off with a natural surface to catch all forms of light for a brilliant effect.



Crossville Modern Mythology Patio Fireplace.

Expand your living space!

BY MARGO LOCUST

Recent design trends have been toward “outdoor rooms,” and lately it’s about spaces in classic high style. The editors of FABULOUS FLOORS Magazine recently were introduced to a concept called “Shade Pergolas.”

First, you need to know what a pergola is. The broad definition is a type of gazebo, a shaded walk or passageway of pillars supporting crossbeams as a sturdy open lattice often used to train vines. Better yet, refer to the photos.



Early this year, Walpole Woodworkers and ShadeFX Canopies teamed up to introduce an alternative to traditional awnings and to create modern creature comforts in sun and shade along with dimension and substance in outdoor settings.

The results are Shade Pergolas, handcrafted structures with exclusive retractable and integrated canopy systems for use in residential landscaping, decks, patios, commercial properties, even assisted living facilities, outdoor cafes, restaurants, marinas and golf courses.

Whereas typical retractable awnings extend about 13 feet, Shade Pergolas can cover large areas up to 600 square feet. (Think 20 by 30 feet!) Rope drives are available for units up to 170 square feet. Motor drives are recommended for larger versions, and for installations over 200 square feet, motor drives are required.

They are available with standard options or as customized designs, and they can be attached to your home or freestanding, which creates a feast for the eyes with elegant and robust columns. 🍷

To learn more visit
www.shadepergolas.com



An ancient stone pergola in northern Italy, hung with overhead grapevines.





Pushing the boundaries



BY JOAN GARDINA

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.

Left: Mini Squares Jewel placemat. At top: Strawberry Red mat.
Below: Flip Flop Palm Pink mat.



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 backgrounds 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. 🍷



Top right: Coin Dot Amber placemat. Center: Daisy Orange mat and pillows. Bottom: Big Dot neutral rug.



All the bells and whistles! Pattern, texture, color and environmentally friendly! SmartStrand from Mohawk shown in Deco Design in the color Mink.

BY NANCY WILSON STEVENS

The “Greening” of the Seasons

As the season gathers green, as in growth, so, too, does our international culture. Seems like everywhere we turn, someone is touting environmental responsibility.

There are a lot of parts to that “green” equation. Natural resources. Energy. Climate. The materials we live with and consume every day. Plus, of course, the community of people we share our space with; it’s about how we act and how we all act in this regard.

We’ve said it before and will continue to say it, especially about flooring...

You can have all the “green” promotion possible, but unless the green goods and services meet our unique and individual needs for style (color and fashion) plus durability (they have to stand up to the use WE need them to), it’s hard to be altruistic.

Fortunately for those who embrace floor décor as, well, décor and not some commodity (think of how you were sold and how you purchased flooring in the past — largely by price!), green is something that not only looks good in your home or office or commercial space, it also is good to live with.

Innovation. Aesthetics. Functionality.

These are the hallmarks of modern green flooring.

- Soft and colorful luxury broadloom carpet, made of bio-based, naturally sourced, recycled or recyclable fibers with “organic” looks that reflect our rediscovered respect for Mother Earth.
- Resilient flooring made from naturally grown, renewable materials, some even with other natural materials embedded. Look for the new wave of rubber flooring!

>>



Courtesy of Mother Nature comes Bamboo Natural from Shaw. At Right, Marshland Tile from Crossville.

**Innovation.
Aesthetics.
Functionality.**

**These
are the
hallmarks
of modern
green
flooring**

green solutions |

- Wood flooring that's obviously and always natural and renewable, now with tough finishes for endless wear (think hundreds of years). It begins with forest stewardship and ends with complete natural recyclability. How about cork, an eminently renewable, wood-based material that lasts indefinitely and features natural characteristics which contribute to our own healthy environments, like moisture, mold, bacteria and insect resistance? Bamboo, too! This is a very fast-growing material which, like cork, is being discovered and rediscovered as manufacturers push the boundaries of what can be done to enhance their looks and colors.
- Tile, ceramic, porcelain and stone that are made of natural materials and can last thousands of years; just look at early Roman examples still in use!
- Area rugs made of natural materials like wool, silk, cotton and plant fibers...
- Even laminate that is made with a scoreboard of reclaimed wood fibers and is designed to last decades before needing replacement.



Bottom left: The luxurious look of Recycled Leather Tiles from EcoDomo evokes a feeling of distinction in this gallery. Below: Trend USA delivers on the promise of mosaic tile. Opposite right; Beauty through-and-through! Boucle from the Bliss Healthy Home Collection by Beaulieu.



One of the beauties of the new green flooring — and it is, indeed, beautiful — is that one can have a green floor based on one's own definition of green and how one needs to establish a green environment.

Perhaps you want a material that is green from the get-go, like wood or stone or wool for rugs and carpet. But, it may be just as likely that you want your floor to last a long, long time to reduce pressure on resources and materials. Or, you may need a floor that is comprised partly of natural and manmade materials but requires little maintenance and certainly no harmful chemicals, just natural cleaners.

And did we mention these new green floors are not only a responsible, but a practical choice? If you're into saving green along with the planet, they're also quite affordable. 🌱

Explore the green world of flooring. Look for surface treatments that fight mold, mildew, bacteria and moisture, plus stain, soil and fade resistance. There are even natural technologies which protect your carpet and its cushion under, over and throughout.



Right: Get custom decorated ornamental flooring on-demand from Imago Floors™. This ecologically friendly, modular parquet system provides beautifully realistic, ornamental inlay designs without the use of exotic hardwoods, at an affordable price. Pre-finished, direct-digitally imaged, engineered wood floor tiles, medallions & borders. Imagine your perfect floor to go. Imago.

new dimensions |

So, what's up?

BY RICHARD HOWLAND, MANAGING EDITOR



Paramount from Florida Tile uses the same tile on the floor in a large format and on the wall in a small format. Note how the small tile on the wall contrasts with the larger format floor tile, yet picks up the color, shade and tone, making it a snap to accessorize! At right: Elegant inspiration with an exceptionally smooth mirror-finished porcelain tile with metallic effects from Ann Sacks.

Wall décor.

Whether your floor is a backdrop for your design scheme or the focal point, it supports your vertical space — the wall — and vice versa.

During the Spring, Summer and Fall, especially, when we want to and actually can flow outdoors and back in, we have an opportunity to extend our outdoor look inside and our inside look out... and up!

In Summer, we naturally seem to bring our indoor items outside. So, come the cool Fall nights, those cozy and perhaps dreary Winter days, what better than to recall the finer days with items you can use both indoors and out? >>



At Left: Walls in beautiful bamboo from Teragren Fine Bamboo Flooring, Panels and Veneer.



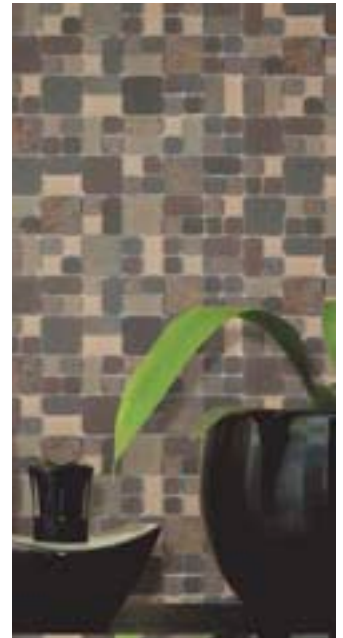
One and Only from Villeroy and Boch offers a smooth shimmering surface combined with matte-textured soft forms in vitrified porcelain stone-ware that adds a touch of class to any surface.



Capturing the charm of time-worn clay floors of old Italian farmhouses, Tuscan Valley from Mannington is a weathered and rustic array of tones and shades.

Sure, some things you treasure shouldn't be exposed to the weather and some outdoor things are too large in scale and inappropriate for your interior, but there's nothing wrong and everything right with adopting elements reminiscent of the indoors out and conversely the outdoors in.

All that being said, wall trends these days are far more creative than the two-dimensional photo, painting, mirror, tapestry and occasional clock! That goes for both indoor and outdoor spaces. (See Designer's Walk and subsequent features starting on Page 48.)



Botswana Chobe Earth from Bellavita Tile.



Creativity and self-expression are what put most of the four blank canvases at your disposal. Explore wall décor in 3-D, too. (Certain flooring items make for striking wall décor, such as keepsake rugs, collectible tile or tile groupings.)

Focus on theme. Once you've established a design theme for your home, look for ways to refine that expression for your wall décor. Though not as quickly as with a new rug, pillow or other accessory, your walls can relatively quickly be transformed (and thus you can transform your space) with paint, paper, perhaps some faux painting, along with a new set of items. Think of how quickly children grow up and how important it is to have the décor grow with them. We may be grown up, but we do grow out of certain looks. 🍷

Update. Be creative. Be quick about it.

Up with walls!

At left: Dune, Tile of Spain branded manufacturer, adds 3D to its Megalos Collection. In a 12" x 24" format, this series offers spectacular dune-like relief in white or black. Below: Hand-poured Sumi-e glass tiles come in a range of styles and sizes like Large Brick Chuzenji from Stone & Pewter Accents.



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 updates & special offers)*

METHOD OF PAYMENT:

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

Credit Card Number | _ | _ | _ | _ | _ | _ | _ | _ | _ | _ | _ | _ | _ | _ | _ | _ |

Expiration Date | _ | _ | _ | _ | (Visa & MasterCard Only, please)

Signature: _____

Phone number: (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

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

- | | |
|--|---|
| <input type="checkbox"/> 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 . | <input type="checkbox"/> CROSSVILLE, INC. (Ceramic tile) |
| <input type="checkbox"/> BLISS/BEAULIEU OF AMERICA (Carpet) | <input type="checkbox"/> FLORIDA TILE (Ceramic tile) |
| <input type="checkbox"/> BRITISH WOOL (Wool carpet) | <input type="checkbox"/> KAINDL (Laminate flooring) |
| <input type="checkbox"/> CARPENTER CO.
(Stainmaster™ Carpet Cushion System) | <input type="checkbox"/> LUMBER LIQUIDATORS (Wood flooring) |
| | <input type="checkbox"/> MOHAWK® CREDIT (Credit) |
| | <input type="checkbox"/> MOHAWK INDUSTRIES, INC.
(Flooring, SmartStrand® Carpet) |
| | <input type="checkbox"/> US FLOORS/NATURAL CORK
(Cork & wood floors and walls) |

*Canadian and foreign subscriptions higher.

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

Crossville plan in Palladiana Brown.

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.

BLISS CARPETS

Beaulieu of America Inc

(800) 227-7211
www.beaulieufamerica.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

KAINDL

www.kaindl.com

LUMBER LIQUIDATORS

1-800-HARDWOOD
www.lumberliquidators.com

MOHAWK CREDIT

800.2.MOHAWK
www.mohawkflooring.com

MOHAWK INDUSTRIES

800.2.MOHAWK
www.mohawkflooring.com

MOHAWK INDUSTRIES

Smart Strand

800.2.MOHAWK
www.mohawkflooring.com/green

USFLOORS/ NATURAL CORK

800.404.2675

www.naturalcork.com
www.usfloors.com

828 INTERNATIONAL
www.828rugs.com

ALLOC
877.DO.ALLOC
www.alloc.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

BALTERIO
www.balterio.com

BELLAVITA TILE
www.bellavita.com

BERRY FLOOR
www.berryfloor.com

BHK FLOORING SYSTEMS
800.663.4176
www.bhkuniclic.com
www.bhkmoderna.com

BLISS BY BEAULIEU™ CARPETS
800.227.7211
www.blissflooring.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

CERAMICA FONDOVALLE
www.fondovalle.it

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.columbiaflooring.com

CONGOLEUM CORP.
www.congoleum.com

COURISTAN
www.couristan.com

CREATIVE ACCENTS
www.creativeaccents.com

CREATIVE EDGE
MASTER SHOP
641.472.8145
www.cec-waterjet.com

CREATIVE MATTERS. INC.
www.creativemattersinc.com

CREATIVE METALIZED PRODUCTS
954.893.7115

CUSTOM CONCRETE SOLUTIONS
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.eprotile.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.granadatile.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

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.laufenus.com

LAUZON DISTINCTIVE
HARDWOOD FLOORING
877.427.5144
www.lauzonltd.com

LEA CERAMICHE
www.ceramichelea.com

LIORA MANNE
www.lioramanne.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.milliken地毯.com

MINWAX®
800.523.9299
www.minwax.com

MIRAGE HARDWOOD FLOORS
FROM BOA FRANC
www.miragefloors.com

MOHAWK INDUSTRIES
800.2.MOHAWK
www.mohawk-flooring.com

MOHAWK INDUSTRIES
Smart Strand
800.2.MOHAWK
www.mohawk-flooring.com/green

MOMENI
www.momeni.com

MOSAICO ITALIANO
www.mosaicoitaliano.com
866.667.4825

MULLICAN
800.844.6356
www.mullicanflooring.com

NAFCO by Tarkett
www.nafco.com

NATIONAL WOOD FLOORING ASSOCIATION
www.woodfloors.org

NOBLE HARDWOOD FLOORING
www.duchateaufloors.com

NOURISON
www.nourison.com

OCEANSIDE GLASS
www.glasstile.com

PELL INTERIORS
Harold Pell, ASID
www.pellinteriors.com

PERGO
800.337.3746
www.pergo.com

PONTE VECCHIO USA
352.237.9810
www.pontavecchiousa.com

QUICK-STEP, INC
www.quick-step.com

PREVERCO
www.preverco.com

RAGNO USA
www.ragnousa.com

REAL WOOD FLOORS
www.realwoodfloors.com
877.215.1831

ROBINA WOOD
Laminate 800.834.8664
Wood 888.862.9898
www.robinafloors.com

**PAGE 4
TILE IN STYLE**

BY RON HOWLAND

TILE IS A LOOK FOR ANY SEASON AND ANY SEASON IN LIFE.

**PAGE 22
CARPET COUTURE**

BY LISBETH CALANDRINO

THE SENSUOUS SEASON... IT'S A LOVE AFFAIR OF THE SENSES.

**PAGE 48
DESIGNER'S WALK**

BY SONNA CALANDRINO, PUBLISHER & EDITOR

DESIGNING YOUR INDOOR/OUTDOOR SPACE. THE POSSIBILITIES ARE ENDLESS!

**PAGE 56
EXPAND YOUR LIVING SPACE!**

BY MARGO LOCUST

INTRODUCING SHADE PERGOLAS. YOUR NEXT MOVE TO OUTDOOR ROOMS!

**PAGE 58
PUSHING THE BOUNDARIES**

BY JOAN GARDINA

FEATURING THE ARTISTRY OF LIORA MANNE. A BLEND OF HANDMADE ARTISTRY AND HIGH-TECH PROCESSING.

**PAGE 60
GREEN SOLUTIONS**

BY NANCY WILSON STEVENS

SEEMS LIKE EVERYWHERE WE TURN, SOMEONE IS TOUTING ENVIRONMENTAL RESPONSIBILITY.

**PAGE 64
NEW DIMENSIONS**

BY RICHARD HOWLAND, MANAGING EDITOR

WHETHER YOUR FLOOR IS A BACKDROP FOR YOUR DESIGN SCHEME OR THE FOCAL POINT, IT SUPPORTS YOUR VERTICAL SPACE — THE WALL — AND VICE VERSA.

**PAGE 72
A SPECIAL PLACE FOR BRITISH WOOL**

BY BRIDGETTE KELLY

LEARN SOME OF THE HIDDEN TREASURES FOUND IN WOOL.

FABULOUS FIND

Backing 'green' with green carpet backing

We've written many times how carpet backing is critical to the life of your carpet because it's actually the carpet's foundation. And we've said so many times that going green is personal, because it's all about the ways in which you choose to go green.

This issue's "Fabulous Find" is a new one for us: carpet backing with a host of green attributes, any number of which should appeal to today's consumer.

From Southwind Carpet Mills in Dalton, GA, comes EnviroCel™ Home. It's an eco-friendly polyurethane carpet backing available on select carpets. Proven in commercial and hospitality settings, it's now available for residential interiors.

According to the manufacturer, it's green because it...

- Extends the life of your carpet
 - Reduces matting, raveling and snagging
 - Improves air quality
 - Reduces noise levels
 - Features insulating properties
 - Stands up to moisture
- And it's...
- Made of renewable and recycled materials (more than 50% "green" by weight)
 - Manufactured with post-consumer, recycled PET plastic
 - Said to replace more than 90 percent of petro-based polymers with a bio-based polymer derived from domestically grown soybeans
 - Based on a patent-pending fiber extrusion process that delivers increased flexibility and strength

For more information, visit www.southwindcarpet.com



Publisher's Notebook

A one-day makeover?

The concept is inexpensive and very striking. Keep it in mind as you shop for that new floor, and envision how many makeovers are in your future from just one wise flooring investment. First, eliminate clutter. Then rearrange furniture and accessories in unexpected ways. (Retain comfort, eye appeal and functionality!) Experiment by rearranging furnishings at new angles. Be frugal, invest in one or two new pieces like a keepsake rug, pillow or throw. ("Borrow" from other rooms.) Review this issue; it's all about how new looks in flooring work season in and season out. And it's full of inspiration about how to seasonally change a room or your whole house for next to nothing.

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

SHADE PERGOLA

www.shadepergolas.com

SICIS The Art factory

www.sicis.com

The SKY FACTORY

www.theskyfactory.com

SONOMA CAST STONE

www.sonomastone.com

888.980.9929

SOUTHWIND CARPET MILLS

(a division of Cherokee Carpet Industries)

www.southwindcarpet.com

800.272.2808

SPHINX, Div. of Oriental Weavers

800.832.8020

www.owspinx.com

JANOS P. SPITZER

FLOORING CONSULTANTS

212.627.1818

www.janosspitzerflooring.com

STAINMASTER CARPETS

STAINMASTER CUSHION

800.438.7668

www.stainmaster.com

STONE & PEWTER ACCENTS

www.stone&pewteraccents.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

UNIQUE CARPETS

www.uniquecarpets.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.wilsonsinteriors.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

YERRA RUGS

www.yerrarugs.com

BY BRIDGETTE KELLY

A SPECIAL PLACE FOR BRITISH WOOL

There are places that take your breath away by their beauty...some that calm you and others that fill you with joy. We all have special places that simply stay with us long after we have moved on. These are the precious places of our lives — but what are the hidden treasures of our homes?

Could one be something you never think about... but works hard for you every single day? I know what mine is, and it is undoubtedly my hall carpet.

Why? Well, it has transformed my house and then kept it looking good.

Firstly, my carpet is pure British Wool. It is particularly strong — resisting lots of foot traffic and showing no path or tread. It is durable — eight years down the line and still beautiful. It is soft — I walk barefoot and feel the comfort and warmth. It is quiet — so there is no noise when the troops file in! It is also very easy to care for; my vacuum cleaner transforms it within five minutes, and I stare at my floor, reminding myself smugly that this was a very good purchase, indeed. >>



A quiet corner — Persian Dynasty — Morning Mist by Axminster Carpets (Image courtesy of Axminster Carpets).

Background: Acanthus design by English artist and designer William Morris, c. 1875.



*Wool is a fibre
that can perform a
tough job in a beautiful way.*

Walk right in — London Stone from the Town and Country range by Cormar Carpets
(image courtesy of British Wool).

My carpet has endured children, pets and 'husband with boots on' direct from the vegetable plot. It has tolerated a few parties and no doubt will endure a few more. My carpet is totally fit for its purpose, and that is the real hidden treasure of wool!

Wool is a fibre that can perform a tough job in a beautiful way.

Natural from the very beginning, it is achieving major profile for ticking the 'Green' wish list. Wool is grown, not man-made, and is a fully sustainable fibre that renews itself every year. Wool carpet is a natural insulator and can help to maintain heat in the home and reduce energy loss — let's remember that keeps carbon emissions down.

Wool is soft and tactile; texture is the difference in transforming the environment we live in (notice how a rug added to a hard floor instantly softens the room). It is available in the broadest range of shades, and the designs and textures offer so much choice. Borders, runners, mix-and-match patterns and plains bring the floor to life, and quality manufacturers provide a portfolio of ranges that meet every style and colour from calm creams to exotic indigos and plush velvets to tough, textured sisal-effect carpets. >>

Below left: Muted Drama — Tatton in Truffle from the Laura Ashley Collection by Brintons (image courtesy of Brintons). Below: Graceful creations — Lilac from the Laura Ashley Collection by Brintons (image courtesy of Brintons).



Strong upstanding British
character with sustainable
moral fibre seeks loving home...



aboutwool.com

Grown on sheep in the UK,
hand graded by industry specialists,
independently environmentally
tested to ISO 14040 and used by
quality carpet manufacturers
all over the world.

British Wool... origin is everything

But what else is there to tempt the discerning buyer looking for a little extra incentive? Perhaps you want more than natural beauty. Well, when you buy a wool carpet you are buying a package of benefits — with safety at its very core.

Fire safety is wool's best-kept secret and the one everybody should know all about

The natural cell structure of wool resists flame, giving it a higher ignition threshold than other fibres. Its remarkable ability to self-extinguish is why it is favoured in public areas such as casinos and cruise liners. Add to this the fact that wool does not melt, drip or release noxious fumes and you have a carpet fibre that makes a lot of sense. Our fire safety experts endorse wool for the significant asset these attributes provide in a fire situation. >>

At right: Blue for you — Bell Twist in porcelain blue by Brintons (image courtesy of Brintons). Below: Summer days — the Hill Radnor is a superb British breed with springy wool that is perfect for carpet.



WOOL...FROM THEIR HOME TO YOUR HOME

When you take a walk in Yorkshire, you are never far from a flock of sheep. If the weather is good, you will see them scattered peacefully across the fields and fells, grazing contentedly all the while. But if the wind blows, they cluster together and head for shelter by a dry stone wall. They are followers by nature and will happily trail after each other all day long. They may stare boldly at you but they shy away from contact, fleeing rapidly on occasions if you get too close. The countryside is their home; they provide their wool for yours.

*Wool is soft and tactile; texture is the difference
in transforming the environment we live in . . .*



Cool Haven — Lotus Scroll from
the Anatolia collection by Ulster
Carpets (image courtesy of
Ulster Carpets).



But do we ever consider all these things when we buy our soft flooring?

Does the wish list include eco benefits and safety features? Do we question or do we stop at the perfect shade and say, “That’s the one!” Of course colour counts, but we all know so much more about choosing carefully now that perhaps we should consider the way things are made, the role they play in the home and the responsibility we owe to our world.

Wool is a natural fibre, and nature is the abiding force in life and as we look to nurture ourselves, our families and the planet we inhabit. There is no better way than including naturally occurring products at the centre of our lives to be treasured for many years to come. 🐏



Plain and simple – York Wilton in Walnut by Ulster Carpets (image courtesy of Ulster Carpets).

Stylish comfort with Mondrian in Golden Globe in British Wool by Axminster Carpets (image courtesy of Axminster Carpets).



Drama on the hall floor — Eye-catching art-house rug in British Wool from Rude Rugs (image courtesy of British Wool).

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 Woollen 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

Rude Rugs

UNITED KINGDOM
01423 871155
www.ruderugs.com

Ryalux Carpets Ltd

UNITED KINGDOM
01706 716000
www.ryalux.com

Solva Woollen Mill

UNITED KINGDOM
01437 721112
www.solvawoolenmill.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.*



Thinking Bamboo?

Hold everything!

These days there are all kinds of bamboo flooring products in all kinds of colors. It's a great, natural look with a touch of luxury and the exotic. And it's affordable.

However — and this is a big “however” — exercise caution when investing in bamboo.

Look for a brand like Morning Star from Lumber Liquidators. This is a top-quality collection of prefinished bamboo products that are made from old-growth bamboo that is at least four years old. This is an important distinction because the longer bamboo grows, the harder it becomes. Since bamboo is a grass that re-grows quickly and spontaneously after harvest, raw materials are readily available. Bamboo flooring products made from less mature stalks are widely available, and usually at very economical prices, but long-term durability may be disappointing. Backed by a 30 year warranty, Morning Star old-growth bamboo products deliver both durability and affordability with a wide range of appealing styles.

Above: Morning Star Prefinished Tai Shan Mist Bamboo. White wash stain combines the timeless Oriental appeal with the latest American color trends. Bottom left: Morning Star Prefinished, Stained Qing Dragon Strand Bamboo. Fashion meets function with outstanding durability and attractive color. Bottom right: Morning Star Prefinished Horizontal Natural Bamboo. Bamboo in its most natural state.

- **Natural** — Bamboo in its original color.
- **“Carbonized”** — Heated to caramelize the sugar in the stalks, resulting in a naturally darker shade of light golden brown.
- **Stained** — From white wash to darkest black, there is a color suitable for any décor!
- **Strand** — Twice as hard as oak and revered for its impressive durability, strand bamboo is created by compressing shredded bamboo fibers under extreme heat and pressure. More dense than traditional bamboo and available in natural, carbonized and stained formats, strand is a popular solution for high traffic areas and homes with active families and pets.

With so many options it may be difficult to choose a favorite! Have questions or need more information about Morning Star bamboo? View options online from the comfort of your home at www.lumberliquidators.com, or talk to a knowledgeable Lumber Liquidators associate by calling 1-800-HARDWOOD.





Armstrong - New England - Long Plank - Boston Tea - L6580/ www.armstrong.com
© 2010 Bruce Lee Enterprises, LLC. All Rights Reserved. www.brucelee.com. Licensed by GreenLight Productions, LLC

It only looks like the real thing.

Armstrong[®] laminate flooring

"WE DECIDED TO PUT HANDSCRAPED
FLOORING IN OUR LIVING ROOM.
IT TURNED OUT BEAUTIFUL.
THANKS LUMBER LIQUIDATORS!"

TRISHA E., CLARKSTON, WA



Virginia Mill Works Knob Hill Birch

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

Stores nationwide! For a FREE catalog or a store near you call
1-800-HARDWOOD or go to lumberliquidators.com. Gift certificates available.