

f1 FABULOUS floors

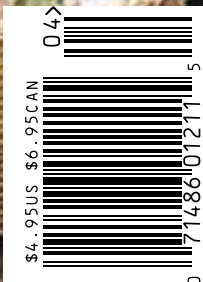
NO. 24, 2010

TRENDS FOR 2010

Looks You'll LOVE!
*Carpet, Wood, Laminate, Tile,
Resilient, Leather & Wool*

Wonderful Walls & Floors
Designing with WOOD

Consumers' Choice Awards:
10 "FAB" Interiors





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It's so simple to have really beautiful wood looks in the bathroom or laundry and not worry about performance in a high-moisture environment. Superior water resistance lets you install in high-moisture areas, including bathrooms, kitchens and laundry rooms. A durable top layer with enhanced coatings helps Luxe Plank resist scratches and wear to keep your floor looking luxurious.

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For a video, interactive brochure and ordering samples, visit www.armstrong.com. Click on Featured Collections, Vinyl. 🛠️

So, what's NEW for 2010?



A lot, actually. With the winter hard upon us, this is the time when we look about our indoor space and dream about the design possibilities. This issue is devoted to the latest trends for 2010, to give you ideas and show you how you can decorate your own home using Carpet, Wood, Tile, Laminate, Rugs, Resilient and precious designer materials like Leather and Wool. We deliver on the promise of the possibilities, illustrating what YOU can actually do in your own home. See, for example, what you can do with the new luxury wood-fashion vinyl plank. Or the amazing décor of porcelain and ceramic tile. How about the timeless inspiration of woods, like American Hardwoods for floors, furniture, cabinetry? The glory of carpet backed by the performance of a stain- and odor-protecting cushion? And let's not forget the splendor, colors, patterns and carved surfaces afforded by wool for carpet and rugs. One message should be clear as you read through these pages: There is always something new. It may be a new product. (Speaking of new, on our last trip to Austria, we visited Kaindl and got a glimpse of things to come in laminate and more. See "Fabulous Finds" on Pages 70–71.) New also may be a new technology which enhances the look or performance of your favorite flooring fashion. Or it may be a new vision from a designer which presents a whole new world of possibilities for what you can do in your own home. Because truly good ideas never grow old, we took a look back at 2009 to see what our readers thought of some great products and great designs. "Our Designer's Walk," starting on Page 46, features our Reader's Top 10 Picks. If those top picks of 2009 were any gauge, this issue is a mere hint of what 2010 has to offer. New also in this issue is "Designer's Notebook," a regular feature by our staff interior designer, Nancy Wilson Stevens. And see Page 80 for a first glimpse of our redesigned webpage, full of constantly new and updated content, fabulous new finds, the latest flooring and interior fashions and useful consumer articles and links. Now's the perfect time to get inspired!

Sonna Calandrino, *Publisher*

PS Like what you see in FABULOUS FLOORS? Visit our advertisers' websites for the latest on their products and design ideas. (For contact information, see Find Flooring Fast on Page 70.) And make it a point to visit our new FABULOUS FLOORS site at www.fabulousfloorsmagazine.com!

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

RICHARD HOWLAND
Executive Editor
rhowland@fabulousfloorsmagazine.com

LISBETH CALANDRINO
Sales Development
lcalandrino@fabulousfloorsmagazine.com

MARGO LOCUST
Editorial & Advertising Manager
mlocust@fabulousfloorsmagazine.com

RON TOELKE *VP Creative*
RONALD HOWLAND *Senior Editor*
MARSHA HOWLAND *Editing Services*
THERESA BUONOMO *Research*
NANCY WILSON STEVENS *Interior Designer*
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Editorial & Advertising Offices

226 OLD POST ROAD
Ghent, NY 12075
518 828 3200



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

On the cover: Mohawk's WundaWeve, Cantina Lights in Caramel Ripple.

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Inca Border design strip from Karndean.

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Coming soon. Our website will get a new look and new content. Weekly blogs. Timely new and fresh features. Helpful articles. Fabulous "new finds" and more!

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woodn't it be nice |



Not only an outstanding choice for traditional spaces, red oak is also the most abundant of the domestic hardwoods and one of the most popular wood flooring choices. Pictured here, from Bruce Hardwood, is Red Oak Natural.

BY RON HOWLAND

Return to your **ROOTS**

We expect it from nature:
timeless beauty and new beginnings.

The latest trend in wood flooring is toward deeper color, greater contrast, brighter gloss, wider boards and increasingly exotic appearance.

Traditional, tailored golden oak remains the most popular hardwood flooring in America. Brazilian Tigerwood from the Amazon Basin offers a unique option, featuring a golden background and distinctive graining. In turn, a “Domestic Exotic” made from North American yellow birch offers the same tiger-striped graining from a more abundant and renewable resource.

Imported wood species with their exceptional colors and textures set the trend in recent years. Amazing blues and espresso browns from Africa, Asia and South America have added to the customary neutral palette. Brazilian Cherry and African Bubinga, for example, offer pinkish or russet hues. Some exotics even become more purple with age. Others are known for their unusual graining, flecks and rays. >>



Traditions of grace and elegance converge as the inspiration for Nature's Eloquence from Mohawk, an elite collection of textures, tones, grains and hues that evoke the very essence of a well-designed room.

woodn't it be nice |

The news today is exotic looks from domestic species, stained to look like gorgeous exotic varieties but made from renewable domestics like birch and ash.

With the inception of tough, responsible forestry practices worldwide, it is important to note that American hardwood forests are renewing, abundant and sustainable. In fact, the quantity of hardwoods in American forests today is actually 90 percent greater than it was 50 years ago, producing oxygen and reducing greenhouse gases!

Reclaimed wood from old ships, barns and other structures are also coveted for modern wood floors. Exceptional visual effects can also be achieved with special, expensive cuts like quarter-sawn to reveal tight grains that are straight, wavy or interlocking.

Distressed looks on wider planks, most often in deeper colors, are very popular. Character marks are caused by hand-scraping or wire brushing. Wider boards with rustic or Old World looks have tended to feature more satiny finishes, but higher glosses and burnished glazes are the latest look. >>

A pure and elegant understatement with an environmental allure is seen in this Hickory floor in Ridgewood Cider from Shaw.



floor: from navarre timeless wood floors

easy...like sunday morning

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

It just doesn't get any easier than that.

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woodn't it be nice |

Wabi Sabi is the Japanese notion of seeking beauty in asymmetry, imperfection and change. Designers embrace this notion, highlighting character, color and texture through the juxtaposition of diverse elements—more distressed looks complementing sleek contemporary décor, for example.

Engineered (a prefinished, laminated all wood-variety of flooring) is an excellent option, available in more colors, finishes and patterns than ever, including mixed-width boards and distinct patterns like parquet and herringbone. Engineered flooring is a dream to install and remove, especially with radiant heat underneath.

With either solid or engineered wood it is easy to create a distinctive look with a medallion insert, a contrasting border inlay or simply by mingling light and dark woods.

Do your tastes run to the unique? A truly one-of-a-kind look can be achieved by dropping in a ceramic, leather or metal tile. Inlays can make a particularly dramatic statement as a threshold or stair riser. >>

The unique beauty of Vintage Pine is created by the enhancement of the wood by the artisan's traditional oil finishing and aging techniques. Available in both solid and engineered from US Floors, Bordeaux Pine Vintage Sauternes will satisfy the taste of anyone wanting to create a unique and natural living environment.





Old world exploration and glamour meet sleek urban lifestyle in Armstrong's Locking Hardwood 5-inch Engineered Plank in Merbau Natural.

Just “discovering” cork flooring? Though it may be new to you, cork flooring is actually one that’s quite proven, dating to the middle of the 19th century. There are countless examples of cork floors still in perfect condition after a century of foot traffic.

One of cork’s modern allures is the fact that it is a very sustainable product, harvested from the inner bark of trees mainly in and around Portugal, Spain, France, Italy, Algeria, Morocco and Tunisia. These trees are well cared for and protected by government policy, and they live a century or more.

Cork flooring is not resting on its classic reputation, as manufacturers continue to develop new looks and vibrant colors along with formats that blend ease of installation with the flexibility of personal, custom design. There are two basic formats. Natural cork parquet tile is a glue-down product. Plank refers to a click-together floating floor installation, where cork has been laminated to a fiberboard center core with a tongue-and-groove edge. This allows for several advantages, including less stringent subfloor preparation; a “floating” floor (not fully adhered), which is less visibly affected by expansion and contraction normal to wood products; fast installation, including below grade; and insulation qualities.

The most common finish is polyurethane, but the latest development in finishes is “anti-scratch,” an even more durable coating.

Visions in CORK!

Piedras Spice from Natural Cork.

woodn't it be nice |

Bamboo is one sustainable exotic that continues to grow in demand. Naturally blond, it can be transformed into medium and dark browns though steaming, an eco-friendly process requiring no dyes. However, you will find striking new colored bamboo gaining in popularity in the months and years ahead. Bamboo is highly renewable, tough, moisture resistant, elastic, affordable and chic.

Cork is another durable and fashionable option. From its familiar honey tones to the newest reds, greens, creams and chocolates, cork planks and tiles — beautiful to look at yet easy to care for — are distinctly soft underfoot and mix brilliantly with other elements.

Teak and alternative teak looks harvested from abundant and renewable resources are exceptional next to stainless steel, sleek electronics or stylish bath fixtures. These warm-tone woods are antibacterial, antimicrobial and amazingly moisture resistant.

Whatever your style, you can make your floor part of your décor. Amedoim, from Mannington, offers you the opportunity to create a tropical oasis in any room, at right, or add a little drama with Anderson's Teak Effect, below.





Did you know bamboo is not only renewable, but also works well with any décor? Have it at the shore or in a loft overlooking city lights. Elegant and beautiful engineered, stained, handscraped and strand woven, Natural Bamboo from US Floors, shown here in Strand Woven Spice, can enhance any room.

When choosing wood, ask your flooring representative about wear layers, joint and seam integrity, and longer warranties. Ask about recent technologies, such as aluminum oxide and acrylic impregnated finishes, especially for challenging traffic areas.

With advances in the industry – burgeoning options in colors, finishes, sizes, patterns and even species — it’s good to know some things about a wood floor never change.

Like radiant beauty and lasting value. 🌿

What are you in the mood for? How about the bold look of Bellawood Brazilian Cherry Light, from Lumber Liquidators, below. Photo: Jeffrey Stone, Lumber Liquidators.



tile in style |



B R I G H T E N Y O U R WORLD

Following some dark economic times, the watchword now seems to be *light*. Belief in a brighter future. An emerging optimism. And certainly a resurgent appreciation of home.

Designers are clearly smitten with the way tile enhances light, encouraging it to bounce, pool, glow, flow, ripple and glide. Glass tiles are especially suited to modern kitchens and elegantly remodeled baths, softening and deepening the space around you. >>



At left: Inspired by the sunrise and the sea, morning-fresh dew and evening's soft shimmer, Glass Blox from Crossville brings light and life to your room as only glass can. Above: Tile of Spain branded manufacturer Inalco offers 80.8, a new series inspired by modern woods. Using a brushing effect that creates slight veining and a smooth lineal relief, its range of colors includes blanco (white), camel and negro (black). At right, Matrix from the Ceramic Solutions Collection of Porcelain Tile from Shaw (see photo page 16).



Subtle. Versatile and totally original! Riverstone Earth from Mohawk draws your focus to the fireplace with several designs, floor tile and its border, the fireplace surround and the tile over the fireplace. Notice the floor's brick style layout, bordered by the accented tiles.

Porcelain tiles offer a uniform, sleek look in a blizzard of colors, a perfect choice for modern urban décor. Ceramic tiles are also bright and reflective, offering an infinite array of colors from muted to bold, as well as finishes from lower luster to bright glaze and distinctive crackling. The slight irregularities of individually fired ceramic tiles give a classic, hand-crafted appearance.

Tiles are also made from handcrafted concrete, cork, bamboo and leather — and now come in sizes from 1/4-inch “pencils” and 3/8-inch mosaics to bold 32-inch pieces. Larger formats are very popular, especially for larger homes. Also fashionable is rectified tile, featuring tight butt joints without grout lines for a seamless look and easier maintenance.

The very latest digitally printed porcelain tiles, employing innovative production techniques including water jet and hand cutting, create breathtaking abstract patterns, including jagged edges or gleaming fractal designs, along with updated Art Deco looks and exquisite classic motifs. >>



Above: Inspire your senses, pamper yourself with the look of luxury that comes only from porcelain tile like Mannington's Porcelain called Parma... not just for floors, but also for walls and counter tops too!



Some Legends are not made from Rock

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

LEGEND^{HDP}
floridatile
www.floridatile.com

Large floral patterns, boasting a cascade of nature-inspired colors, are springing up in the latest tile décor collections. These tiles include subtle pastels from pearl gray to soft, luminous blues on a silver field to tone-on-tone amber or dusty rose. These larger organic patterns are striking on both floors and walls.

Texture is definitely in, including embossed honeycomb patterns — anything, in fact, that creates a distinctive visual and tactile effect. Tiles may be sculpted, embossed or etched to create differing sensations. Pebble tile, embedded in a mesh backing, or other textured materials add both visual and practical elements when considering slip-resistance in a bath or pool area.

Imitation is definitely becoming the greatest form of flattery among tiles: faux leather, wood-looks, including wainscoting and beadboard, along with fabric-like textures from fine silks to linens and tweeds.

Reflective metallics are truly in vogue. Copper, pewter, stainless steel and polished brass are available in multiple shapes, from ovals to octagons. Embossed metallics depict everything from rustic murals to the latest pixilated geometrics! One of the latest technological innovations is metallic glazes over porcelain.

Decorative tile from American Olean.



MAKE A STATEMENT! Matrix from Shaw is your starting point. It's an absolutely stunning porcelain tile. It's organic, soft and vintage, but at the same time, it's edgy and modern. It mixes two hot looks — stained concrete and textured fabric — in a design that juxtaposes the old and the new.

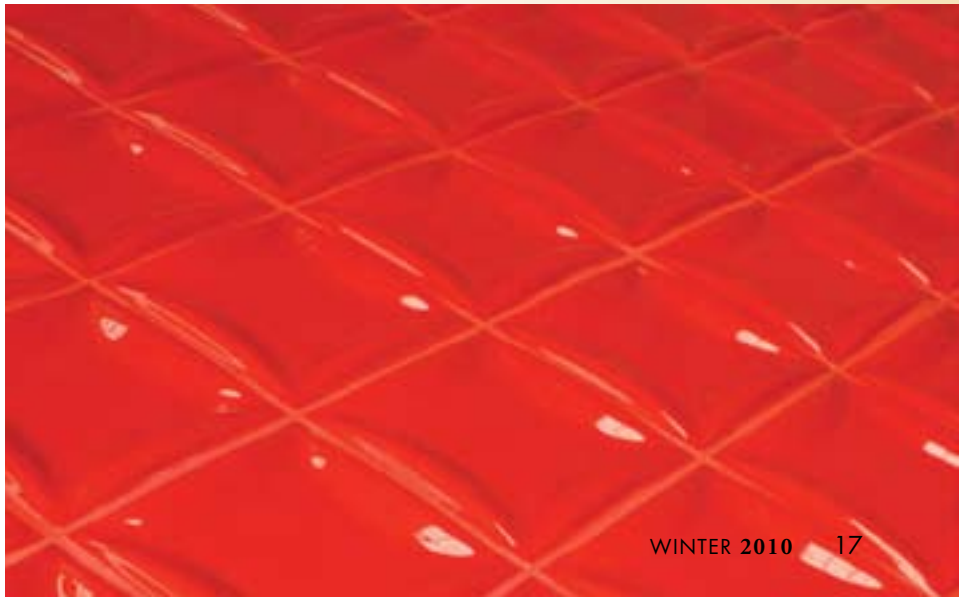


Below: For modern, natural living with variable multicolored surfaces, natural stone structures are refined into resistant ceramics made of vitrified porcelain stoneware as seen in Terra Noble from Villeroy & Boch. At bottom: Tile of Spain branded manufacturer Dune's Emphasis Collection features vivid colors and glossy finishes. The collection includes micro tessels that allow for both floor and wall use.



Mixed elements are definitely fresh. Some tiles are embedded with semi-precious stones. Others have traces of wool, fabric or metal yarns blended as details within radiant glass tiles. As a design element, tile blends beautifully with other materials, complementing and accentuating other surfaces, accessories and transitions to other rooms.

Trim and accent pieces can coordinate or complement your tile décor. Listellos are uniquely designed for creating borders, forming frames or accentuating specific architectural detail. Visionary design artists have even produced gorgeous, dramatic globe lights fashioned from small, intricate tiles. >>



Underneath the delicate and dazzling looks of tile is a rugged practicality. New pre-mixed grouts and mortars, offered in a full spectrum of colors, install much more quickly, saving time for contractors and lowering costs for consumers. The latest interlocking, self-leveling technologies even allow installation of a floating floor. And radiant heat can readily be installed under tile.

Tile is durable, easy to clean and environmentally friendly — made of natural and recyclable materials that now include electronic components — and impervious to odors, allergens and bacteria. There are even 12 × 12-inch aluminum tiles that can be snapped into place for a sparkling workshop or garage floor. While home start-ups might still be a growing whisper, home renovations are now all the buzz. And if the theme is *light*, then tile is the perfect choice. 🏡

See what your imagination can do with tile. Think Art. As seen in black and white below, a splash of color is added to the palette in this bath from Florida Tile's Retro Classic collection.





 **CROSSVILLE**[®]
ELEVATE YOUR SPACE



on the boards |





AMP UP THE GLAMOUR!

Call it tough. Call it frugal.
Definitely call it gorgeous!

Laminate flooring, already celebrated for its ability to project hardwood, now offers remarkable innovations in realistic stone, dazzling digital-age images and lustrous glosses. Yet, through all this, today's laminate stubbornly insists that beauty should show off its practical side.

Starting with thrift.

You can have the appearance of rare tulipwood, fine-grained teak, burl wood or wide-plank apple wood at a fraction of the price. You can even have the impossible. Gorgeous species (too rare, too fragile to cut for flooring!) are available — and affordable — in laminate. >>



Looks like wood, doesn't it? It's actually laminate. Here, Armstrong's Grand Illusions Brazilian Jatoba and, at right, Merbau from QuickStep.

The same is true of the classics like oak, maple, walnut and cherry or the very trendy exotics like cypress, tigerwood, mahogany and bamboo.

Or perhaps you envision polished marble, ceramic tile or natural stone looks with flecks of cobalt blue, garnet red, deep topaz or emerald green — color details that just reach out to other décor elements, integrating, unifying and deepening the overall design of a living area, entry, bedroom, kitchen or bath.

If you want an especially avant garde look, you can have a laminate floor with graphic designs that replicate newsprint, welded steel, stained concrete, or even a digital screen populated with pixilated geometrics!



Above: Any look can be achieved with laminate, as with the distinctive grains of Perfection from BHK Moderna.



Laminate floors are made up of ingeniously bonded layers, each playing a critical role in establishing appearance, strength, durability, moisture resistance and versatility of installation and design. The high-resolution photographic image is where the beauty resides, topped with a tough, clear wear layer that is now as much showhorse as workhorse, especially with the trend to highly polished, glossy finishes. >>



Left: Kaindl ONE endless planks look and feel like the real thing! Pictured here: Pine Natural Touch antique structure with bevel.

Kaindl ONE laminate endless planks look and feel like the real thing — one endless piece of natural wood! Pictured is Pine Natural Touch antique structure with beveled edges. The “endless collection” features a score of fashions and is notable because after the planks are installed, the short edges virtually disappear, leaving a sense of an endless, unbroken visual ideal for large spaces. In all, the new Kaindl ONE plank collection consists of various plank, endless plank and short plank formats, altogether featuring 42 décors. Kaindl laminate flooring is Greenguard® indoor air quality certified.

Get the look of hardwood with the traditional look of Gunstock Oak from Mannington, shown above.

on the boards |

Narrow, tailored strips in oak, maple or exotics create a more formal appearance, whether classic or contemporary. Square (flush) edges enhance the smooth, traditional look. And a strip floor is ideal for visually expanding the size of your room.

The hottest wood looks in laminate include longer planks, beveled edges and a multitude of finishes ranging from soft oil to bright piano finish. Planks with beveled edges create dimension, highlighting detail in the natural wood appearance and creating a stunning look when set against sleek, modern décor. Designers are particularly enchanted by wide planks with hand-scraped or wire-brushed distressed looks. Some designers are even mixing plank widths to create a custom look that remains traditional but is less formal.

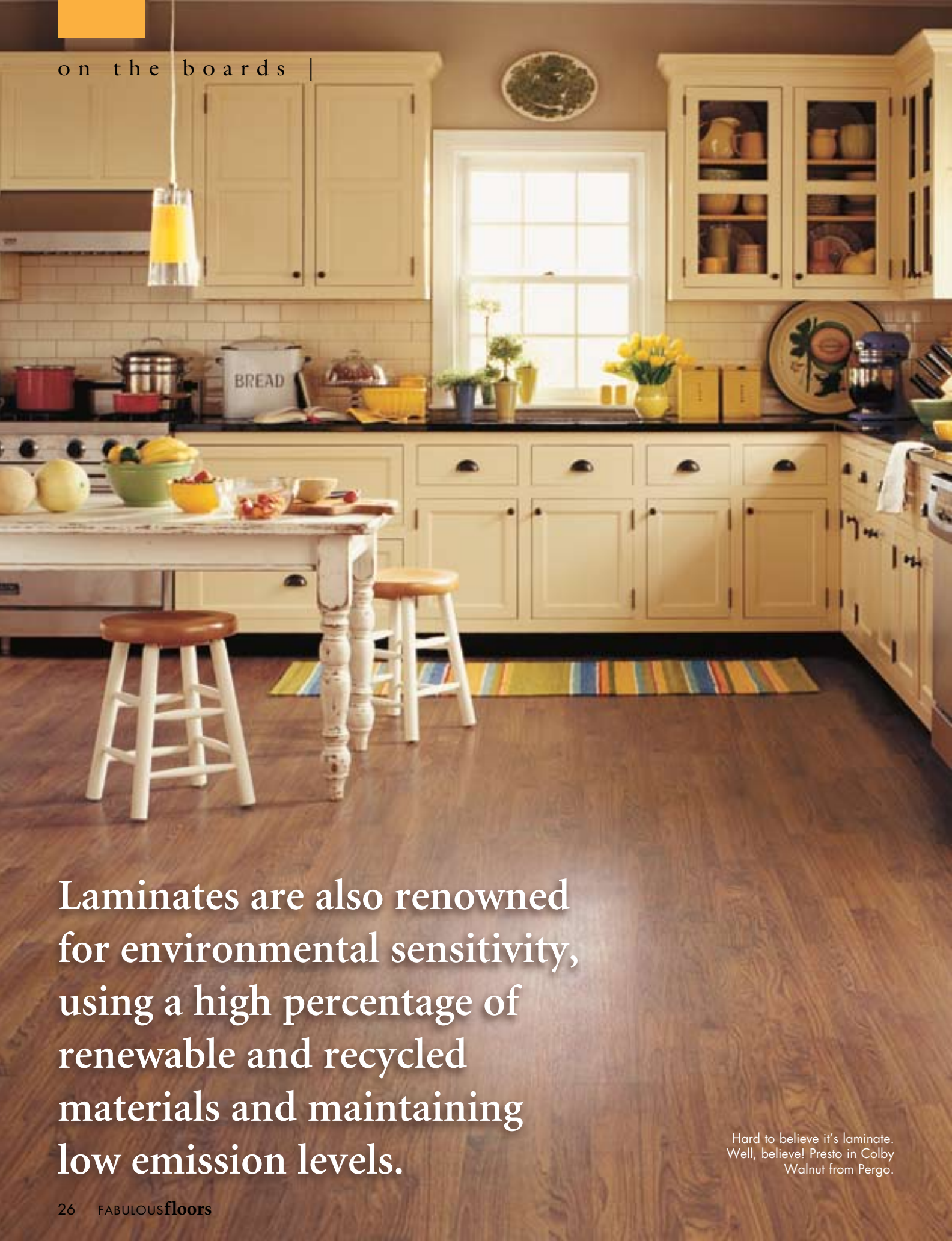


The classic look is evident in this beauty from Mohawk.

Portraying the authentic look and feel of natural stone, Bellezza from Formica features a highly polished mirror finish, creating an unmistakable brilliance.

Because mixed-media is the design trend, you can create a truly custom look for less, adding in a ceramic, leather or metal tile, for example. Contrasting borders and striking inlays can also make a dramatic appearance at a fraction of the cost. >>





Laminates are also renowned for environmental sensitivity, using a high percentage of renewable and recycled materials and maintaining low emission levels.

Hard to believe it's laminate.
Well, believe! Presto in Colby
Walnut from Pergo.



The past and present meet in these two new-generation laminates. Above: Peruvian Vue in Sandoval Rosewood from Shaw. Below: Bruce Laminate Park Avenue Paradoo.



If you're looking for a really new angle — literally — consider the elegant look of a diagonal floor made of planks or tiles. With laminate's interlocking, snap-together construction, installation is far easier and costs are significantly less, even with the 15 to 20 percent waste required with such patterns.

Laminate's wear layer, with aluminum oxide (approaching the hardness of diamonds), provides superior dent, stain and fade resistance, as well as easy maintenance. Many laminates have cores, backings and even joints treated with water repellent chemicals and paraffins. Laminates are also antibacterial, anti-mold, antistatic, and sound insulating — carrying warranties extending from 10 years to a lifetime.

Laminates are also renowned for environmental sensitivity, using a high percentage of renewable and recycled materials and maintaining low emission levels.

Laminate's ability to restyle an individual room or an entire home is a tribute to artistic imagination and technical ingenuity.

And yes, maybe a little attitude. 🍷

always resilient |

Tap into a new

As a performer, resilient lives up to its name.

Not only does it bounce back under foot, but it has rebounded from a false accusation. For the record, today's resilient is not your grandparents' kitchen floor.

Picture vibrant hardwood, and you are picturing a resilient floor with the graining and texture of zebrawood, spalted maple, hickory or oak in authentic plank lengths with flush or beveled ends and edges and, if you wish, chic distressed looks.

Imagine slate, limestone, polished marble, pressed metal or ceramic tile with chiseled edges — perhaps envision them laid out dramatically on the diagonal — and you are imagining a resilient floor.

Resilient floor coverings include vinyl sheet, vinyl composite tile, linoleum, rubber and cork, flexible enough to install easily, springy enough to pamper your feet, tough enough for malls and airports, and gorgeous enough to create high-end looks quickly and economically. >>



At left: The Knight Tile Collection from Karndean is incredibly versatile, allowing you to create a unique, personalized floor. Using striking design strips and decorative borders, there are a great many ways to achieve your desired look.

ENERGY

Limed Grey Wood from the Treated Woods Collection
from Amtico creates an overall first impression for this room.

always resilient |



It's hip to be Square! Pattern is pivotal to your room's design... Why not start from the floor up using, for example, Memories in Deerfield Copper from Armstrong?



The latest vinyl and linoleum floor designs also offer contemporary motifs, including color-saturated abstracts with iridescent particles and patinas ranging from dazzling gloss to subtle sheen.

Admittedly, resilient is a show-off, but it is an ensemble player as well, complementing and enhancing overall design. Its soft greens, warm browns, neutrals and “grayed” or shaded colors from across the spectrum — colors found in nature — are the favored hues for design in the coming year, accented with brighter spice and gem tones. Iridescent and pearlescent attributes, descriptors used for many resilient offerings, have also enchanted designers.

As a performer, resilient’s appeal includes durability as well as easy installation, especially where cutting is required. In fact, resilient can allow you to customize, blending the look of stone, wood and metal in borders or inlays with minimal effort and without the prohibitive expense.

Prep work can be minimal — or nonexistent. Resilient flooring may be applied over a variety of surfaces, including plywood subfloors and concrete. And, as long as the surface is flat and sound, it may be applied over existing floors such as wood or linoleum. >>



At right: Marmoleum® Flooring is made from 100 percent natural ingredients, warm to the touch, allergen free and totally biodegradable. It’s also available in more than 100 colors for your unique lifestyle.

Superior water resistance allows installation below grade or in high-moisture areas, including bathrooms, kitchens and laundry areas, while a durable top layer resists scuffs, scratches and wear. Some resilients boast warranties that extend to a lifetime.

Many resilients are antimicrobial, recommended for highly allergic people, and antistatic, for safeguarding your electronics. And many are environmentally friendly. Linoleum, for example, is composed of linseed oil, wood flour and pine rosin and is biodegradable.

Industry leaders are using recycled materials, including sawdust and reclaimed plastic bottles, and “green” adhesives. In fact, the industry has set standards now adopted by more than 40 countries worldwide.

Resilient is comfortable with any part you want it to play. Supporting role in an entryway overrun with children or pets. Theatrical agent for that resurgent Art Deco look. Foundation for minimalist Asian décor or backdrop to a richly layered traditional design scheme. The ever-broadening array of sizes and formats also lends resilient flooring to an ever-broadening (endless, actually) number of custom designs, including borders, insets and those of your own creation!

As the economy recovers, retailers and manufacturers are keenly aware of their audience, consumers who expect quality flooring options accompanied by solid savings and genuine service.

Cue resilient. 🍷



A far cry from the vinyl in Mom’s house and Grandma’s linoleum... resilient’s gone fashionable. Shown at left, the look of stone in Mannington’s Adura in Corsica; above, the solid wide-plank look of Tradition Sapphire in Crafted Oak from Balterio; and, opposite, this hand-scraped look from Nafco.

Picture vibrant hardwood, and you are picturing a resilient floor with the graining and texture of zebrawood, spalted maple, hickory or oak in authentic plank lengths with flush or beveled ends and edges...





Soft looks and feels, like Merritt Island Solarium from Mohawk, can go anywhere these days.

Relax. Instant Cozy

Carpet takes fashion forward with fresh designs, textures, colors and Earth-friendly technologies.

Designers are now turning to carpet not just as a design foundation but as the design inspiration, selecting from an abundance of new — and nuanced — carpet offerings.

For example, a refreshed Art Deco style, invoking the 1930s, is a recent trend with its theatrical contrasts. Picture sleek glass elements or gleaming espresso wood veneers next to deeply textured carpet in a warm, neutral cream or perhaps one of the “new neutrals” — smoky blue, soft green or pale yellow.

The colors offered in today’s carpet are not only richer but more varied and refined than ever before. Even today’s neutrals offer subtle complexity such as delicate variations in color value or the introduction of complementary color flecks or “pin dots,” allowing designers to highlight and coordinate with other design elements. >>



Patterns function to present visual texture, as shown here by Barcelona from Masland.



Los Padre Forest in Warm Springs
from Custom Weave.

Designers are now turning to carpet not just as a design foundation but as the design inspiration, selecting from an abundance of new — and nuanced — carpet offerings.

Nature-inspired colors are definitely in, from smoky grays and slate blues to soft ambers and dusty greens. Just remember that all natural colors are not muted. Carpets also offer bolder, more vibrant jewel tones — brighter reds, golds, greens, blues and even purples — along with distinct blacks and bright whites.

Designers this year are looking toward rich and varied visual textures, ranging from subtle tone-on-tone patterns to bolder designs and stronger colors.

Striped designs in particular are making their way into stylish living rooms and elegant hallways. A profusion of striped options, enhancing both traditional and contemporary decorating schemes, has entered the market. Stripes in hallways and on staircases are particularly striking, giving the impression of opening up a space, allowing it to appear longer and wider. >>



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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**.



CARPENTER

Current designs lean toward “soft” patterns in carpet, including nature-inspired patterns that are woven or tufted into understated florals, organic shapes (including vines), or even refined geometrics, including subtle plaids and pin dots.

Bolder patterns are ideal for bigger and more open spaces, while subtler patterning and coloring are perfect for smaller spaces, especially high-traffic areas such as halls, landings and family rooms.

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

Speaking of floors with good taste, Rousseau from Tuffex adds a distinctive pattern to this cozy space, while Cadence from Masland, shown at right, presents a bolder expression in this family game room.





carpet couture |

Simply stated, new technologies have created remarkable effects, combining cut and loop piles and yarns with differing thickness and even lusters. Because patterns and metallic looks are increasingly popular with designers, many manufacturers are incorporating metallic fibers into their carpets. Even the most neutral color can be enhanced by having ribbed weaves, for example, or a herringbone design.

Pile, weave and fabric — from wool to synthetics — are factors in cost, wear and stain resistance, as well as in style. At issue are both appearance and performance, matters your flooring representative will guide you through.

Good looks, like that shown in Nibbana from Fabrica, never go out of style.





Warm underfoot, soft to the touch and quiet, carpet brings our homes tranquility, comfort, high fashion and, of course, personal vision. Examples include Tempting Desire from Kathy Ireland, at left and Meyers from the Beyond Berber Collection from Shaw, below.

All of these exciting innovations in style and performance are matched with impressive triumphs in environmental stewardship.

Mohawk Industries, for example, an industry trailblazer in Earth-friendly projects, converts 25 percent of all bottles recycled in North America into EverStrand carpet and reduces petroleum consumption, not just through conservation, but by ingeniously substituting renewable corn sugars into their products.

From savvy manufacturing to inspired design, the carpet industry has been transformed — refreshed and ready for your own transformation: unifying, integrating and revitalizing any (or every) room in your home. 🏡



Above: Close up of Nibbana from Fabrica.



Find that perfect



TREASURE

IT takes a little daring to begin. To accept that an element of guilty pleasure is actually a requirement when choosing an area rug.

Of course, there's still planning, budgeting, researching. Considering the overall design. Weighing the options. With area rugs, there's always something new, a reflection of the continual flow of creative thought from all corners of the world.

Your impetus may come as a reflection of family history, a reverent cultural awareness, or a thorough design conception that inspires you to complement, contrast or layer patterns, textures and colors into a unified vision.

Perhaps you want the intricate design of an heirloom Oriental or a sophisticated geometric rug that will add color and energy to an otherwise sleek but muted décor. Or something more subtle that will quiet, complement and unify eclectic elements in a casual, elegant family room. Or tame the bold lines or strong colors of a more formal space. >>





Top left inset: Churro Weaving from Navajo Rugs. BE YOUR OWN DESIGNER! At left: Ribbon Dance, an elegant trellis pattern from Karastan's Inspired Luxury Collection, is one of 15 select broadloom styles featuring a variety of textures and patterns from Karastan broadlooms used to create custom rugs. Here, Bombay from Masland makes a statement no matter what your style.



Or maybe you just want something playful and inexpensive. (Shags are definitely back and bursting with color.)

The parameters may be practical: utility, budget, traffic from kids and pets. Area rugs, including runners, can immediately transform the appearance of corridors, foyers and bathrooms, as well as dining rooms, studies, living rooms and offices.

Area rugs are as diverse as they are versatile: hand-knotted, woven, hooked or braided. Machine made or hand tufted. Synthetic or natural.

If you seek something exceptional, invest in a hand-made wool or silk rug that will become an heirloom, developing a handsome patina over time.

If you desire something “casual chic” and modern, consider tone-on-tone rugs. Other contemporary pieces feature geometrics and free-form asymmetrical motifs.



Above center: Canvas from Creative Accents allows you to indulge your artistic eye, while Black and White from Home Spice Décor adds drama to this contemporary space.

Opposite top: Karastan Diamond Ikat (detail). Below: Traditional braided rugs never go out of style — note this rectangular design called Avalon in Poppy Red from Capel Rugs. At right is the simple but striking look of Soumak Tigris from Masland.



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

Sisal, spun from plant fibers into smooth, tough yarns that stand up to high-traffic areas, provides another unique and inexpensive option. Or consider the latest look — a bamboo area rug with smooth texture and glossy luster.

Most rugs are environmentally friendly, fashioned from natural fibers like wool, silk, sisal and coir, each with a distinctive texture. Other area rugs come from recycled materials.

There's a lot to consider. After all, an area rug is a renovation. But sometimes you just have to follow a whim, nestle into a memory, take a flight of fancy.

Sure. It is a little daring.

But come on...! 🍷



DESIGNER'S WALK

BY SONNA CALANDRINO
PUBLISHER & EDITOR-IN-CHIEF

Readers' TOP PICKS of '09

**We just love great flooring products and creative design ideas.
So do our readers.**

In 2009, each issue of FABULOUS FLOORS presented what we felt were the most “fabulous” flooring products available shown in truly creative interior design settings.

During the course of the year, our readers sent along comments about their favorites. We kept notes.

What you see on these pages reflects what our readers felt were their favorites.

So, if you love great décor and truly fabulous flooring ideas as we do and want to create them in your own homes, look carefully at the following pages. See what other readers thought was best and find out where to go to create your own version of these great designs and the great products that made them so. 🍷





<< Readers' Choice: **Resilient**

From Armstrong's Destination Collection, a distinctive solid pattern called Maroc reveals a new level of sophistication in sheet vinyl resilient. It's worldly and timeless.

Love what you see? Want to know more?
Visit www.armstrong.com

^ Readers' Choice: **Wood**

The timeless beauty and detail inherent in wood flooring can inspire rooms that reflect your mood, needs and lifestyle, as shown by Capistrano Honey Hickory from Mohawk.

Love what you see? Want to know more?
Visit www.MohawkFlooring.com



Readers' Choice: **Laminate**

Consumers who want the height of style plus durability have discovered the possibilities presented by laminate flooring, as shown by this refined oiled-walnut plank from QuickStep®.

Love what you see? Want to know more? **Visit www.quick-step.com**





<< Readers' Choice: **Carpet**

Carpet means texture and pattern and, of course, color!... like the soft subtlety of Espresso from Masland. Carpet lets you set the tone or strike a mood.

Love what you see? Want to know more?

Visit www.maslandcarpets.com



Readers' Choice: **Tile** >>

Color Blox Mosaics by Crossville is all about color-infused porcelain tile in multiple sizes and trim, all color-coordinated, here accented by Accent Innovations™, a full complement of glass, metal and natural stone tile, trim and borders.

Love what you see? Want to know more?

Visit www.crossvilleinc.com

<< Readers' Choice: **Area Rugs**

An area rug can virtually constitute a renovation, as in this contemporary customizable, laser-cut Argentine cowhide rug from Yerra Rugs. Shown here is one example, Cuadrado.

Love what you see? Want to know more?

Visit www.yerrarugs.com



<< Readers' Choice: **Cork**

Designers celebrate the nature of cork by integrating its many new looks plus traditional earthy classics in today's popular looks. Take, for example, this contemporary setting featuring colorful cork by USFloors.

Love what you see? Want to know more?
Visit www.naturalcork.com

Readers' Choice: **Green** >>

The topic was a hot one with readers interested in the subject overall. By far the most intriguing use of green materials was this custom bamboo spiral staircase featuring bamboo by Teragren.

Love what you see?
Want to know more?

Visit
www.teragren.com





Designers' Notebook: Cushion

Sometimes, it's what you don't see that counts. Like carpet cushion and all the things it can do to keep carpet and rugs looking and performing their best the longest. Our staff interior designer, Nancy Wilson Stevens, says to look for Stainmaster® carpet cushion manufactured by Carpenter with Odor Guard Technology, which allows for more thorough spill cleanup while also helping to reduce or eliminate odors caused by pet accidents and most food and beverage spills.

Love what you see? Want to know more?

Visit www.stainmaster.com



Readers' Choice: **Wool**

To keep the home fires burning, texture, pattern and color, plus the "green" nature of wool fiber, were what captured the imagination of readers. Shown here is Glenmoy in Beige Chisholm by Ulster Carpets.

Love what you see? Want to know more?

Visit www.britishwool.org



Readers' Choice (Tie): **Walls**

Readers were especially intrigued by the timeless beauty and colorfulfulness of Florida Tile's porcelain slate Pietra Art Slate II; they also had a lot to say about Mannington's Italian-made porcelain, Garda, shown below.

Love what you see? Want to know more?

Visit www.floridatile.com;

Visit www.mannington.com





Inspiration by Nature

American Hardwoods make for a 'Natural Choice'

With an ever-growing interest in green design, American hardwoods are enjoying a resurgence in hardwood flooring, cabinets, furniture and moldings. They're abundant in supply and more than sustainable. With nearly twice as many hardwoods in U.S. forests today as there were 50 years ago, and annual growth exceeding annual harvesting, there are hundreds of American hardwood species to choose from. About 20 are readily available and in abundance. >>

At right: These hardwood custom closets by Wellborn Cabinets declutter a room while adding function and style.



At left: Mixing wood species and stains allows you to contrast from one surface to another, as pictured in these Wellborn Cabinets.





An all-natural material, each hardwood species has a distinctive tone and grain pattern, providing a virtually endless array of decorating options. Designers and homeowners are using rustic hardwoods and their character marks — knots, bark pockets and flecks — to add flair and distinction and to create truly one-of-a-kind, personal designs.

The average single-family home has declined in size by 10 percent in recent years, creating a premium on functional, attractive and upscale storage space. Hardwoods are coming to the rescue in the form of built-in cabinets, window seats and bookcases that do more than de-clutter a mud room, laundry room, nursery, family room or office. They also add function and style to under-stair hideaways and lofty landings, or transform plain hallways into decorating showcases with an upscale, fine-furniture appeal.



Fabulous Fact!

American hardwoods offer clear environmental advantages.

They actually improve the environment by being carbon neutral. Growing trees add oxygen to the air and also absorb carbon dioxide greenhouse gases created from burning fossil fuels. While a young forest is growing, it produces one ton of oxygen and absorbs 1.4 tons of carbon dioxide for every ton of wood. Trees sequester carbon in the wood, not releasing it to the atmosphere. Carbon emissions associated with manufacturing wood products are less than the carbon stored within the wood during its growth cycle! That's why wood is often referred to as having a "carbon-neutral footprint."

Oak Caramel hardwood flooring by Mullican Flooring creates a beautiful kitchen space that will withstand family traffic for decades.

American hardwoods inspire a plethora of natural decorating options. Light-colored woods, like ash or maple, can make a room appear more open and airy. Medium-colored species, including hickory and oak, offer a warmer, more casual look. Darker woods, such as cherry and walnut, convey richness and luxury. Oak or cherry with natural finishes provide a great look. Painted finishes and paints with glazing are popular options, as well.

Current decorating trends encourage mixing and matching from one surface to another and from room to room. Clear-stained hardwoods are being paired with painted ones, or dark cabinets provide contrast with a light wood floor. Different hardwood flooring species can flow throughout a house to differentiate rooms and add visual interest.

Hardwood details, such as moldings and wainscoting, provide affordable decorating options, too. Moldings at the floor level give a room a finished look, while wainscoting panels provide contrast with wallpaper to dress up a plain wall.

Wood's allure extends to solid hardwood furniture, too. First, hardwoods bear subtle, distinctive traces of their native climate, soil and sunlight. Even the smallest piece shows shades and patterns that never repeat. Natural color, grain and texture make every piece of furniture a unique creation. Whether traditional, contemporary or casual styles, quality furniture endures the impact of raising a family; hardwoods resist wear and forgive knocks, spills and minor mishaps.

American hardwoods provide healthy choices. With hardwood floors, there are no places for pollen or animal dander, allergy-generating mold, mildew and dust mites to hide or grow, making hardwood floors an excellent choice for asthma or allergy sufferers.

Beauty. Durability. Health. Green design. These qualities are inspiring homeowners, designers and builders to feature all-natural American hardwoods in their projects. 🍷

This Wellborn kitchen design offers a perfect combination of dark and light maple cabinetry for contemporary styling, framed by a brick wall and wood ceiling beams.



The deep storage units in these Forever Cabinets are stylish, decorative and practical.





New Tradition for walls and floors from Villeroy & Boch allows for that special feeling for classic design, a design not beholden to short-lived trends, one that, instead, remains true to its own style yet is contemporary.

WONDERFUL FLOORS & WALLS!

BY MARGO LOCUST

AESTHETICS. THEY'RE WHAT DEFINE THE FINER THINGS IN LIFE.

Aesthetics emerge when design and function are in harmony. They're somewhat technical in nature, certainly, but in greater part they're a matter of the quality of design.

These are the inspirations behind the Villeroy & Boch tile collections for walls and floors. On these pages you can experience some of the attributes driving the company's decorative aesthetics in tile, such as the composition of surface décor, exquisite structures and imaginative, superbly executed decorative elements as well as intelligent format offerings and color ways.

Note how the diverse application of tile, the use of complementary or contrasting colors and format (size and shape) work with the visual and actual texture of each tile piece. See how the craftsmanship of the tiled floors and walls plus accessories and trim all work together to create a cohesive design expression, a palpable mood for the years to come.

Not only does such elegance redefine a surface or product line, it also serves to help designers reinterpret the world around us in ways we want it defined, in expressions of feelings — and feelings of expressions. Plus heritage, culture and craftsmanship.

If the name Villeroy & Boch seems familiar, you may know the name from 260 years of history resulting in ceramic products for the kitchen and bath, tableware such as dinnerware, crystal and cutlery and, of course, tile. 🍷

Below: BiancoNero Grafitti Décor floor and wall tiles reflect a trend toward black/white — using depth and width to convey a feeling of space. At Bottom: Cherie, heritage style fused with classic French elements, offers nostalgic charm with modernistic effects.





Take a walk on the eco-side

BY RICHARD HOWLAND

Leather is one of the oldest coverings and, oddly, one of the most overlooked for expressive home interiors other than furniture.

Rather quietly over the past five years or so leather has evolved into a breathtaking flooring surface. For stairs and walls, too! Even ceilings, wall coverings, moldings and trim.

If you're into environmental consciousness, much of today's leather flooring is made from sustainable and renewable, often recycled materials, much of which may have found its way into the waste streams. Fortunately, leather has become an affordable, eco-friendly product with almost unimaginable style.

You can find leather in any format, from large-scale tile to long, free-flowing planks with beveled edges, even panels for walls and cabinetry. Because leather can be dyed, colors (for matching and coordinating) are plentiful, and embossing and finishing technologies like top-stitching are assisting with more elegant looks, perhaps the look of leather from rare species without the environmental cost.

Because of the techniques used in applying leather over a substrate and the array of formats, designers can create endless custom looks, including sophisticated geometrics, with relative ease. These include pre-fab medallions ready for installation. How about an over-sized tile, say 15 inches square, made of leather (ranging from burgundy to pearl white) framed in your favorite hardwood, perhaps an American exotic like maple or Brazilian cherry?

Today's leather flooring can go just about anywhere in the home, including below grade and over some existing floors, depending on the floor's condition and underlayment. These floors are easy to clean, maintain and even repair, if necessary, often with simple hand tools.

From yachts to commercial buildings to restaurants to your home, leather is making a statement. 🍷

Special Touches! How about wide plank wood flooring accented with Chestnut Buffalo recycled leather tiles in an 18" x 18" format from EcoDomo? ON THE WALL: left, a cozy living room featuring Modena Wine recycled leather tiles and right, a luxurious kitchen featuring Modena Wine recycled leather plank flooring both, from Torlys.

BY NANCY WILSON STEVENS

CUSTOM... As you like it

There is no question that nature has greatly inspired flooring during the first decade of this century. But it has taken human creativity and engineering to greatly improve on the design and performance and, to an extent, flooring's natural beauty. Just look at vinyl flooring as we enter this century's second decade.



Karndean's DaVinci Range in CC06 Graphite with 5mm MLC07 design strip & a 30 mm MLC07 Keyline Border. The inset border above is Karndean's bamboo border.

Cartwheel feature with T84 Copper background and T86 Dolomite foreground.

With vinyl flooring, realism is critical, especially for wood and stone. But so, too, are durability, versatility, quietness, healthfulness, easy maintenance and unexpected warmth underfoot — which is where the human influence comes in. Then there's the individuality of the installed floor design, thanks to an ever-broadening array of elemental components. And let's not forget the affordability of all these wonderful attributes.

Karndean occupies a unique niche in affordable designer flooring, allowing consumers to create stunning flooring décor from the most simple to the most intricate using a four-step process leveraging the company's products, accessories and feature components.

Step one is to select a fashion in tile (such as marble, slate, terracotta, ceramic or mosaic in 12- or 16-inch squares) or wood planks (such as beech, oak, walnut or pine in various sizes.) Next, consider a design strip, a broad color palette cut from actual tiles or wood strips, or silver metallic strips in three widths, or feature strips in six designer colors which project the effect of natural grout, or a subtle, tailored border or the latest trend, the ship's decking look.

Want more? Explore the decorative range of patterned borders to complement the main floor, keyline borders (a combination of design and metallic strips) or tramline borders (incorporating combinations of design, metallic and feature strips).

Got a real flair for design? Top your creation with a design feature, one of seven centerpiece designs, custom made and available in most colors. How about a Celtic, cartwheel or compass rose design, or even a playful dolphin medallion!

Test drive a design online by downloading "FloorStyle," an exclusive Karndean program that lets you try out designs and colors on your PC. Visit www.karndean.com. 📄

Nancy Wilson Stevens



KP35 Cedar with Celtic Feature

A selection of the many available border styles. At top: Block 32S6BD; center: Pulse 89BD; and at bottom: GEOT86BD. Each border is made of contrasting vinyl flooring. For example, the GEOT86 is made with T86 Dolomite as the background and T88 Onyx as the accent color.



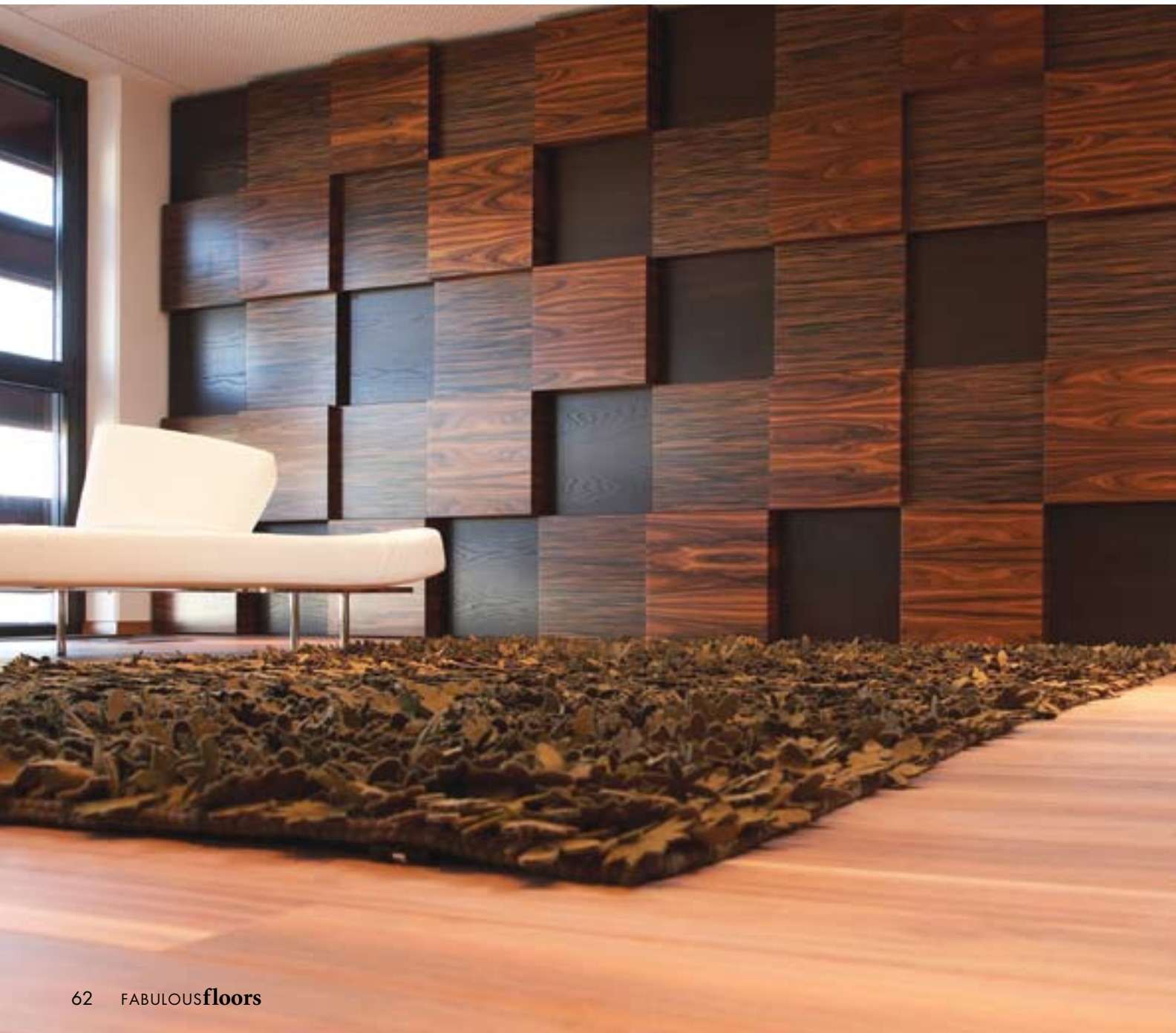
A close look at EW01 Hickory Paprika from the Art Select range.

Adding depth & perspective

Designers say the floor is the first décor surface to be considered because it sets the tone of a room, possibly for generations.

Walls come next. They represent more than half the architectural surface in your home and are the second thing most people look at. (When humans enter a new space or a new environment, they tend to look down first at their area of travel, which makes a floor design so important, then up and around at their surroundings.)

The possibilities are endless. And all the more so because of the exceptional highlights of the Kaindl Spectrum Collection featured here: Squares. As you can see, laminate is not just for floors anymore!



Nothing gives substance like concrete. Pictured here, this stove surround is sustainable EarthCrete from Sonoma Cast Stone.



Above: The Eliane Spectro Series features natural glass effects in a vibrant new color palette.



Great walls become that next décor dimension. Like the floor, walls can be a focal point or a background for the rest of your room creation.

The first step, of course, is to explore all the various surface treatments at your disposal. There are the traditionals like paint, wallpaper and wood. Decorators sometimes overlook the possibilities presented by stone and tile for all or part of the wall area. And when was the last time you even considered a surface treatment like leather?

All of these elements contribute to the color, texture and overall impact.

Then it's time to consider how and even whether you want to add what is called "wall art." That can be paintings and sculpture, for sure; elements like borders (paint, wood, paper, tile, etc.) and moldings; plus murals, hand-painted or applied like wallpaper. Keep in mind illumination (think lamps, sconces and candles). Wrought iron and metal elements are a trend to look for in 2010.

Like an artist working a painting, with each thought-out element you're adding depth and perspective. 🍷

The fascination of ceramics is due in no small part to their endless design possibilities. Natural inspirations combine with innovative technology to produce new surfaces and colors, organic forms and structures — creations which seem familiar yet appear entirely fresh, such as those shown here in One and Only from Villeroy & Boch.



Already having established a beachhead in new construction and retrofitting public and government buildings, the green movement will continue to expand into residential structures with more products at better pricing. And, yes, far more and better colors, designs and fashion we actually want in 2010. So much momentum is behind the green movement that experts say the market for green — which has exploded some 11-fold in the first decade of this century — is expected to quadruple from 2009 to 2013.

Here's to a healthier lifestyle!

As organizations like the US Green Building Council strive for indoor spaces that are healthy for the environment and a building's occupants, the flooring industry expands its own initiatives. They range from responsible forestry practices for wood and laminate flooring to recycling and recyclable carpet products (including those with renewable fiber content like wool and corn!) to the use of natural materials like stone and clay for tile and resilient products. Then there's the creation of products that not only are made using green methods but which also result in long-term clean environments.

There's something green for everyone. Look for products that are easy to clean with natural products, those that by their very nature do not harbor or promote allergens, and others like carpet, rugs and even carpet cushion that not only are a snap to clean but also feature mold-, mildew- and bacteria- fighting technologies.

Regardless of which way the economy goes in 2010, it should be a very green and more healthy year all around. 🌱



Sustainable Bamboo! Teragren's Synergy™ Strand Bamboo in Chestnut with Xcora™ technology is 154 percent harder than red oak!





Above: The Cabo Collection of Engineered Exotic Brazilian Hardwood from Cikel. At Right: The Sereno pattern combines elements from an early 20th century Sultanabad carpet in a flowing arrangement that settles gently into the subtle ombre of the cerulean blue ground. Sereno is part of the Original Karastan wool collection. Below: Pattern, creating texture, is beautifully displayed in this SmartStrand carpet from Mohawk called Guided Path in color Thatched Straw.





The importance of carpet cushion

BY RAE ANNE CORDICK

President, Canadian Manufacturers of Carpet Cushion

Member, Carpet Cushion Council of North America

Luxury Living with Persian Dynasty,
wool carpet by Axminster Carpets.



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

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

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

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

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

Ask about cushion brands that feature technologies and know-how which include 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® and Odor-Eaters® which are treated to eliminate odors caused by food and beverage spills and “accidents” caused by kids and pets. Moisture actually activates enzymes that consume the offending materials before they offend you!

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

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

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



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DESIGNER'S WALK

READER'S TOP PICKS OF '09

BY: SONNA CALANDRINO
PUBLISHER & EDITOR-IN-CHIEF

WE JUST LOVE GREAT FLOORING PRODUCTS AND CREATIVE DESIGN IDEAS. SO DO OUR READERS.

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INSPIRATION BY NATURE

AMERICAN HARDWOODS MAKE FOR A NATURAL CHOICE

ARTICLE AND PHOTOGRAPHY COURTESY OF THE AMERICAN HARDWOOD INFORMATION CENTER

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WONDERFUL FLOORS AND WALLS!

BY: MARGO LOCUST

WHAT'S THE INSPIRATION BEHIND THE VILLEROY & BOCH TILE COLLECTIONS FOR FLOORS AND WALLS?

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TAKE A WALK ON THE ECO SIDE

BY: RICHARD HOWLAND

LEATHER IS ONE OF THE OLDEST COVERINGS AND, ODDLY, ONE OF THE MOST OVERLOOKED FOR EXPRESSIVE HOME INTERIORS OTHER THAN FURNITURE. FEATURING THE LEATHER FROM ECO DOMO AND TORLY'S

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DESIGNER'S NOTEBOOK

BY: NANCY WILSON STEVENS

CUSTOM... AS YOU LIKE IT — NATURAL BEAUTY IN CUSTOM VINYL. KARNDÉAN OCCUPIES A UNIQUE NICHE IN AFFORDABLE DESIGNER FLOORING.

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NEW DIMENSIONS

BY: JOAN GARDINA

LIKE A FLOOR, WALLS CAN BE THE FOCAL POINT FOR A ROOM OR A BACKGROUND FOR YOUR CREATION.

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GREEN SOLUTIONS

HERE'S TO A HEALTHIER LIFESTYLE! THERE'S SOMETHING GREEN FOR EVERYONE!

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THE IMPORTANCE OF CARPET CUSHION

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

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

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SUSTAINABLE STYLE & NATURAL LUXURY FROM BRITISH WOOL

BY: BRIDGETTE KELLY

AFTER GENERATIONS, WOOL STILL QUIETLY DELIVERS ENVIRONMENTAL RESPONSIBILITY IN HIGH STYLE.

Publisher's Notebook

More designer features

When our readers speak, we listen.

Looking ahead to 2010, you'll be seeing more articles by designers on flooring décor and how it fits into the latest interior design inspirations. We'll be drawing from the American Society of Interior Designers as much as possible. FABULOUS FLOORS Magazine is an ASID Industry Partner.

More from our staff interior designer

Speaking of designers, our own staff interior designer, Nancy Wilson Stevens, who is instrumental in making the photo selections and putting her stamp on the magazine's color palette (notice how they always seem to reflect the current color trends?) will author a regular feature called Designer's Notebook. Her first is in this issue (see Pages 60–61.) Plus, when she has a great idea to share, you'll find her notes to you.

"ASPIRE"-ing to FABULOUS FLOORS

Finally, there's a new regional interior design magazine in the Metro New York/New Jersey area called ASPIRE. The 100,000 recipients of this high-end magazine get a second chance to experience FABULOUS FLOORS with some of our articles and photos reprinted in each issue. We want everyone to aspire to "fabulous floors."



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Sustainable Style and Natural Luxury...

BY BRIDGETTE KELLY

A new and exciting trend is happening in the world of flooring, and it all started with a little word... “green.”

Nowadays, understanding the origin of products is something that is becoming more appealing to people who want to make purchases with eco-credibility for their homes and businesses.

Natural and sustainable is “the” flooring fashion trend of the moment, and so — after generations of quietly providing excellent service — natural wool carpet is seriously “back on the block.”

The timing of this trend is perfect because carpet and rug manufacturers using British Wool are offering some really sharp designs in stunning ranges that offer superb mix-and-match potential. Add these to the fantastic softness and luxurious quality that wool has always been known for and you have a great package.



Interior designers are seeing multiple advantages to the renaissance of wool. They can have design and comfort and at the same time check off those “eco boxes” by using real, naturally grown wool.

The design options of plains, patterns, runners, borders and dynamic color banks ensure that they can add real individuality to interior space. Drama with bright shades or wonderful combinations such as black and white scrolls within a red border will create impressive features.

But natural tones in velvets, tufted and berbers bring that prized neutral backdrop for homeowners who want their other furnishings to stand out. The choices are endless, and quality British Wool manufacturers have never been better placed to help provide a mix-and-match service.

Wool also works brilliantly in a home with soft-to-hard flooring areas. Let’s remember that this has worked in historical homes in the UK for many generations — where grand hallways would be tiled or opulent marble, sweeping staircases would have elaborate bespoke patterned runners and feature rooms would have gloriously rich woven room-size rugs. >>

Creamy Elegance with Daybreak from the Devonia Plains range by Axminster Carpets (image courtesy of Axminster Carpets).



Opposite: Sheep grazing at Chatsworth House, Derbyshire. The home of the Cavendish family — the Dukes of Devonshire — the current house was completed in 1707, with renovations continuing into the mid-19th century. Considered the greatest house in England’s scenic Peak District, it is set in a 1000-acre park along the Derwent River. Background: Glorious detail with Melrose Opulence from the Country House Collection by Ulster Carpets (image courtesy of Ulster Carpets).





Left: Detailed Design with Leila Rose by Brintons (new) (image courtesy of Brintons).



Right: Rich Shades with the Swaledale range by Axminster Carpets (image courtesy of Axminster Carpets).



The environmental advantages of wool are one of Mother Nature's true successes. Wool is an original "recycled," natural fibre — it is shorn from sheep and used to brilliant effect in so many wonderful products! Each fibre of wool in a carpet has previously lived on a real sheep, which has grazed freely in the hills and lowlands of the United Kingdom. It has helped to protect the animal from rain, snow and wind. Then this precious fleece has been shorn in the summer, washed clean, spun in to yarn, and then woven or tufted into a carpet which people will walk on for many years... this is truly environmental perfection. >>

Left: Sophistication with Avignon (new) from the Renaissance Classics range by Brintons (image courtesy of Brintons).

British Wool the Planet Friendly Fibre for Carpet.

aboutwool.com





And there's more...wool never loses its unique ability to perform.

Much of that has to do with the natural characteristics wool develops from its living environment. In the carpet, British Wool remains durable and resilient and can withstand heavy footfall without losing good appearance in hallways, stairs and living areas (global manufacturers treat this as a performance standard for areas of high people traffic).

Wool is a safe fibre in the home. It is naturally flame retardant, as it has the ability to self-extinguish and offers a high threshold for ignition; UK fire experts consider a wool-carpeted home to be the safest in fire situations.

Wool also insulates against noise — preventing the echo that plagues hard-flooring areas and reducing room-to-room noise transfer. >>

At right: Plaid Beautiful — Abbotsford ivory Kilgour by Brintons (image courtesy of Spike Powell/Country Homes & Interiors).
Below: The Dramatic Runner with Athenia Black Runner and Athenia Motif in Black from the Classics range by Ulster Carpets (image courtesy of Ulster Carpets).





It also helps to keep the heat in and the carbon levels down; remember — counting carbon is a major reality for the Earth as governments try to prevent ongoing damage to our ecosystem. British Wool has been independently assessed to measurably report the environmental impact of the fibre. This was completed to the international standard ISO 14040 and has given it a comprehensive research document and a data-proven, natural sustainable status for the environmental agenda.

Beauty, design, luxury, colour and comfort — all this and so much more...British Wool is the planet-friendly fibre for carpet. 🐏

Mix and match: Country House Collection — Beaumont/Antique Green — Kazan/Green by Ulster Carpets (image courtesy of Ulster Carpets).



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Learn more about wool at www.aboutwool.com

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