



ID

UP COLOR

UP COLOR

Elevating Hospitality Design to New Heights

As the realities of sheltering and social isolation continue to bedim our vision, where do we turn for inspiration? In recent years, designers have turned to soothing, natural color palettes to create calming environments in our fast-paced world, but what happens when the universe comes to a sudden halt with dark and perplexing overtones? Recent paradigm shifts have dulled our outlook, creating a new appreciation for visual and colorful stimulation.

In response to these cultural overtones, Durkan has created an aspiring new collection to brighten the outlook for hospitality interiors, Up Color. Featuring an expansive and highly flexible collection of Definity broadloom and corridor patterns, Pattern Perfect broadloom and tile designs, innovative PDI tile offerings and coordinating tufted room carpets, our Up Color collection elevates hospitality flooring design to new heights.





DEFINITY

Definity lifts luxury design to the level it demands—where every detail of color and texture can be defined to the highest degree. With Definity, designers enjoy supreme creative flexibility across color, pattern and texture. Definity allows you to fully define and express your vision.

A Higher Definition of Design

Precision Sculpted

Only Definity technology allows for precise sculpting of the carpet's surface, producing a range of textural formations. The result is carpet with a truly dimensional presence, a fusion of visual effects and tactile reality.

Highest Definition

Achieve the highest definition and most precise patterns with more than twice the tufts per inch versus Axminster products.

Fully Customizable

Create complex designs of any scale, small to extra large, with precision sculpting that brings pattern and texture to life.

Richer Palettes

Incorporate up to 24 color values into every design, for a distinctly rich palette.



Opposite: QTW84024, Broadloom, Definity

DURKAN





QTW81284 - MW472

24' x 24'

Spectra Fit Half-Drop Broadloom, Definity

1	2	3	4	5	6	7	8	9	10	11
820006 C,I,II	070036 C,II	840032 C,I,II	M10045 C	6022 C,I,II	010031 C,I,II	M20060 C,I,II	270002 C,I,II	470004 C,I,II	M20061 C,I,II	M30065 C,I,II



QTW84024 - MW472

12' x 12'
Broadloom, Definity

1	2	3	4	5	6	7	8	9	10	11
820006 C,L,LL	070036 C	840032 C,L	M10045 C	6022 C,L	010031 C,L	M20060 C,L	270002 C,L	470004 C,L	M20061 C,L	M30065 C,L

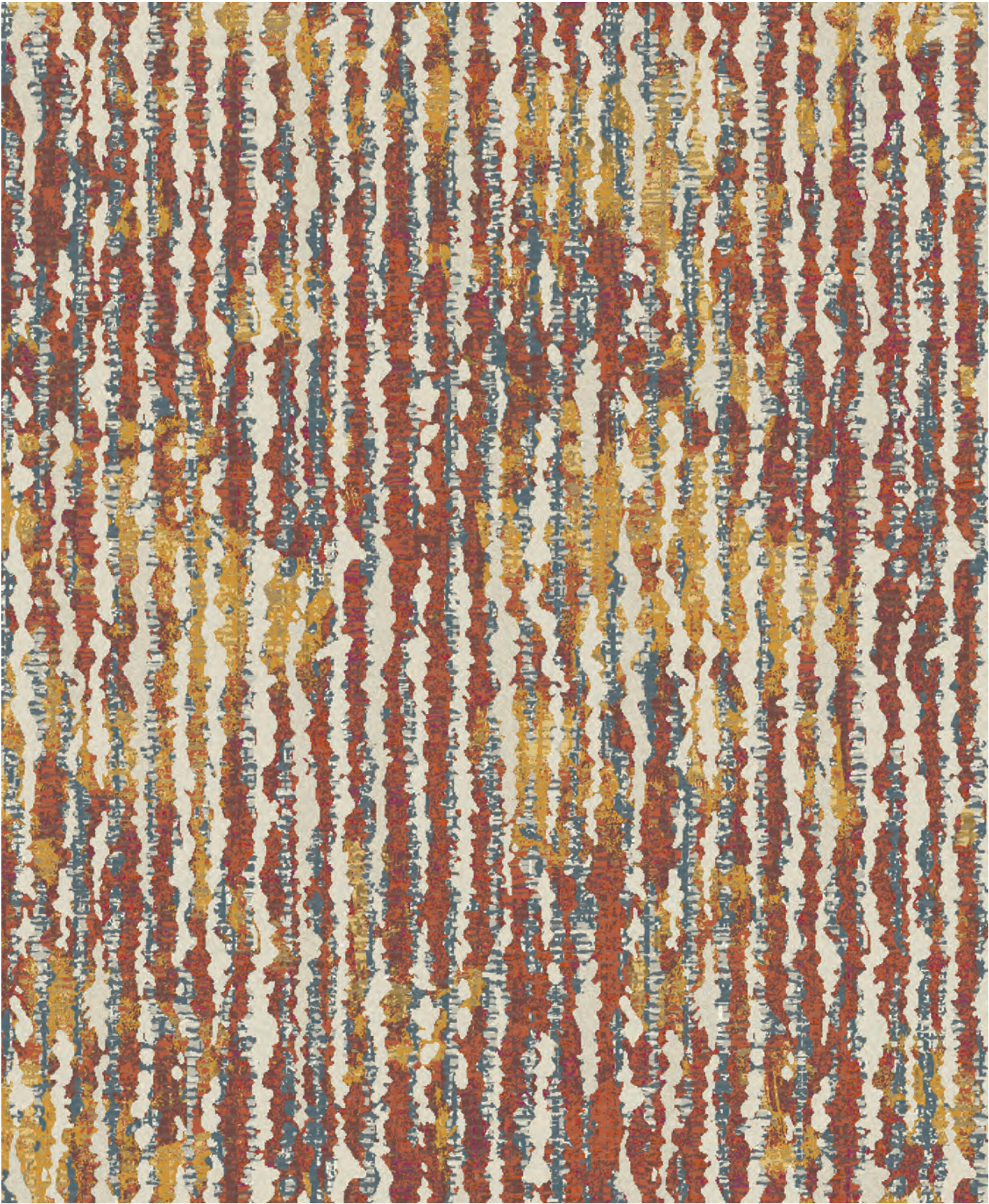


QTW81288 - MW472

12' x 12'

Broadloom, Definity

1	2	3	4	5	6	7	8	9	10	11
820006 C,I	070036 C,I	840032 C,I	M10045 C,I	6022 C,I	010031 C,I	M20060 C,I	270002 C,I	470004 C,I	M20061 C,I	M30065 C,I,II



QTW81289 - MW472

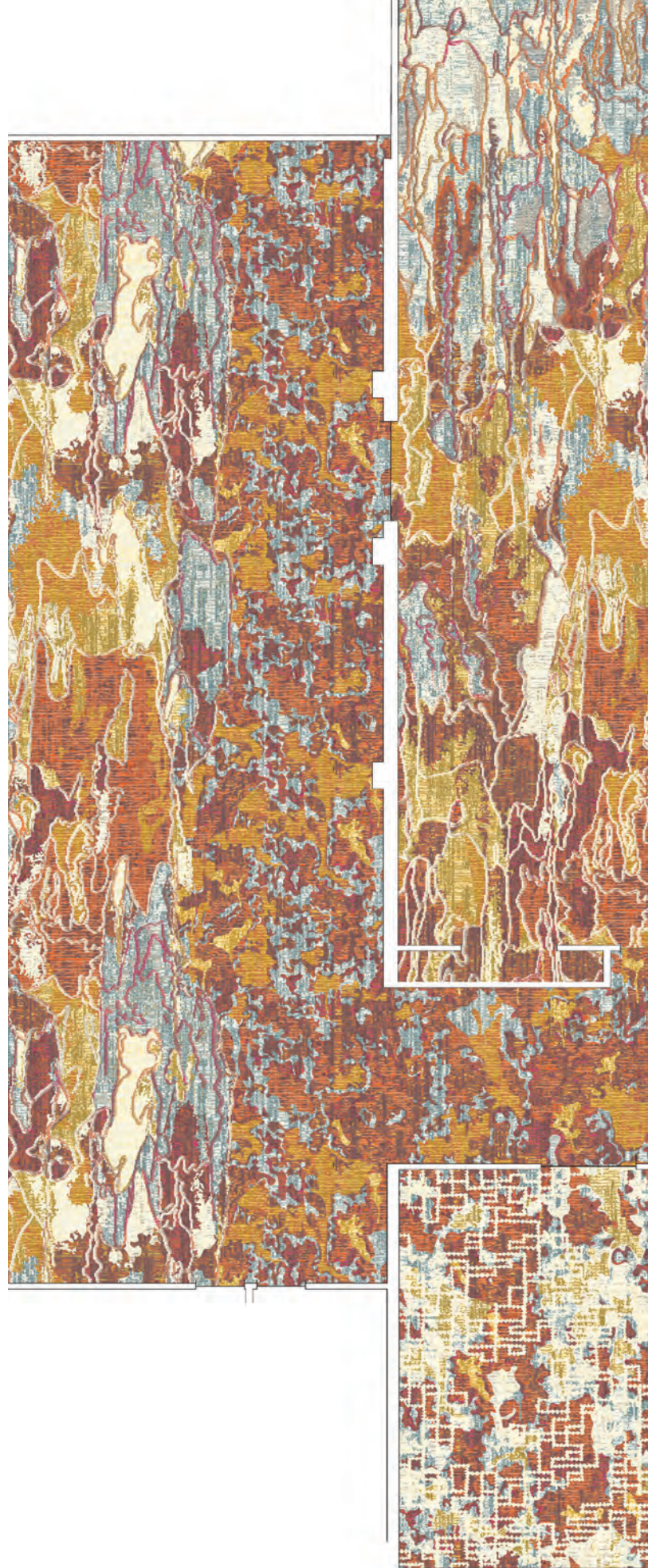
12' x 12'
Broadloom, Definity

1	2	3	4	5	6	7	8	9	10
820006 C,L,LL	070036 C,L	M10045 C	6022 C,L	010031 C,L	M20060 C,L	270002 C,L	470004 C,L	M20061 C,L	M30065 C,L

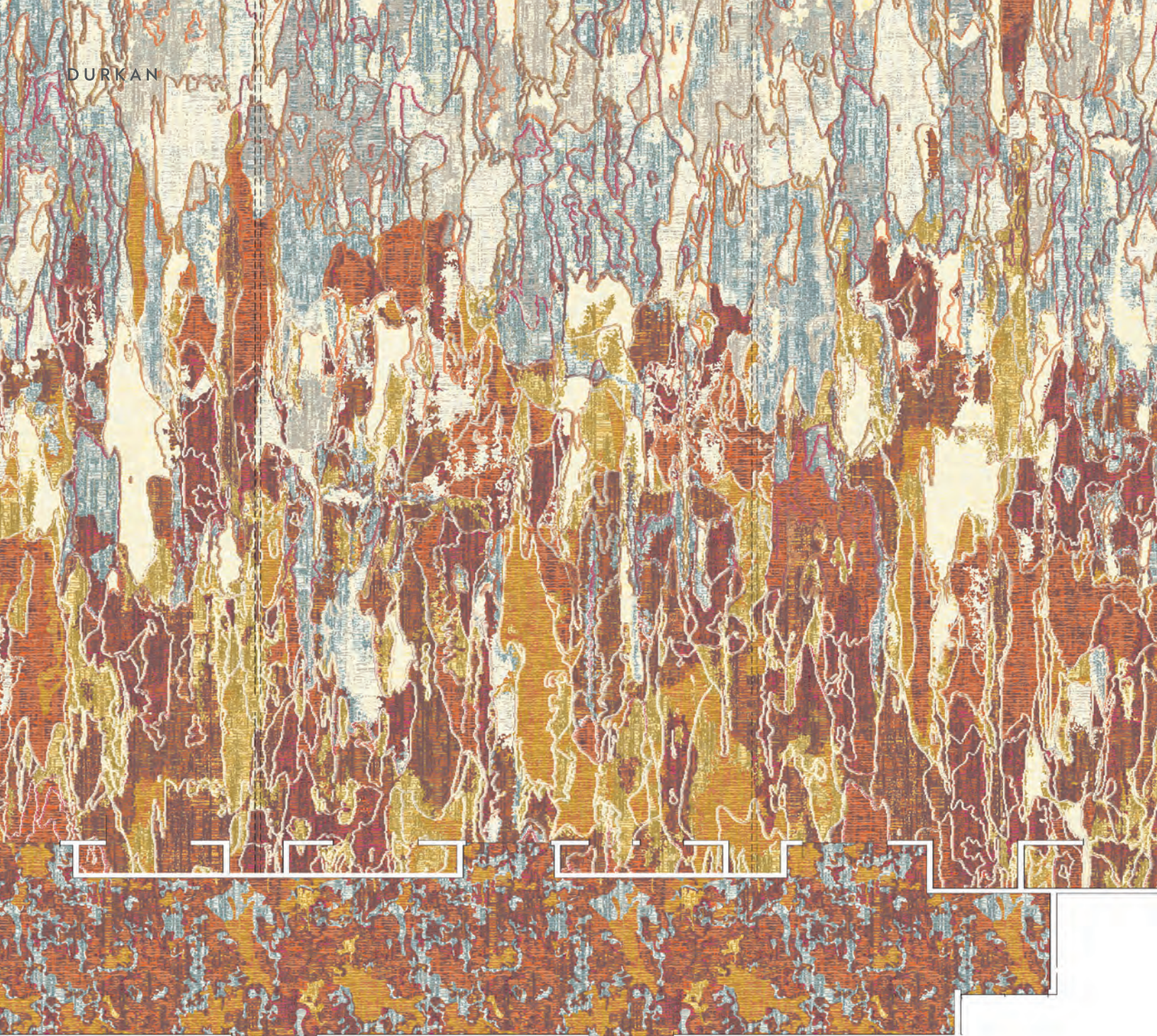
SPECTRA FIT

Durkan's Spectra Fit pattern match technology allows you to scale up any design to meet the needs of your space. Hotel owners & guests can enjoy dramatic, large patterns with near infinite design capabilities.

- Custom fitted broadloom ideal for large public spaces such as ballrooms and pre-function areas
- Precise pattern match reduces unnecessary waste, providing a more sustainable solution
- Efficient to install



DURKAN



QTW84027 - MW472
Spectra Fit Ballroom, 48 oz Definity

QTW84028 - MW472
Spectra Fit Prefunction, 48 oz Definity

QTW84024 - MW472
12' x 12'
Broadloom Meeting Room, 48 oz Definity





QTW84025 – MW472
6' x 12'
Outfill, Definity



QTW81293 – MW472
6' x 12'
Corridor, Definity

1	2	3	4	5	6	7	8	9	10
820006 C,I	070036 C	840032 C,I	6022 C,I	010031 C,I,II	M20060 C,I	270002 C,I,II	470004 C,I,II	M20061 C,I,II	M30065 C,I

PATTERN PERFECT

UP the texture with Durkan's proprietary Pattern Perfect technology. Bring depth, warmth and tactility to any contract interior and deliver exceptional definition and color clarity to any project. Perfect your design, imagine the possibilities and feel good about the designs you create.

Design Freedom

Offered in broadloom and tile formats, Pattern Perfect offers the ultimate design freedom, with large-scale broadloom designs for public spaces or carpet tile systems to blend patterns across different configurations.

Rich Textural Designs

High and low loop construction created from industry-leading tufting technology allows us to create rich textural designs through precise color placement and multi-level cut and loop to elevate interiors.

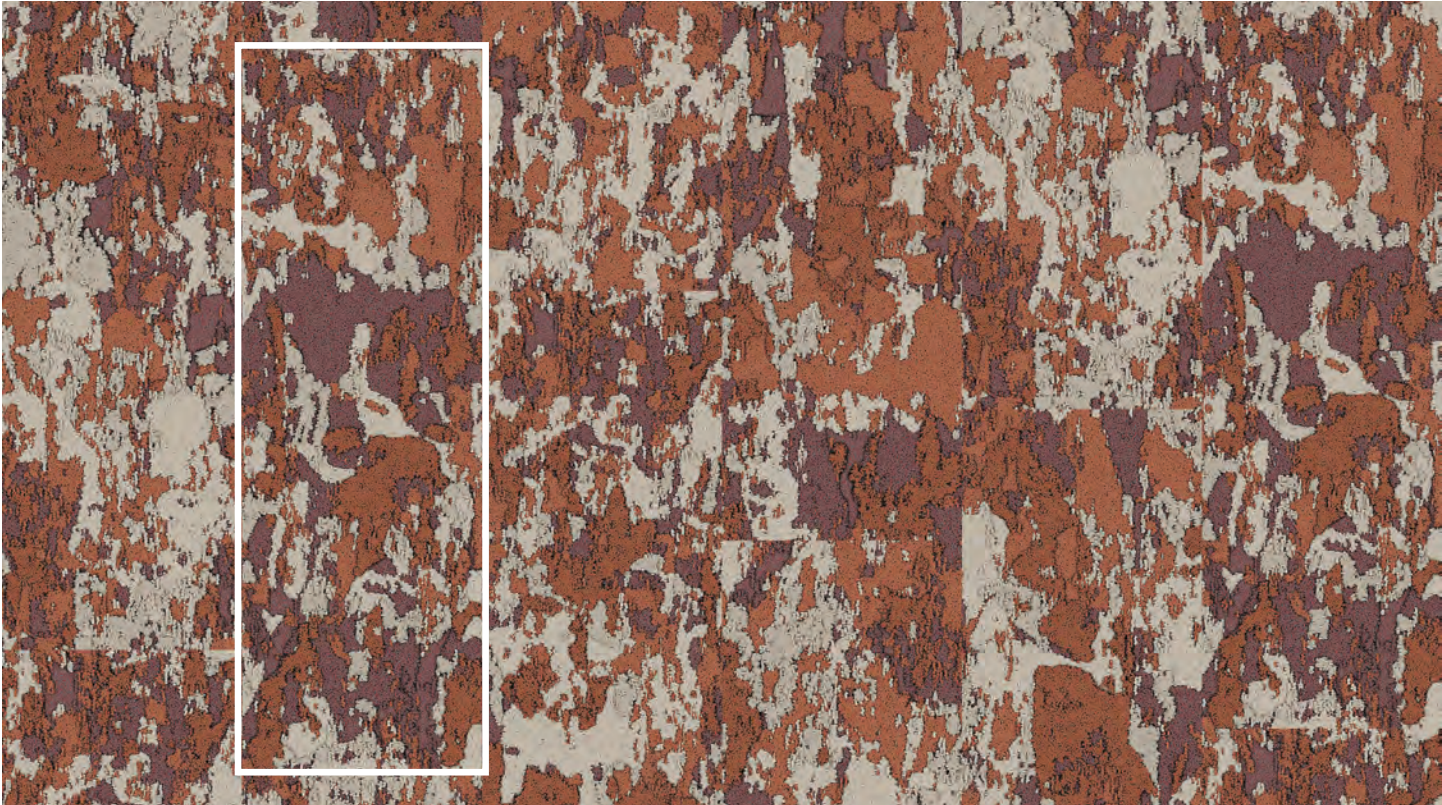
Easy Personalization

Innovative Pattern Perfect technology provides flexibility in design and color to create tailored or hand-crafted styling perfect for any public space.

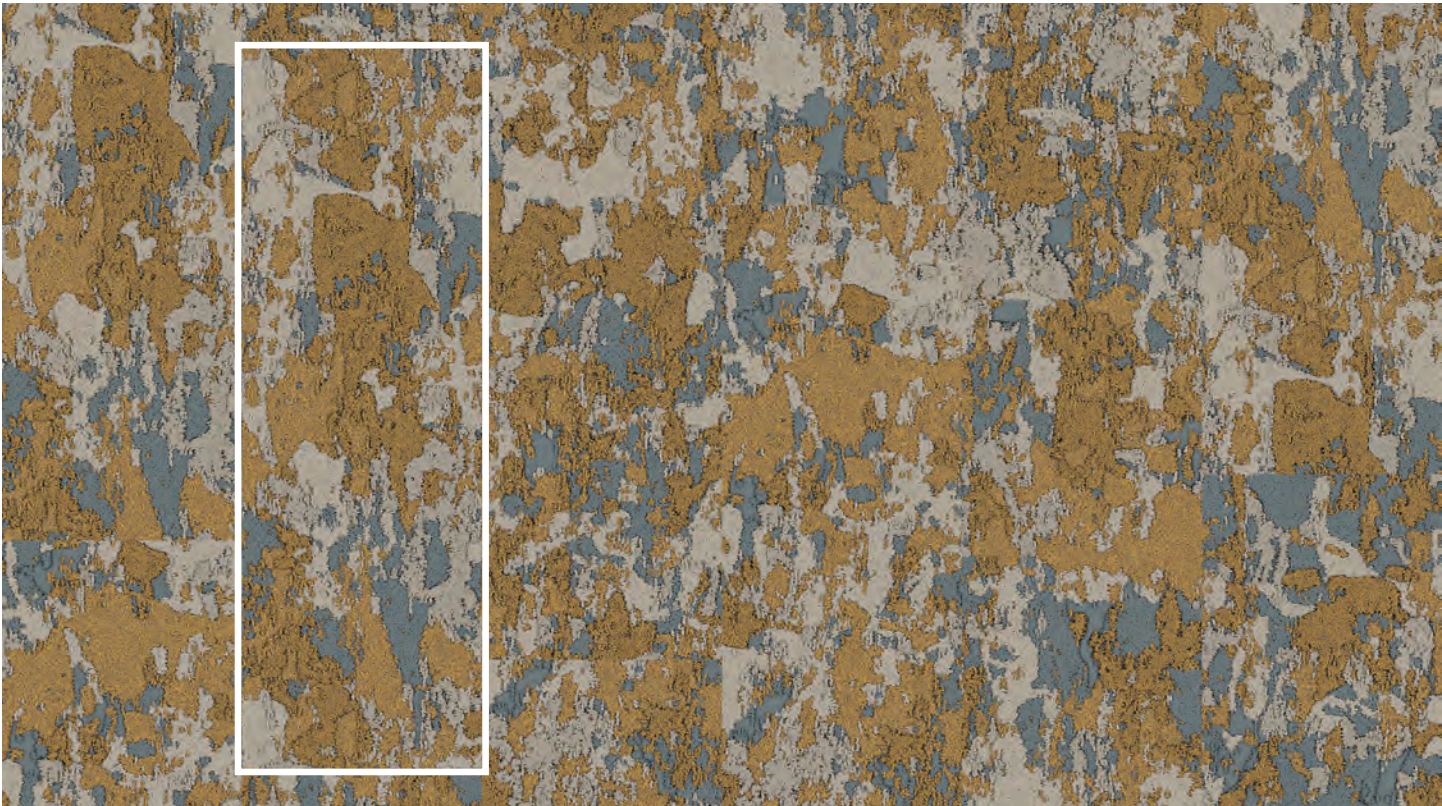


Opposite: 12CM8180, Pattern Perfect Tile



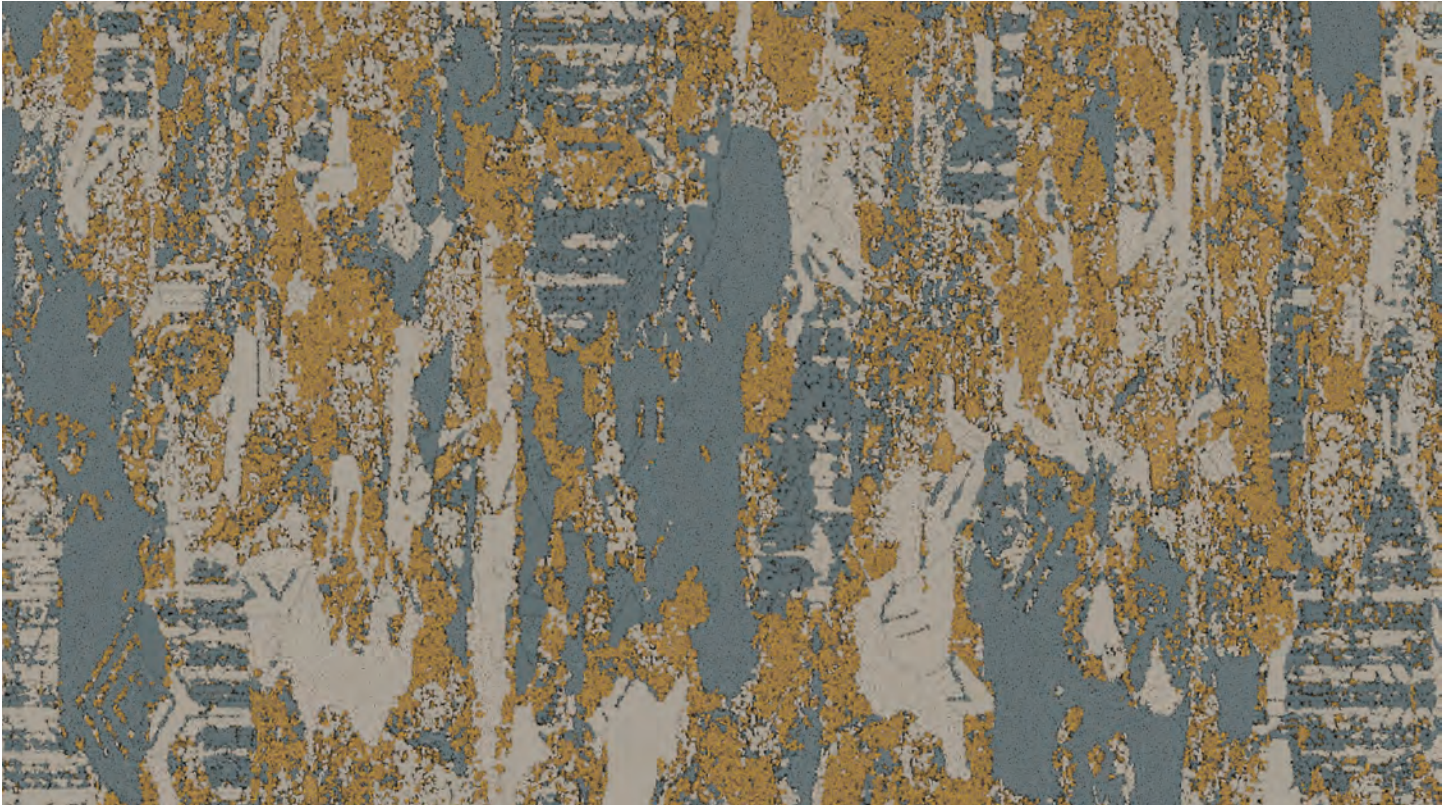


12CM8180 - F7586
 12" x 36"
 Pattern Perfect Tile



12CM8180 - F7562
 12" x 36"
 Pattern Perfect Tile





12CB815U - F7587

6' x 6'

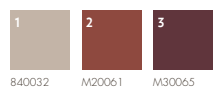
Pattern Perfect Broadloom



12CB815U - F7588

6' x 6'

Pattern Perfect Broadloom



PDI | SYNTHESIS

A patented 3D layering of pattern and texture, Synthesis by Durkan creates carpet with incomparable depth and richness, as well as unlimited pattern and color options.

Richness of Synthesis

Multi level cut and loop texture base grades are digitally precision dye injected (PDI) with pattern and color designed by you.

More Texture

Texture base grades are available in 5 standard textures as well as many custom textures.

More Choice

Choose from Durkan's extensive pattern collection, or go custom with a design of your own.

More Color

Colorize patterns with up to 12 colors in a palette standard. The multi-level cut and loop texture will contribute additional depth and dimension.

More Flexibility

Available in Broadloom as well as 12"x36" and 24"x24" tiles.

Spread: CT81763, 24"x 24" PDI Tile



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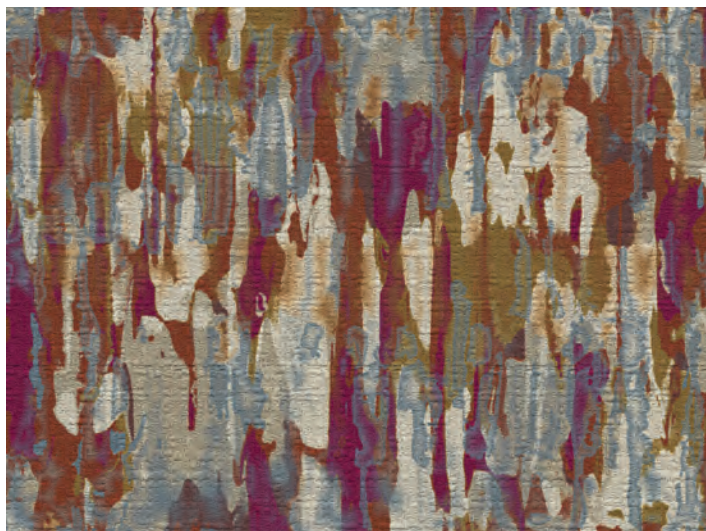


CT81763
24" x 24"
PDI Tile



CT81763
12" x 36"
PDI Plank

1	2	3	4	5	6	7	8	9
7L10	2L10	7N11	2H1	2H7	5D6	5G10	7B8	7B10



CT81763 - B1008851E



CT81763 - B1008852E



CT81763 - B1008853E



CT81763 - B1008854E



BCT81763 - 1008855E



CT81763 - B1008856E

TUFTED BROADLOOM

UP the Comfort with Durkan's tufted broadloom carpet, the ideal solution for perfectly appointed guest rooms. As part of a complete range of soft surfaces that meet the needs of these spaces, our guest room solutions evoke a sense of calm and create an environment that allows your guests to relax, recharge, refocus and redirect.

Complimentary Design

Tufted broadloom can incorporate multi-color designs to perfectly compliment the other interior spaces in a project.

Easy Personalization

Our Personal Studio platform provides an enhanced custom experience with unlimited design capabilities and flexible low minimums.

Enhanced Comfort

Cut and Loop options create luxe spaces and provide enhanced comfort under foot.

Healthier Environments

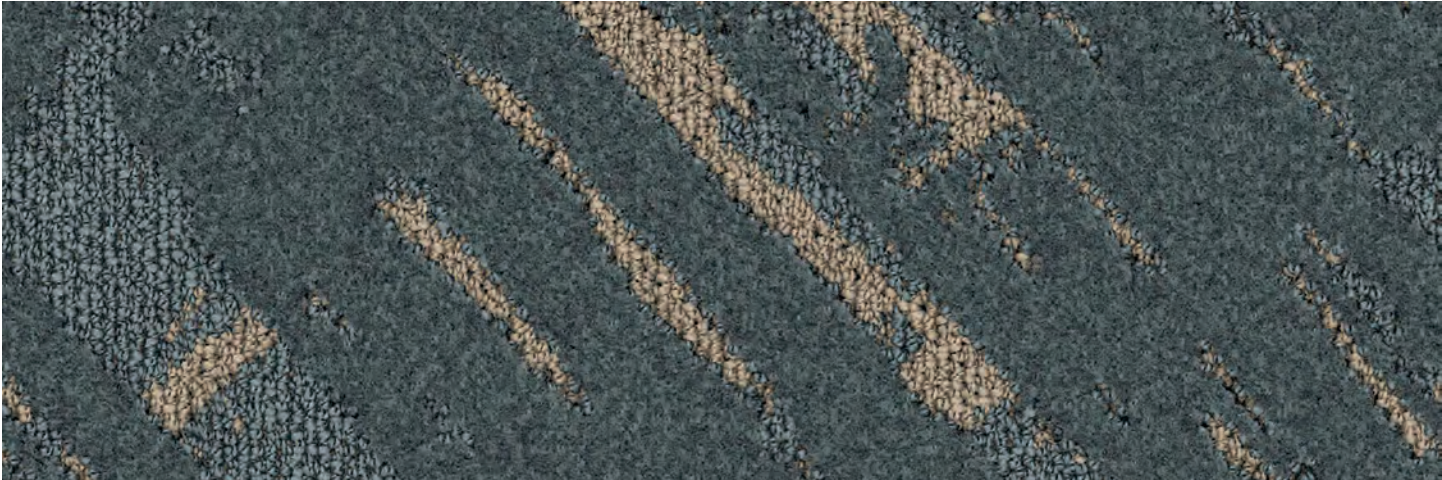
All of our tufted broadlooms are Red-List-Free, meaning healthier interior environments for guests.



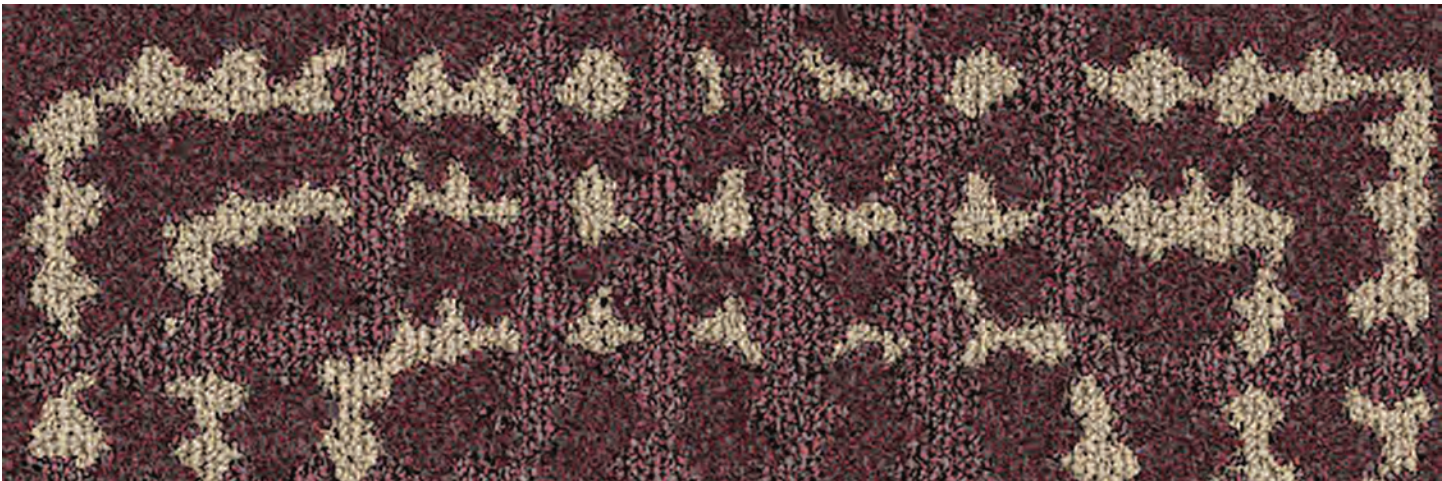
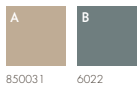
Opposite: 12SP817L, Tufted Broadloom

DURKAN

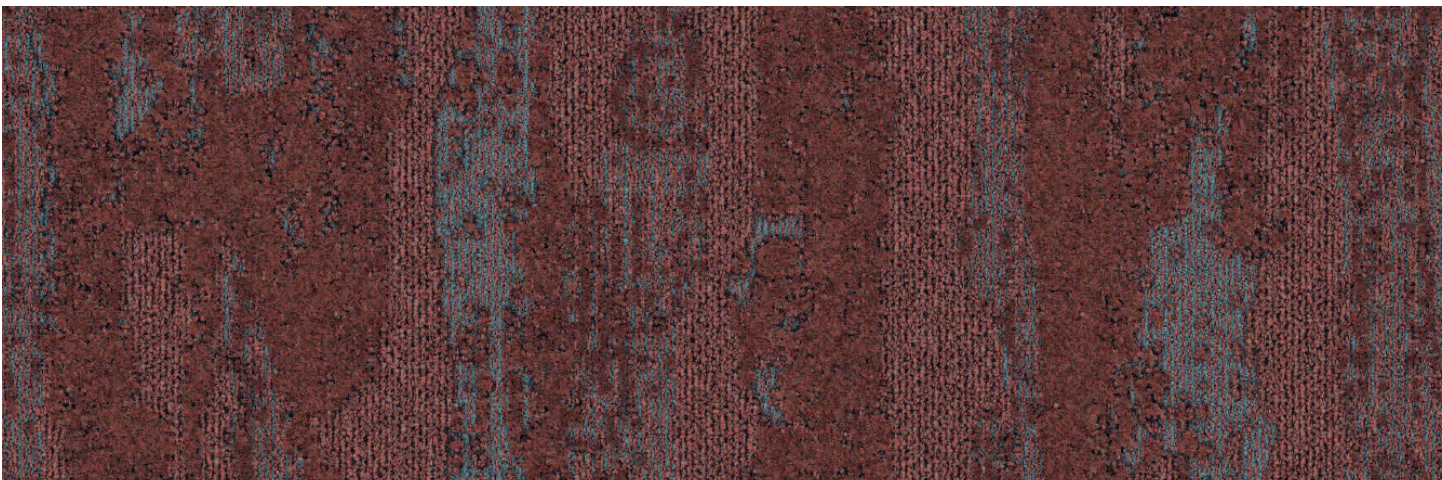
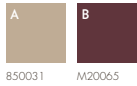




12SP775A
18" x 18"
Tufted Broadloom

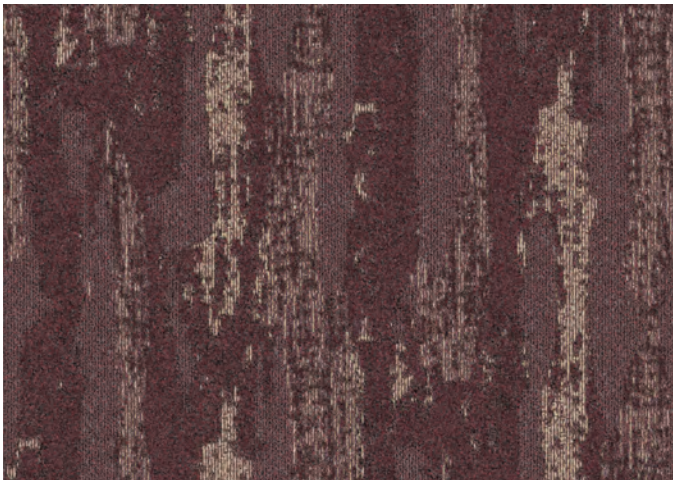
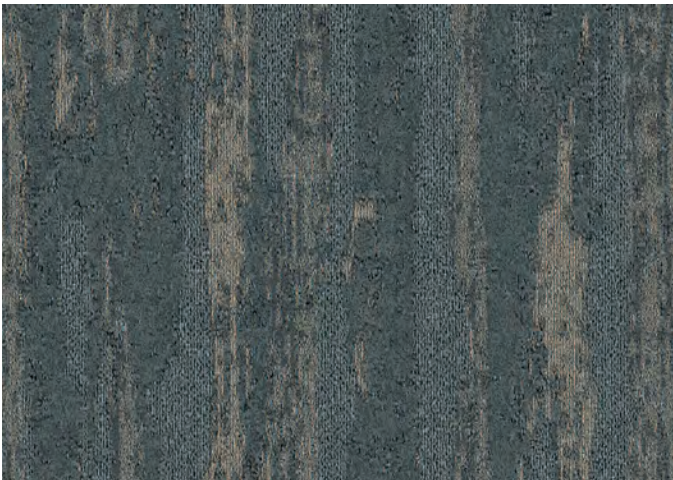
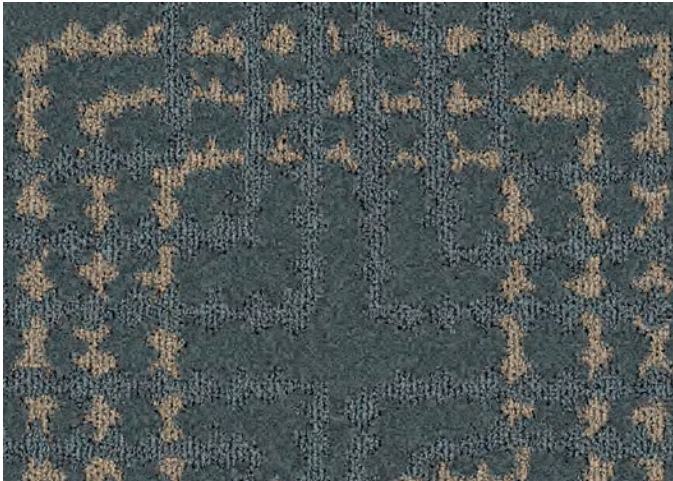
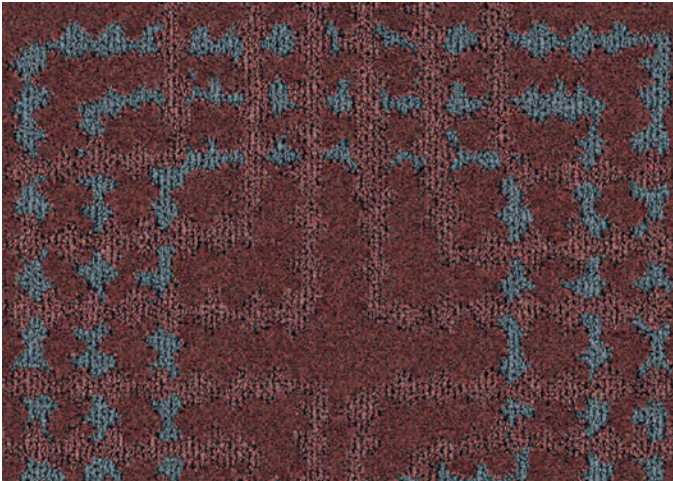
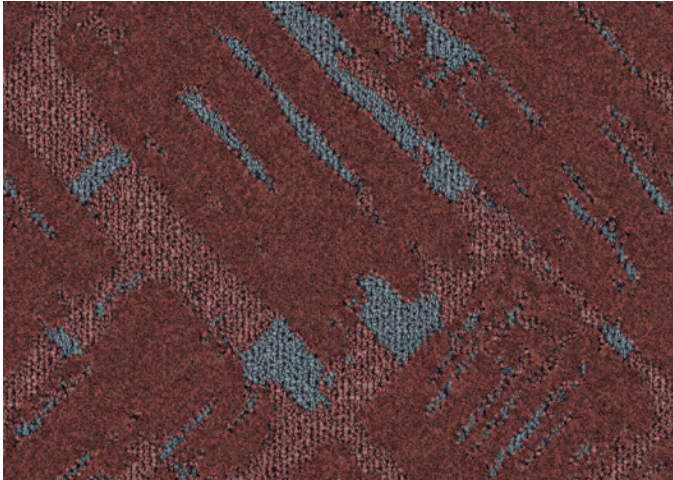
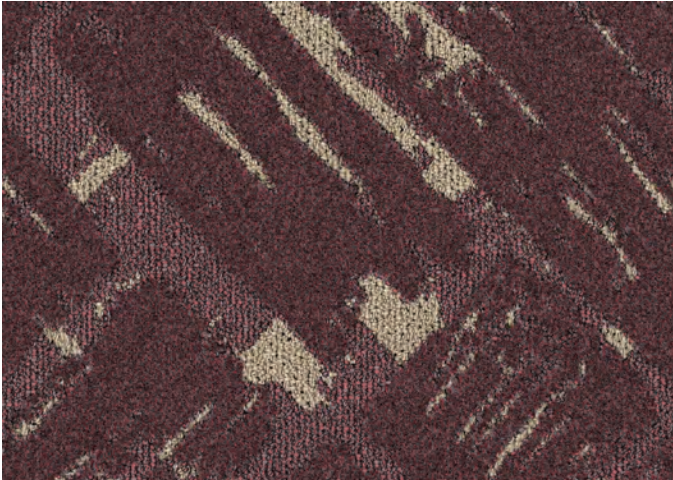


12SP779A
18" x 18"
Tufted Broadloom



12SP817L
18" x 36"
Tufted Broadloom





DSCVR

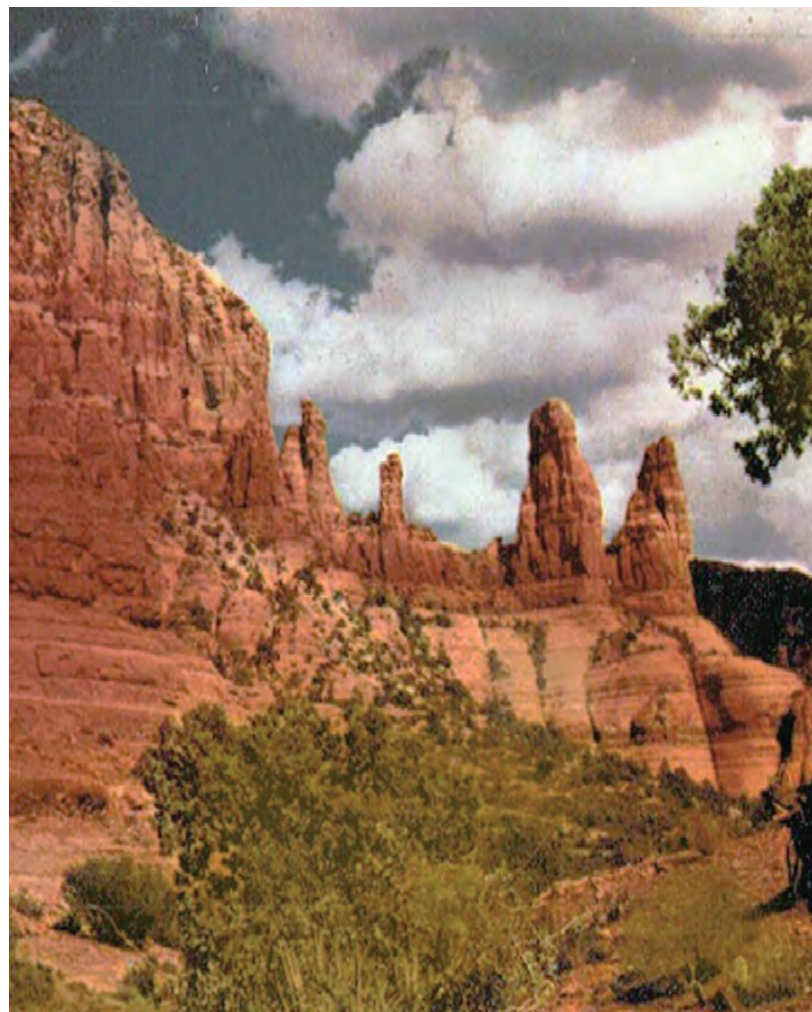
2019 Finalist

SONOMA

Submitted by: Heather Wilkinson,
Utah State University

Sonoma is designed to bring attention to the gorgeous, colorful landscape of the Southwest. The light blues and purples are reminiscent of the setting sun highlighting the multi-colored canyon walls reflecting on the Colorado River below. The rugged rust- and flax-colored fibers perfectly match the panorama one would see when visiting the awe-inspiring Grand Canyon. Altogether, the hearty earth tones marry with the patterns used—grounding the energy of the user when encountering this beautiful carpet.

The Up Color collection was inspired in part by Sonoma.





Personal Studio

Flooring Personalized by You

Introducing Personal Studio (p.s.), our innovative design personalization tool that allows you to put your own flair to our running line products, so you can make designs as unique as your project.

p.s. was developed to provide you with a tool that will allow you to streamline your efforts and respond quickly.

Visualize In A Room

You can personalize the color in any design from our selection of soft surface products, visualize it in a room scene, and order digital, print or physical samples easily.

Photorealistic Simulations

Personal Studio uses photorealistic simulations of the cut and loop textures of our PDI Synthesis bases and our CYP, Definity and tufted constructions so your designs are very close to the final product.

Find The Perfect Color

You can quickly iterate through multiple colorways and patterns to find the perfect fit for your project.

Multiple Projects

Save your favorite personalized products per project, and easily switch between them in an easy interface.



Get to know p.s. now by visiting <https://ps.mohawkgroup.com/>

The Up Color Collection elevates hospitality flooring design to new heights with Definity public space and corridor options, Pattern Perfect broadloom and tile, PDI tile products and coordinating tufted broadloom patterns for guest rooms.

From stunning public spaces to fluid corridors and tranquil private rooms, Up Color's design applications are only limited by your imagination.

Please contact your rep or visit www.durkan.com for more information.

UPCOL 28PG BROCHR LT SLT0004066



DURKAN. IMAGINE THAT.
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DEFINITY | SYNTHESIS | PDI | CYP | TUFTED | CARPET TILE
ERT | RUBBER | SHEET | LAMINATE | HARDWOOD | RUGS

