

A modern interior lounge space featuring a large, intricate patterned rug in shades of grey, blue, and red. In the foreground, there are two light blue armchairs with dark wood frames and a low, round wooden coffee table. In the background, a long, low fireplace with a warm fire is visible, flanked by green plants. The walls are composed of dark vertical slats and light-colored panels. Large, white, dome-shaped pendant lights hang from the ceiling. A sign on the wall in the background reads "WEST TOWER >" and "CONCIERGE >".

ID

RHEO MORPH



# RHEO MORPH

Rivers are constantly evolving – always changing shapes and forging new pathways. As they transition, rivers leave scar patterns on the landscapes they touch. These patterns and their stories inspire Durkan's Rheo Morph collection. As part of The Waterways Project, the Rheo Morph collection fosters a symbiotic relationship with rivers and hospitality spaces. Rheo Morph encourages respect for and protection of our water ecosystems.

Rheo Morph is available in Definity, Durkan's exclusive tufting technology that offers supreme creative flexibility across color, pattern and texture. The collection is also available in Durkan's Pattern Perfect, PDI carpet tile, and tufted broadloom.

*Cartographer Harold Fisk conveyed the evolution of a river poetically in his maps of the Mississippi River and its transformation over time overlaid with man-made geographical boundaries. It was this same idea that inspired Rheo Morph, which features designs that range from abstract to topographical interpretations of how rivers morph over time.*

Cover: QTW78455-MW482  
24' x 30' Broadloom, Definity





# A Higher Definition of Design

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.

## 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.



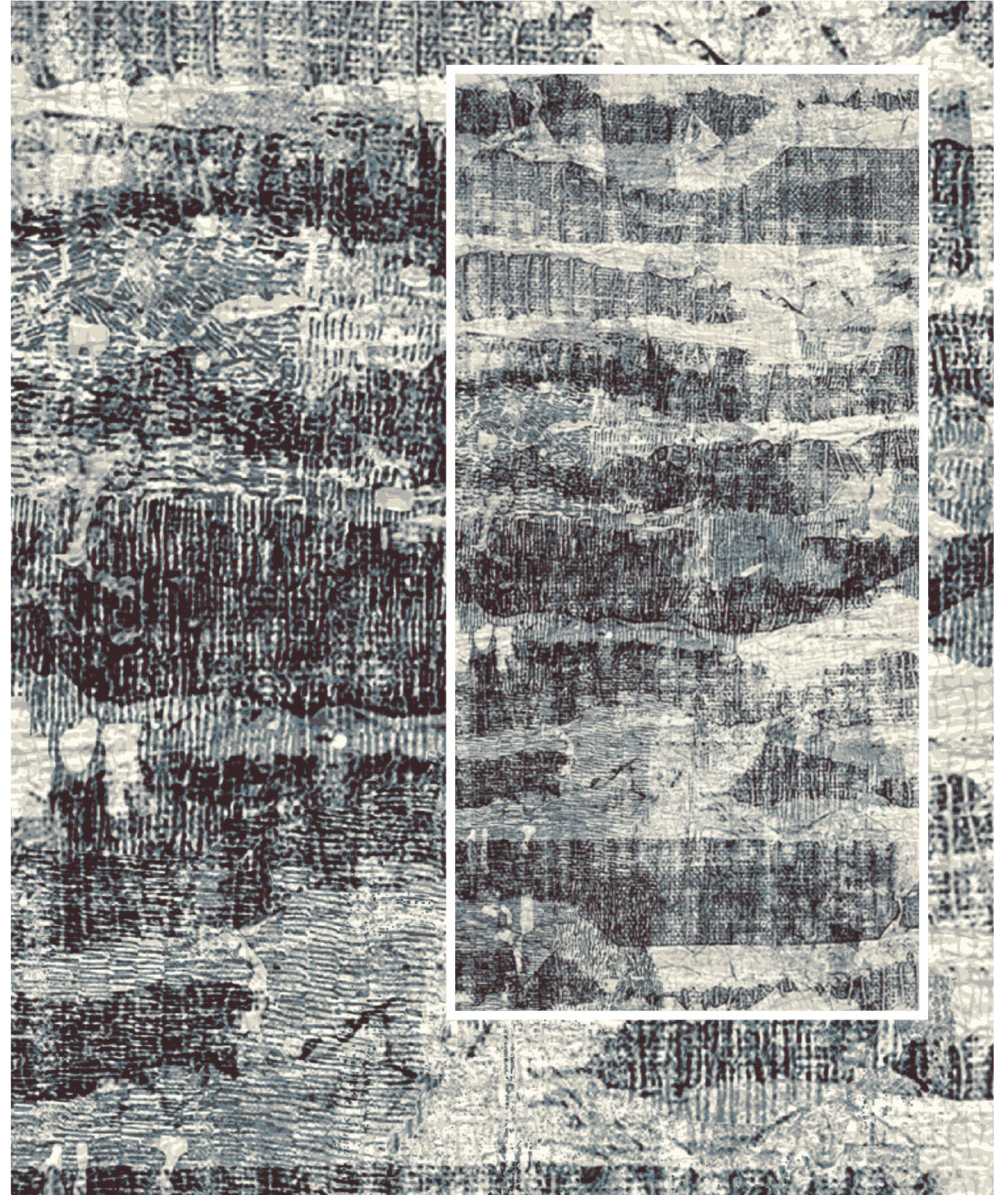
QW78447-MW482  
12' x 24' Broadloom, Definity





QTW78447-MW482  
12' x 24'  
Broadloom, Definity  
Available in 60oz - QTF78452

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820006 CL	080193 CL	070034 C.L.L.L	930009 C.L.L	940006 C.L.L	090088 C.L.L.L	470002 CL	M30063 C.L.L.L	M20059 C	050079 C.L.L.L	5213 CL	060112 C.L.L.L	080193 C 070034 C	060112 C 930009 C



QTW78462-MW482  
7'6" x 15'  
Corridor, Definity

1	2	3	4	5	6	7	8	9
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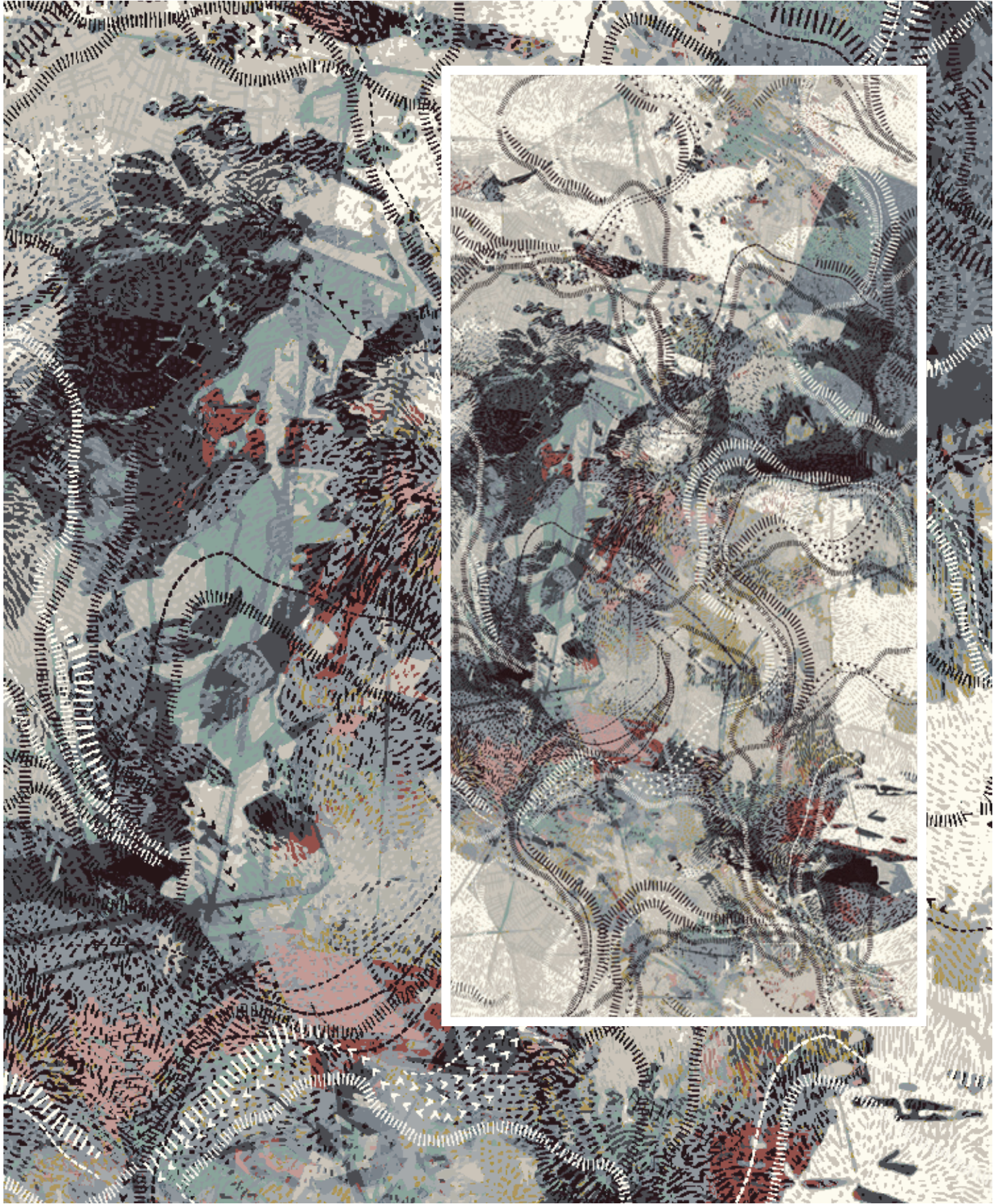
QTW78446-MW482  
12' x 24' Broadloom, Definity



QTW78446-MW482  
12' x 24'  
Broadloom, Definity  
Available in 60oz - QTF78453

1	2	3	4	5	6	7	8	9	10	11	12
820006 C.L.L.L.	080193 CL	070054 C	930009 C.L.L.L.	940006 C.L.L.L.	090088 C.L.L.L.	470002 C.L.L.L.	M30063 C.L.L.L.	M20059 C.L.L.L.	050079 C.L.L.L.	5213 C	060112 C.L.L.L.





QTW78464-MW482  
12' x 24'  
Corridor, Definity  
Available in 60oz - QTF78454

1	2	3	4	5	6	7	8	9	10	11	12
820006 C.L.L.L.	080193 CL	070034 C.L.L.L.	930009 C	940006 C	090088 C	470002 C.L.L.L.	M30063 C	M20059 CL	050079 CL	5213 CL	060112 C



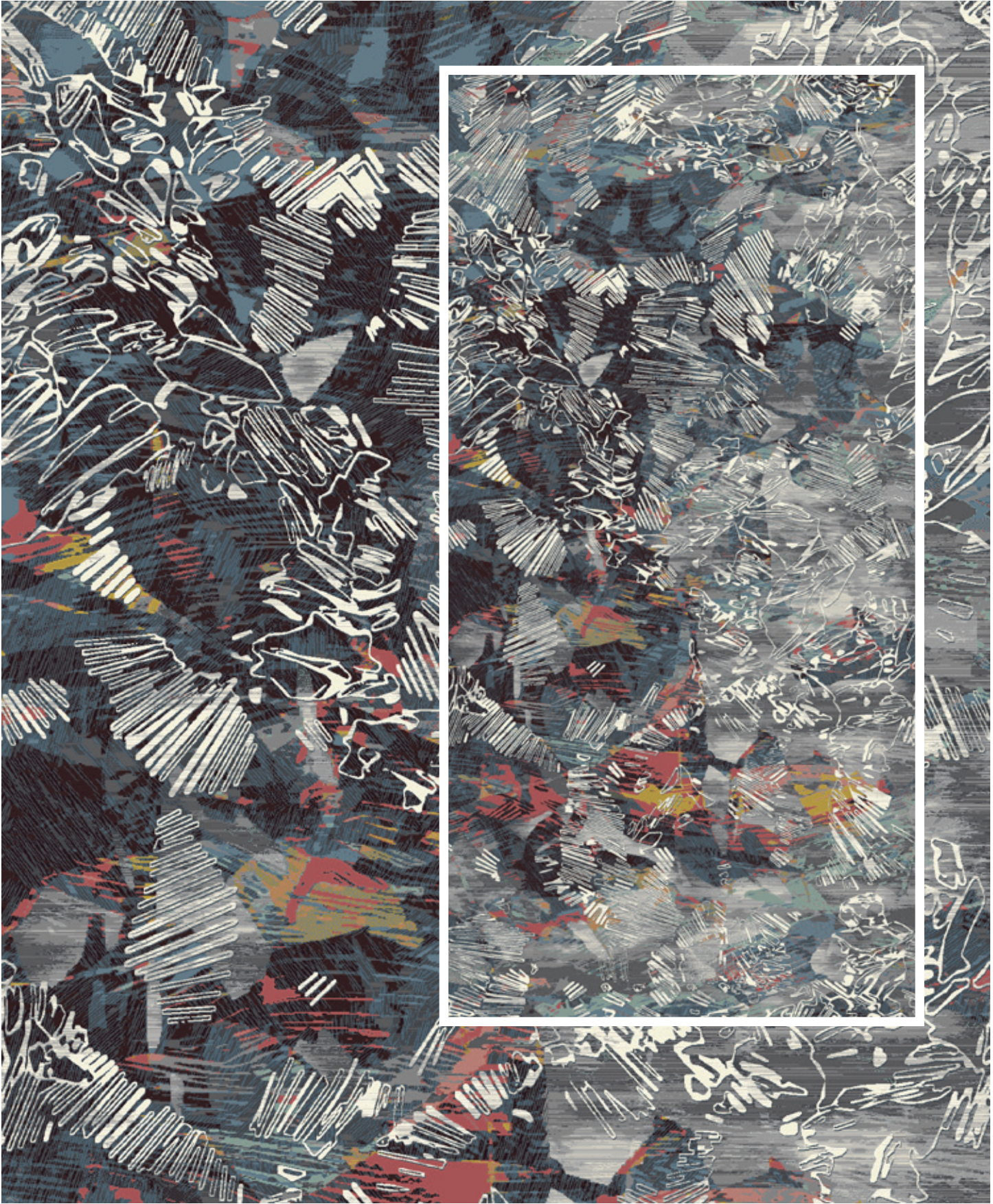
QTW78464-MW482  
12' x 24' Corridor, Definity





QW78455-MW482  
24' x 30'  
Broadloom, Definity

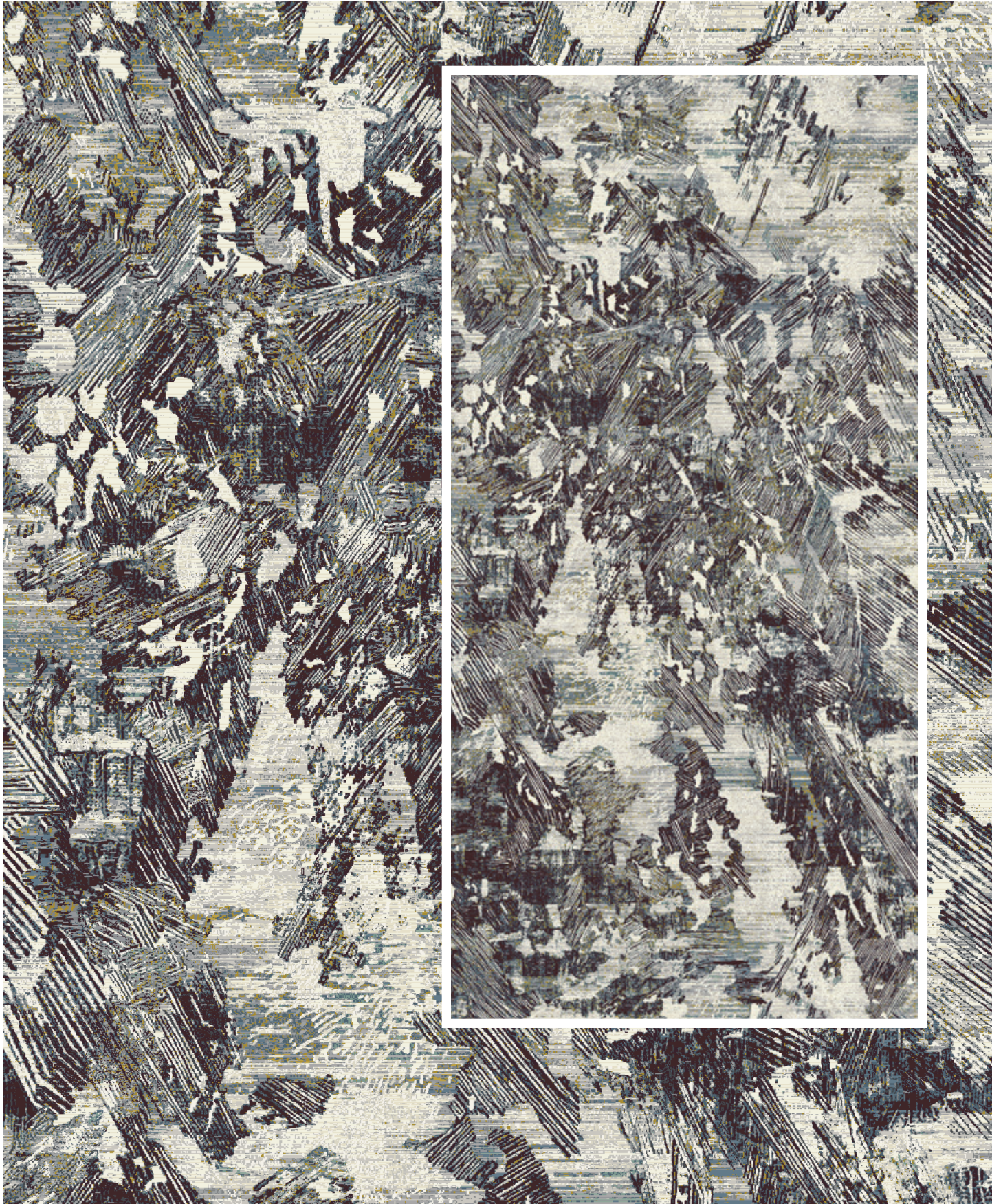
1	2	3	4	5	6	7	8	9	10	11	12
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QW78457-MW482  
12' x 24'  
Corridor, Definity

1	2	3	4	5	6	7	8	9	10	11	12
820006 C.L.L.L.	080193 C.L.L.L.	070034 C.L.L.L.	930009 C.L.L.L.	940006 C.L.L.L.	090088 C.L.L.L.	470002 C.L.L.L.	M30063 C.L.L.L.	M20059 C	050079 C.L.L.L.	5213 C.L.L.L.	060112 C.L.L.L.





QTW78463-MW482  
7'6" x 15'  
Corridor, Definity  
\* less than 25% loop

1	2	3	4	5	6	7	8	9	10
820006 CL	080193 CL	070034 CL	930009 CL	940006 CL	090088 CL	470002 CL	050079 CL	5213 CL	060112 CL



QTW78460-MW482  
12' x 12'  
Broadloom, Definity

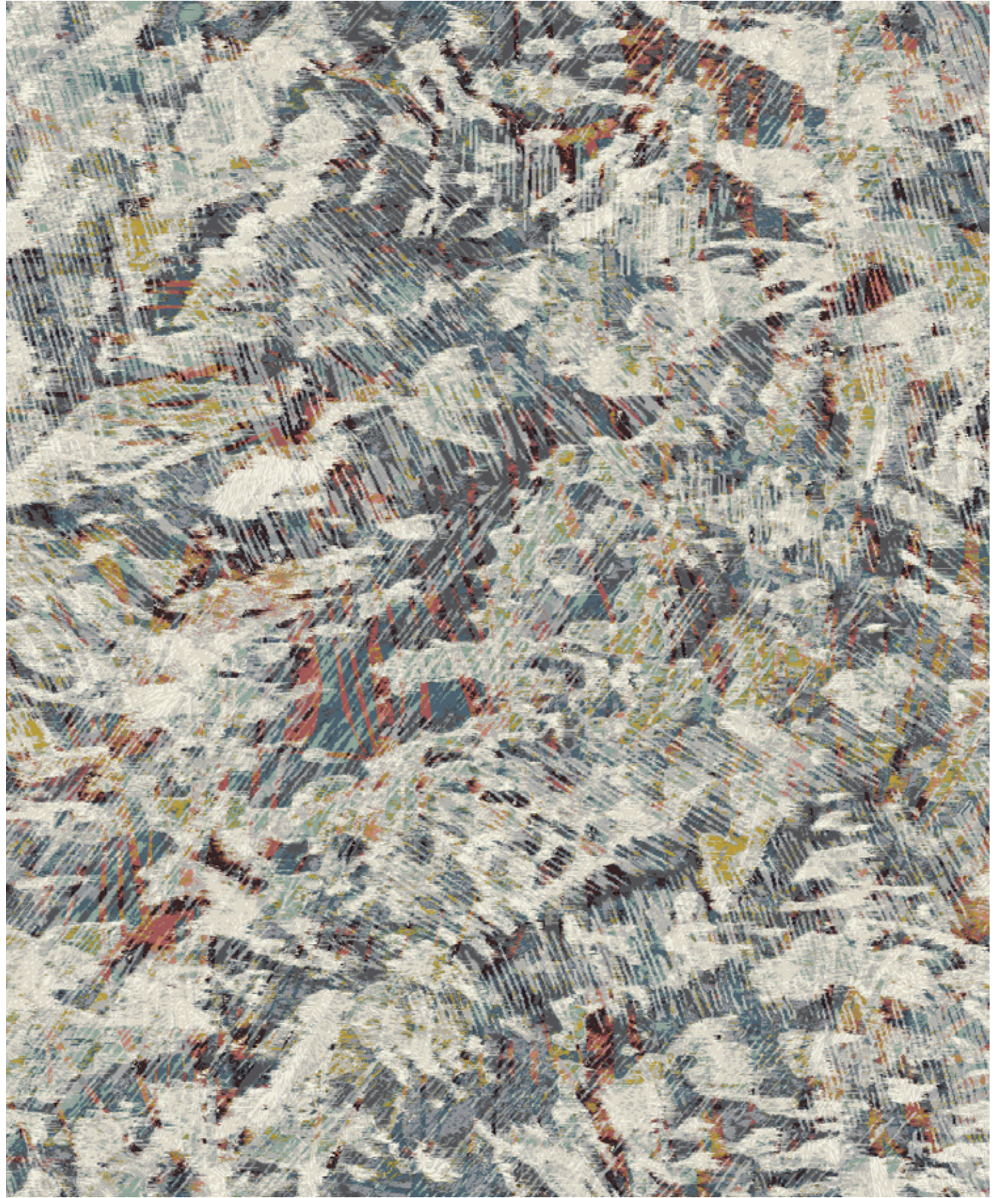
1	2	3	4	5	6	7	8	9
820006 C	080193 C	070034 CL	930009 CLL	940006 C	090088 CLL	050079 CLLL	5213 CLL	060112 CL





QTW78438-MW482  
6' x 6'  
Broadloom, Definity

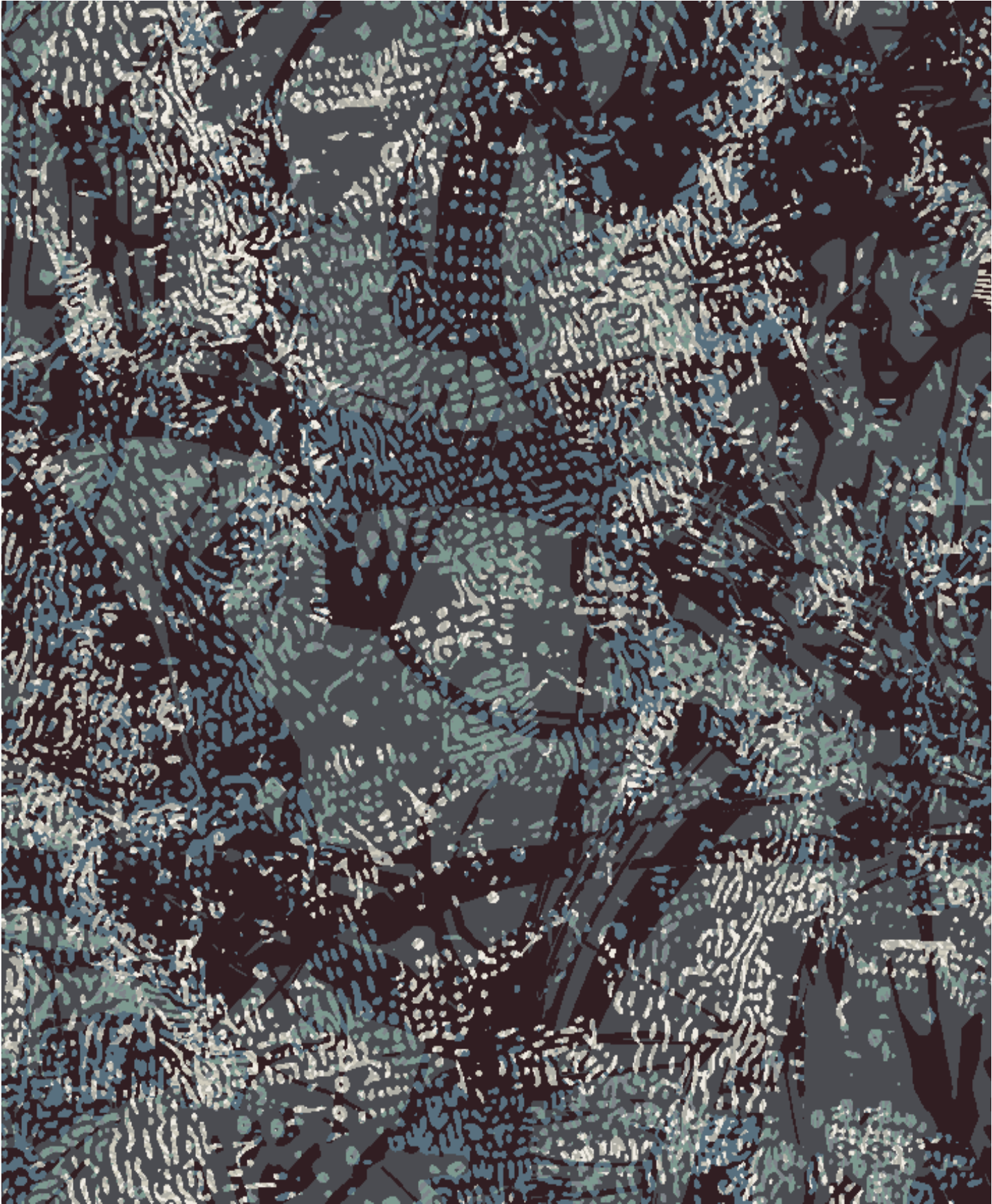
1	2	3	4	5	6	7	8	9	10	11	12
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QTW78461-MW482  
12' x 12'  
Broadloom, Definity

1	2	3	4	5	6	7	8	9	10	11	12
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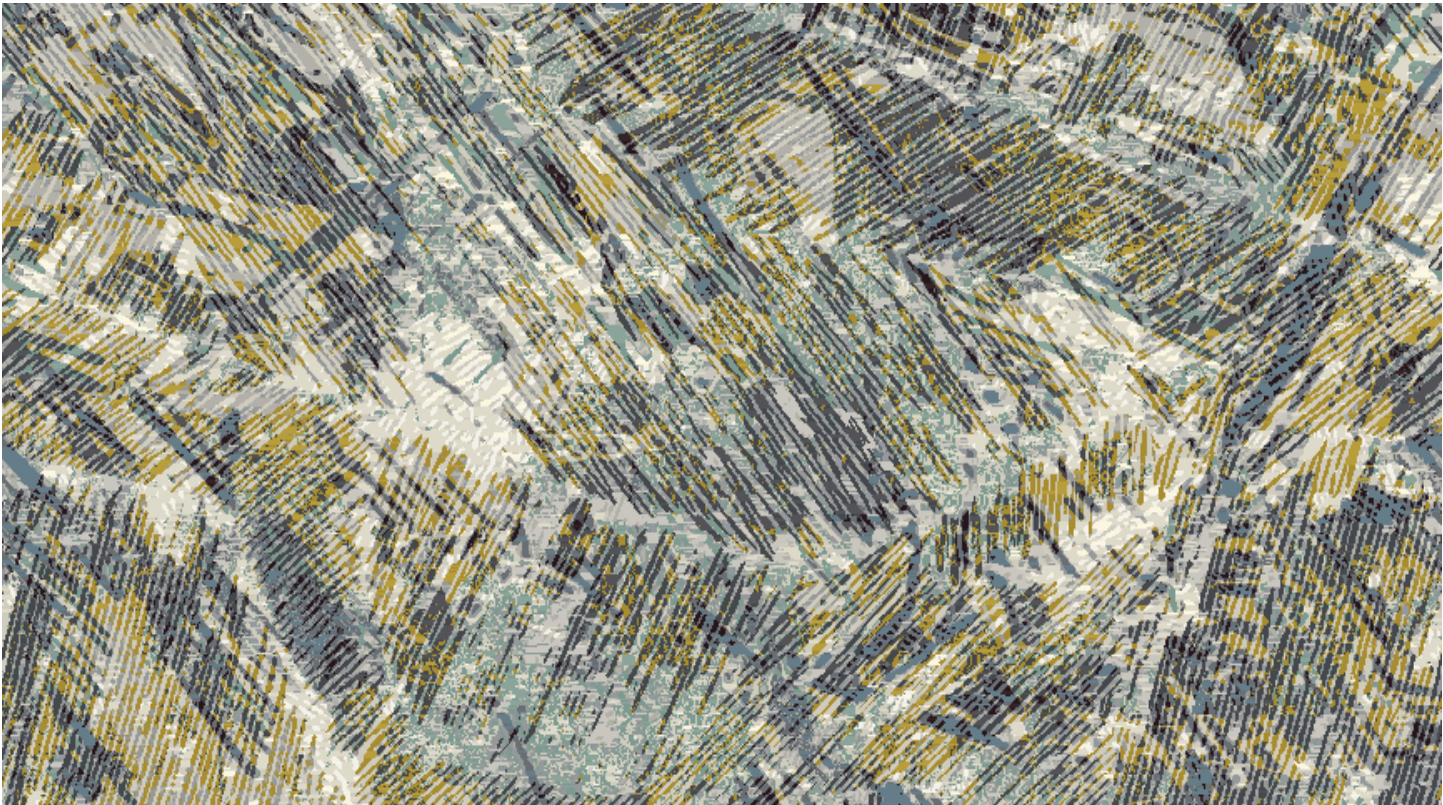
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6' x 6'  
Broadloom, Definity

1	2	3	4	5	6	7	8	9
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QTW78458-MW482  
6' x 6'  
Broadloom, Definity  
\* less than 25% loop

1	2	3	4	5	6	7	8
820006 CL	080193 CL	070034 CL	930009 CL	940006 CL	090088 CL	5213 CL	060112 CL



QTW78444-MW482  
6' x 6'  
Broadloom, Definity  
\* less than 25% loop

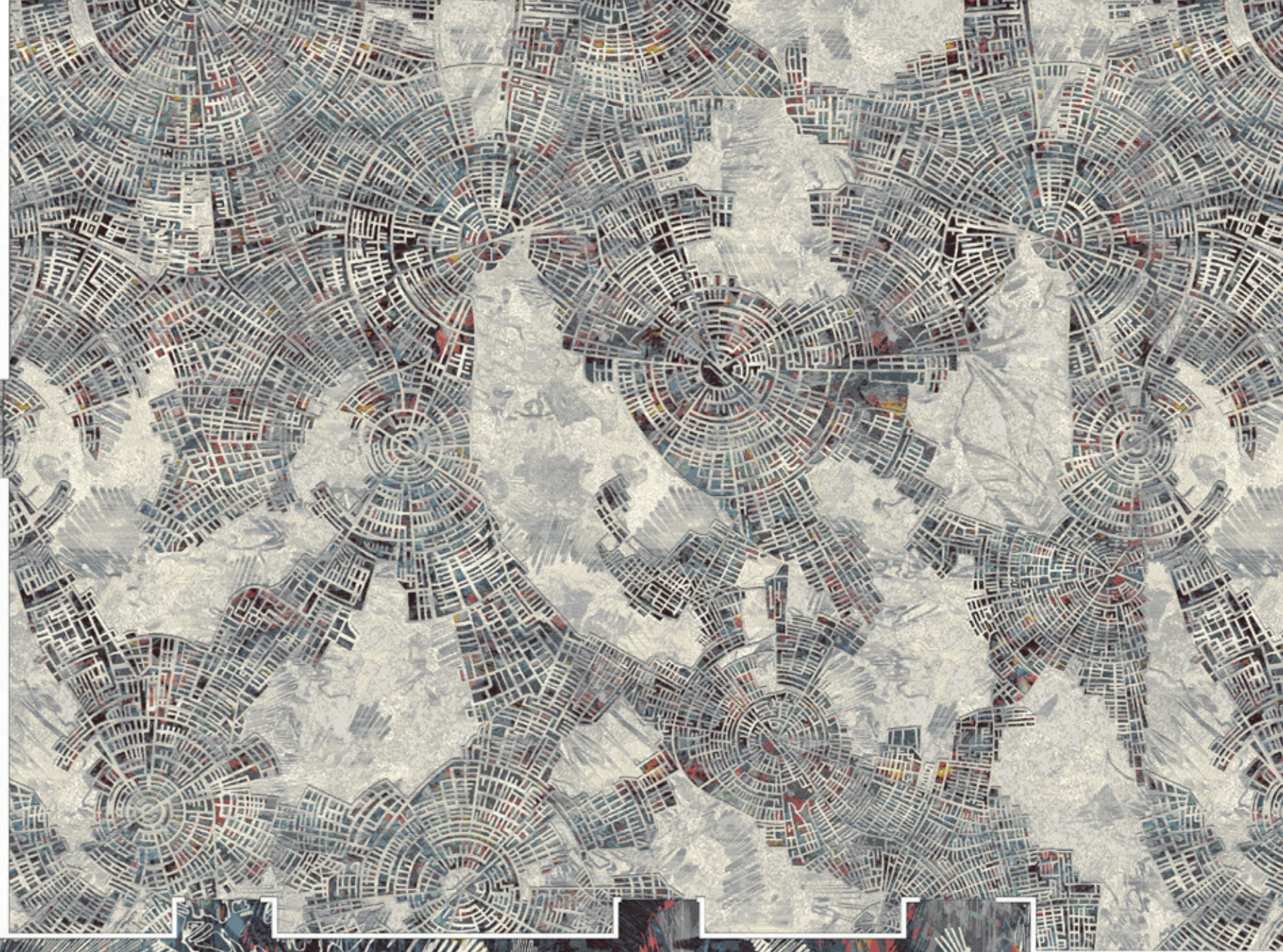
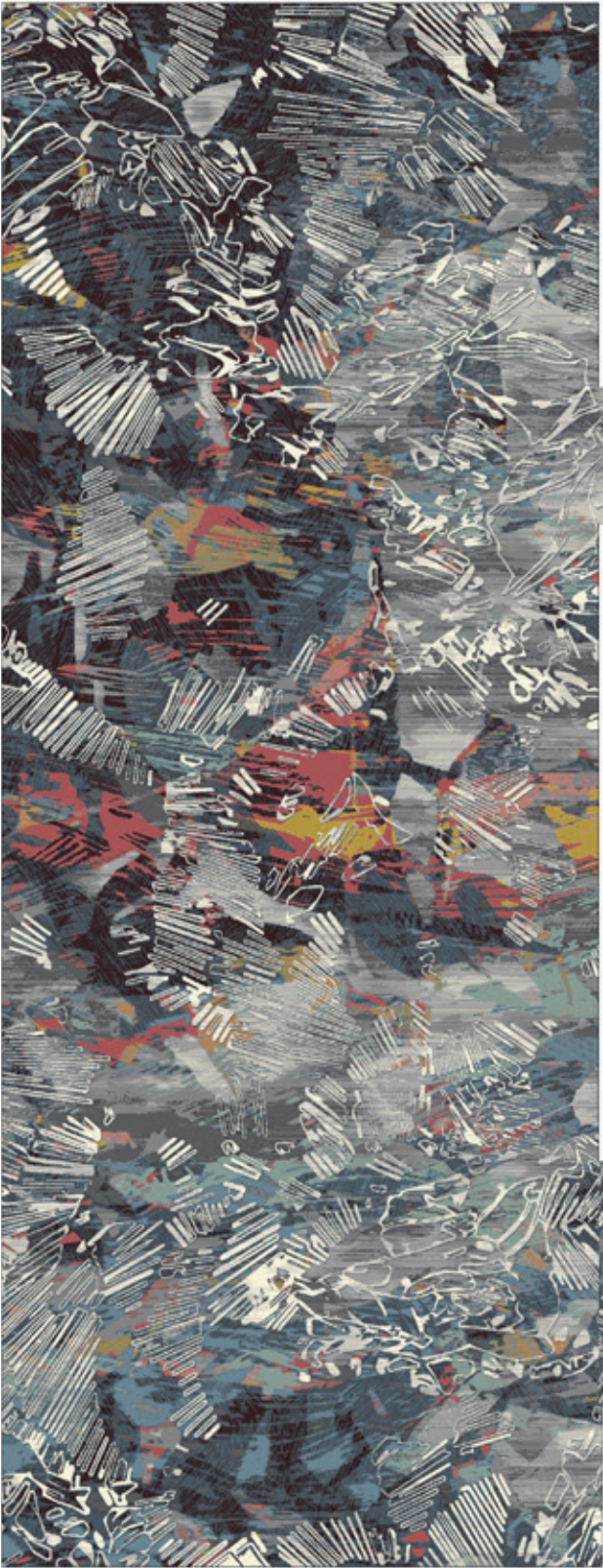
1	2	3	4	5	6	7	8	9	10
820006 CL	080193 CL	070034 CL	930009 CL	940006 C	090088 CL	470002 CL	5213 CL	060112 CL	050079 CL



# SPECTRAFIT

Durkan’s Spectrafit 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



- QTW78457-MW482**  
12' x 24'  
Corridor, 48oz Definity
- QTW78455-MW482**  
24' x 30'  
Spectrafit Broadloom, 48oz Definity
- QTW78446-MW482**  
12' x 24'  
Broadloom, 48oz Definity  
Available in 60oz - QTF78453



# 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.



12CB860N-F8631  
7'6" x 15' Pattern Perfect Broadloom

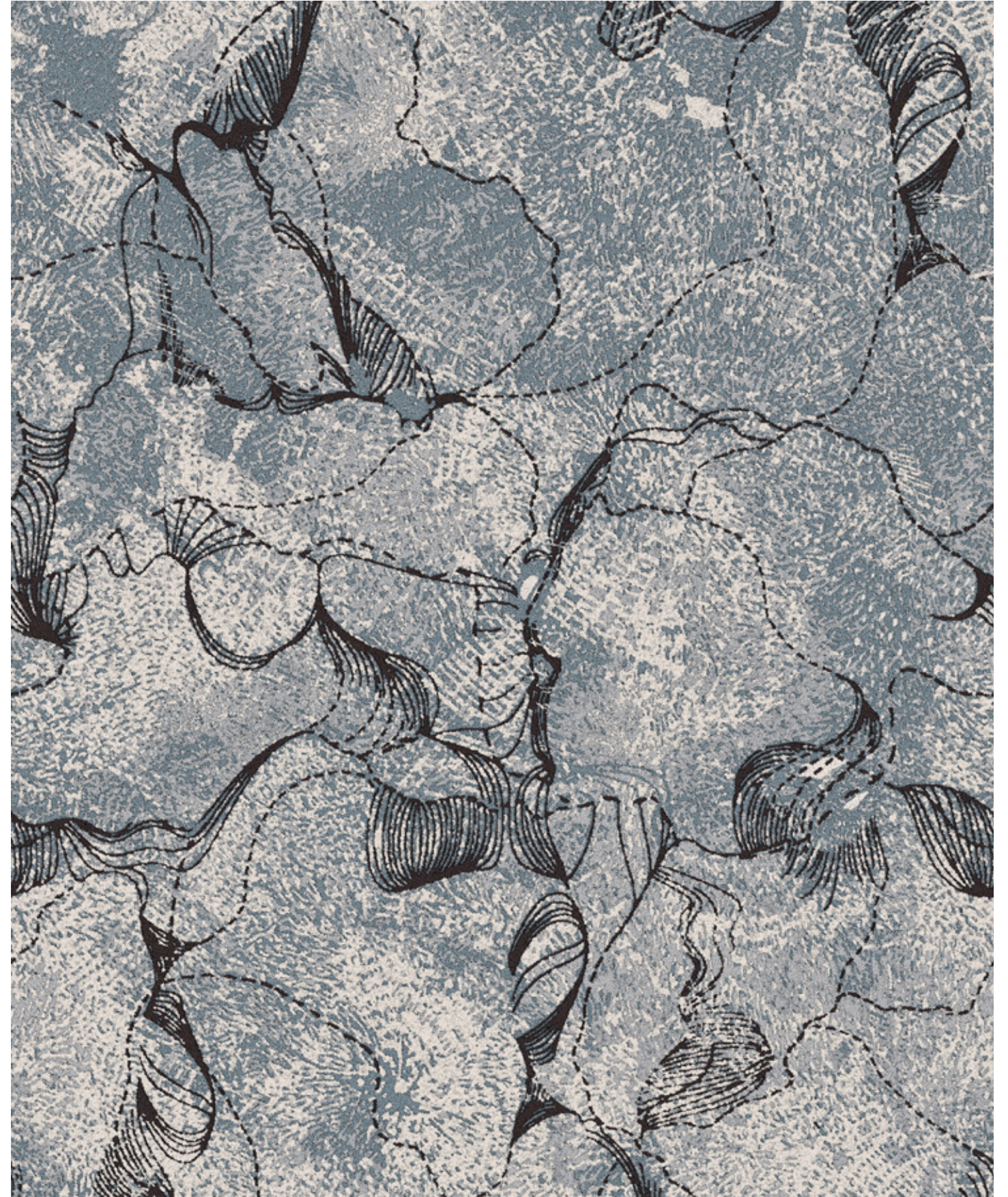




12CB873R-F8848

6' x 6'

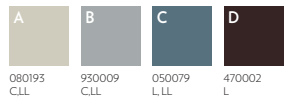
Pattern Perfect Broadloom



12CB860N-F8631

7'6" x 15'

Pattern Perfect Broadloom

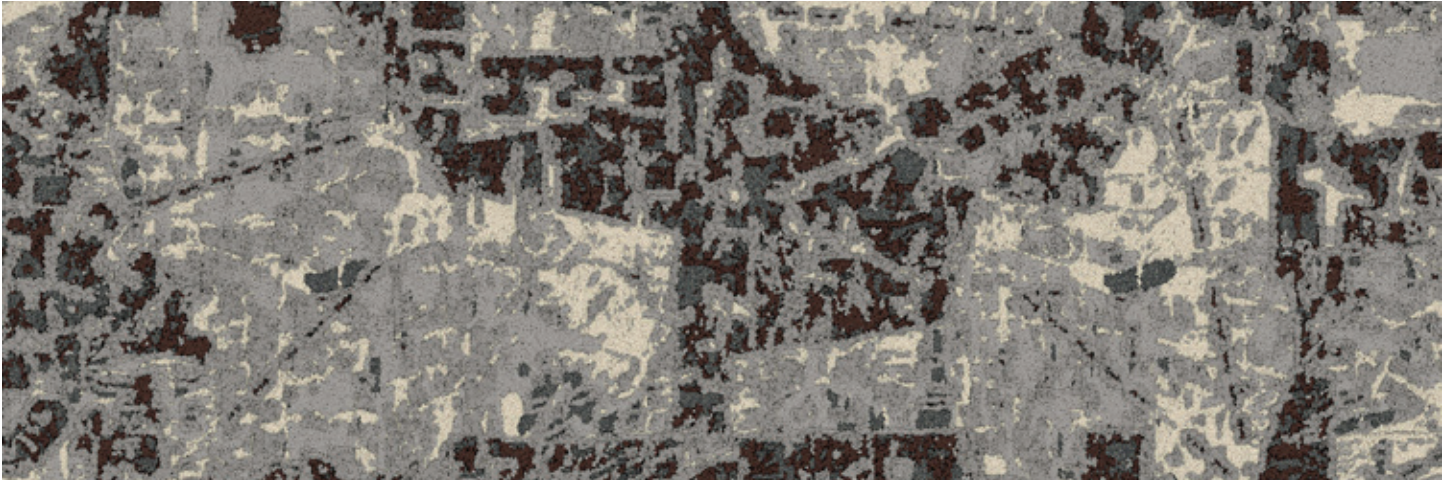






12CM868A-F8722  
12" x 36"  
Pattern Perfect Tile

A	B	C	D
470002 L	09C088 C.L.L	93C009 C.L	08C193 L.L



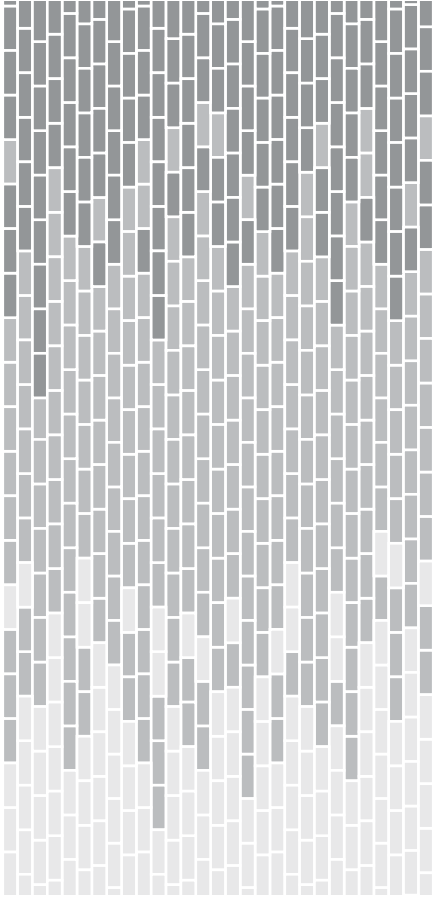
12CM868B-F8721  
12" x 36"  
Pattern Perfect Tile

A	B	C	D
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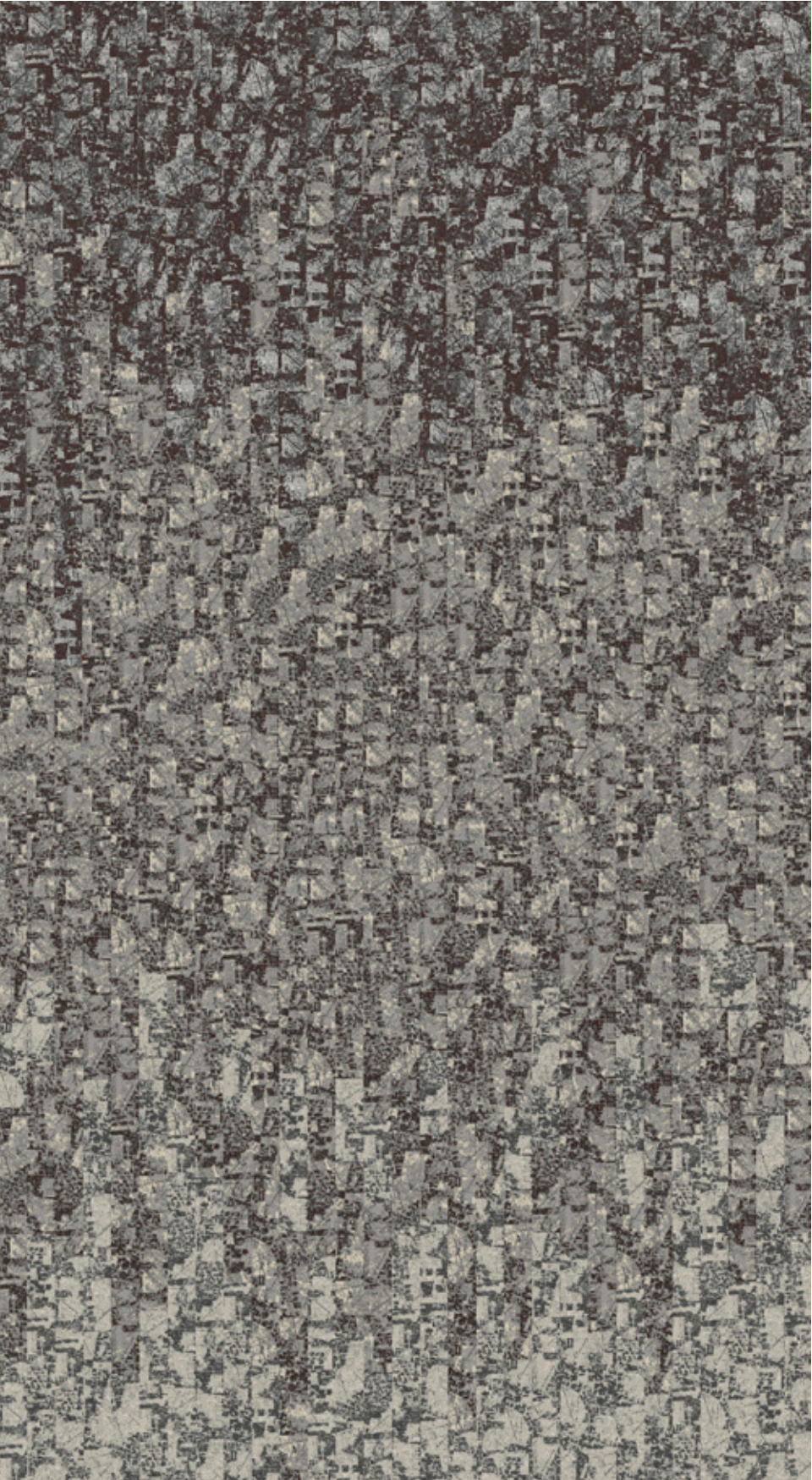
12CM868C-F8720  
12" x 36"  
Pattern Perfect Tile

A	B	C	D
470002 L	09C088 C.L.L	93C009 C.L	08C193 C.L



12CM868A-F8722  
12CM868B-F8721  
12CM868C-F8720

12" x 36"  
Pattern Perfect Tile  
Random Layout





## 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 five 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

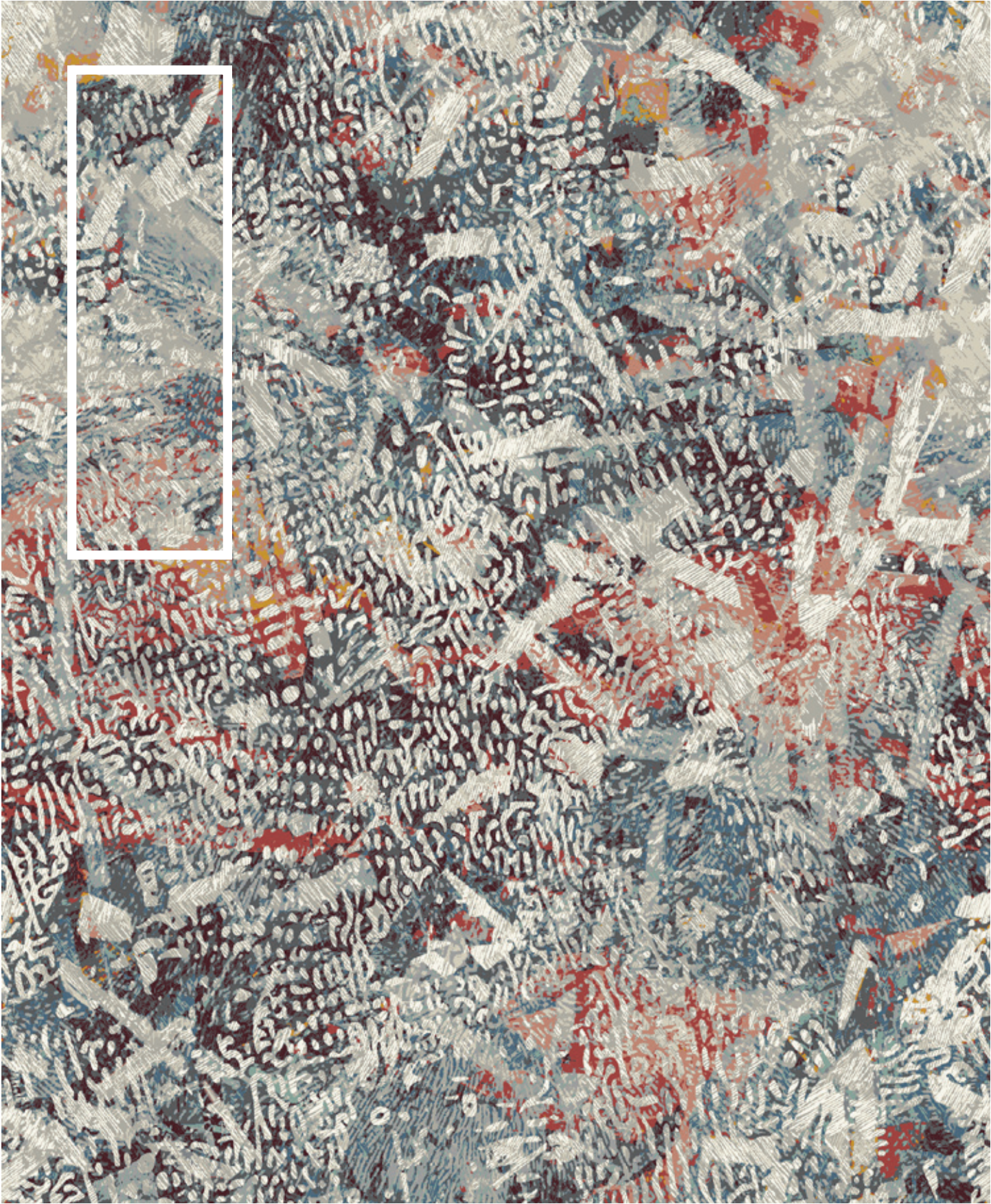
Colorize patterns with up to 12 colors in a palette standard. The multi-level cut and loop texture will contribute additional depth and dimension.

### More Flexibility

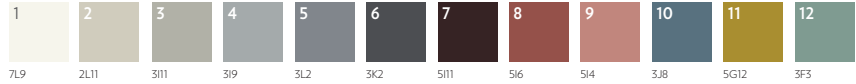
Available in Broadloom as well as 12"x36" and 24"x24" tiles.



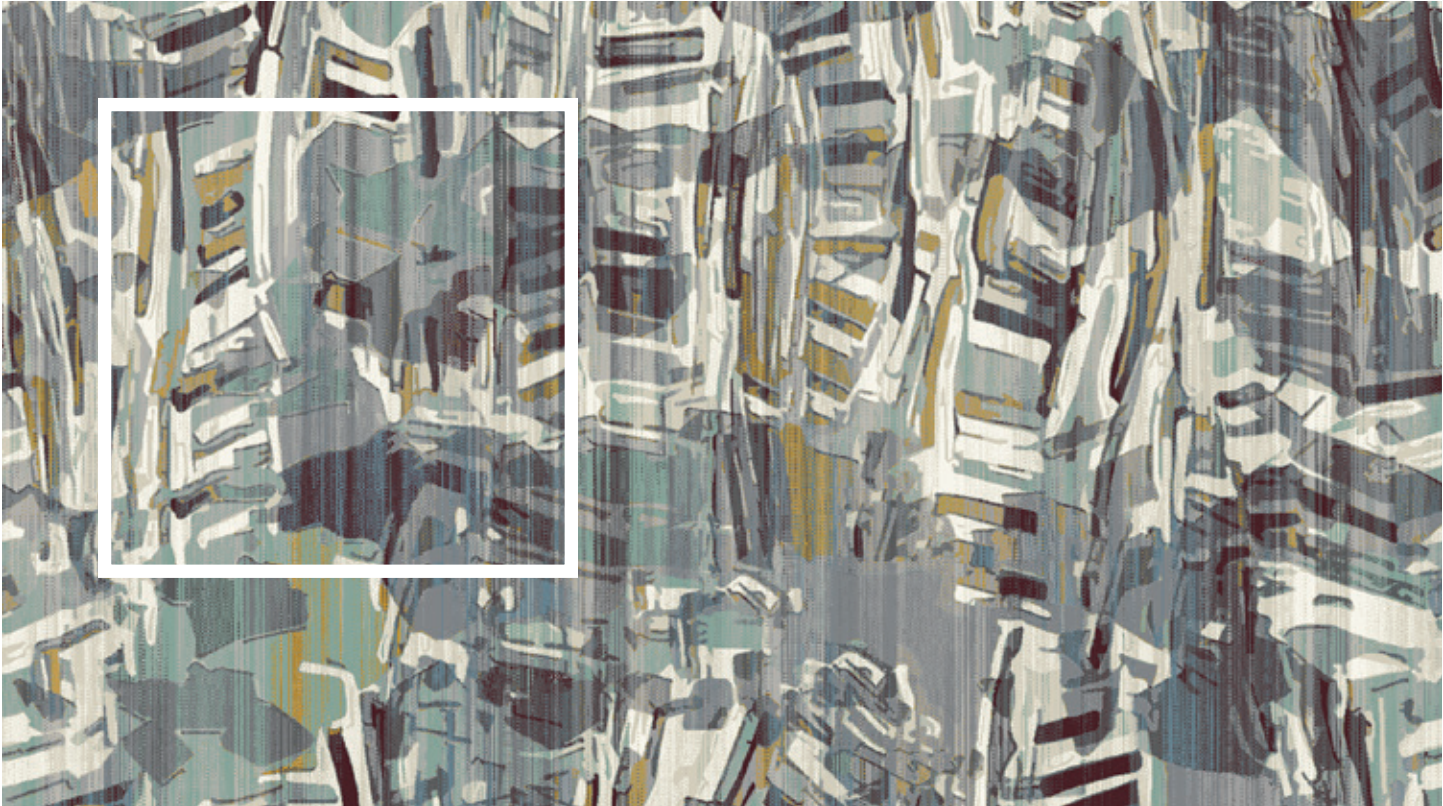
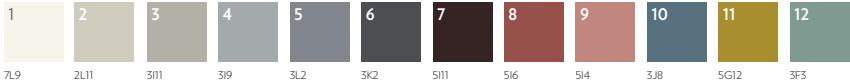




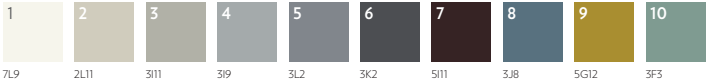
CT78441  
12" x 36"  
PDI Tile



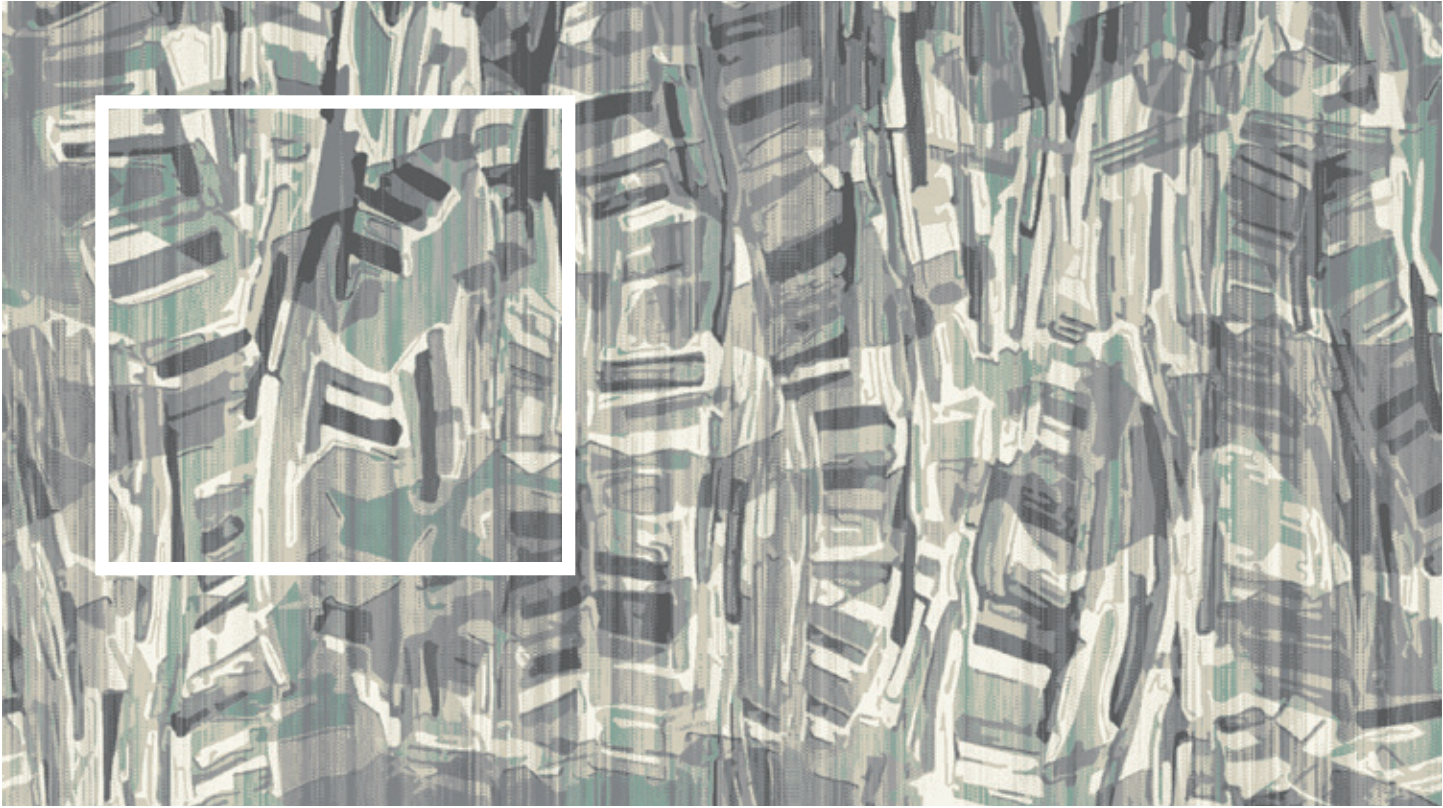
CT78442  
24" x 24"  
PDI Tile



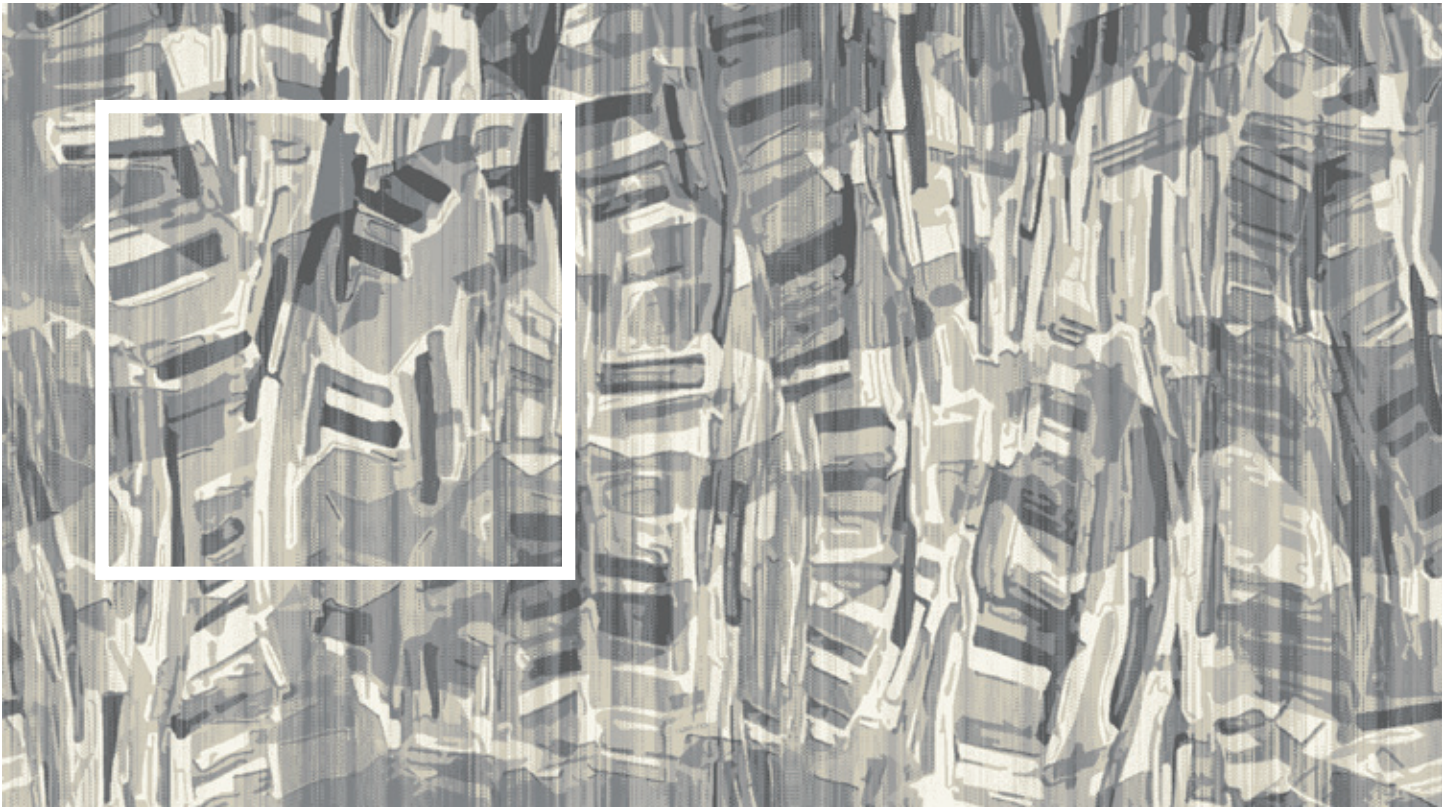
CT78443  
24" x 24"  
PDI Tile



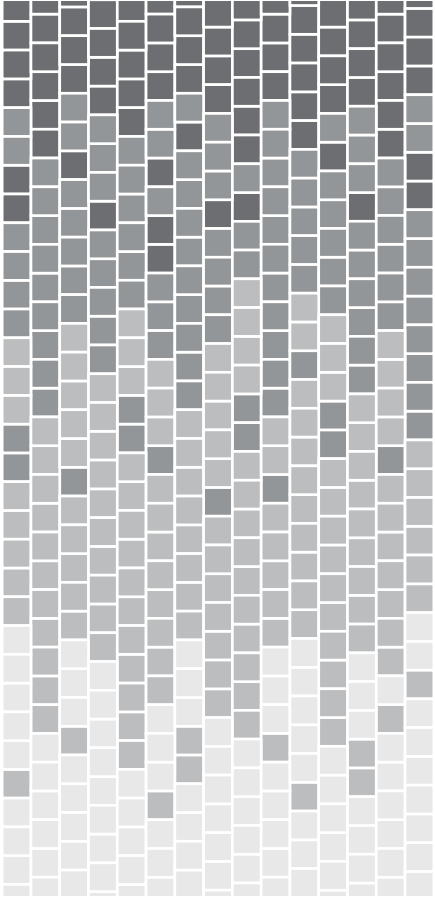
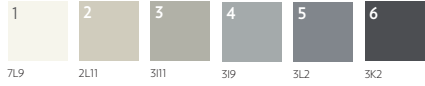




CT78450  
24" x 24"  
PDI Tile



CT78451  
24" x 24"  
PDI Tile



CT78442  
CT78443  
CT78450  
CT78451

24" x 24"  
PDI Tile  
Random Layout





# 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

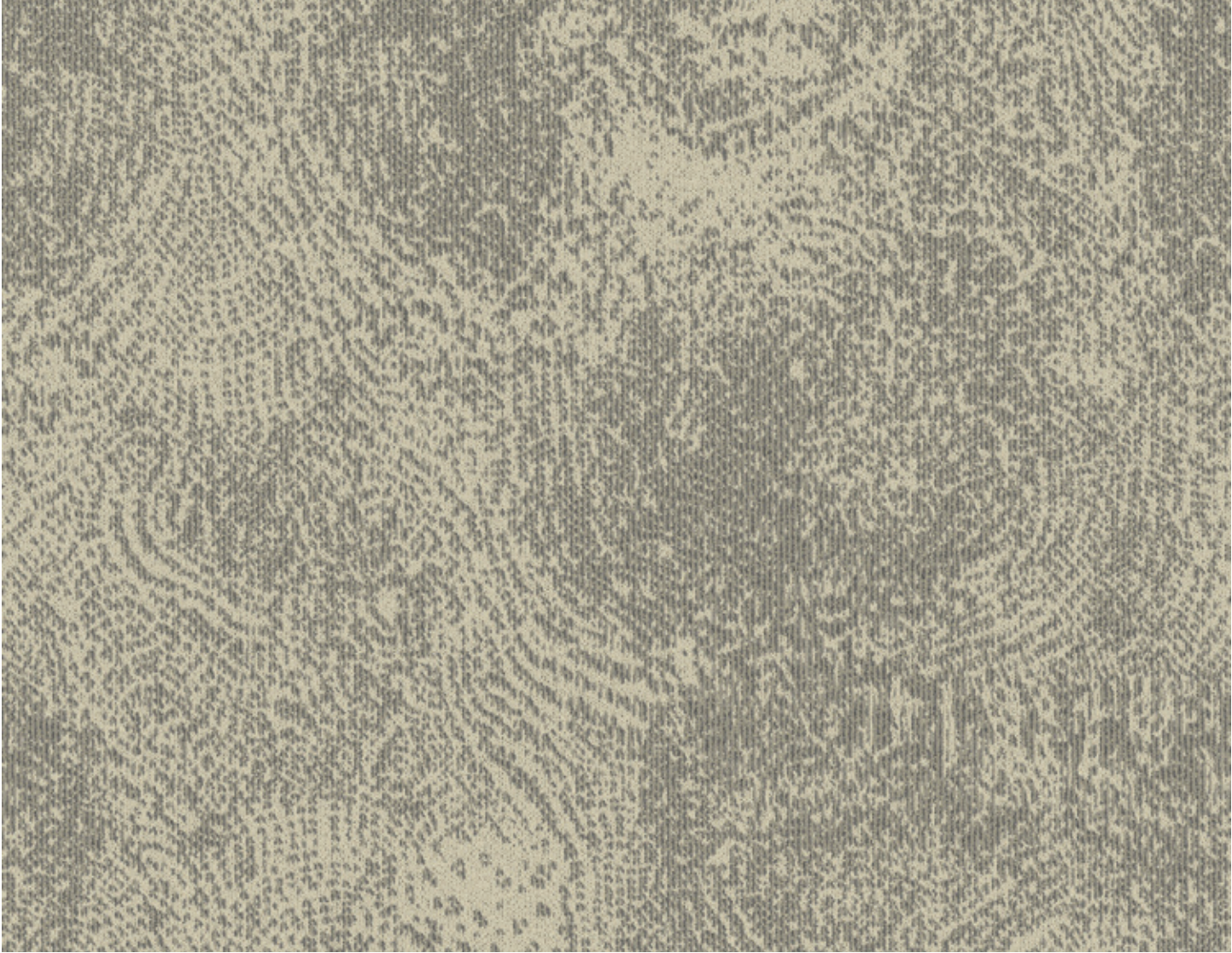
Cut and loop options create luxe spaces and provide enhanced comfort under foot.

## Healthier Environments

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



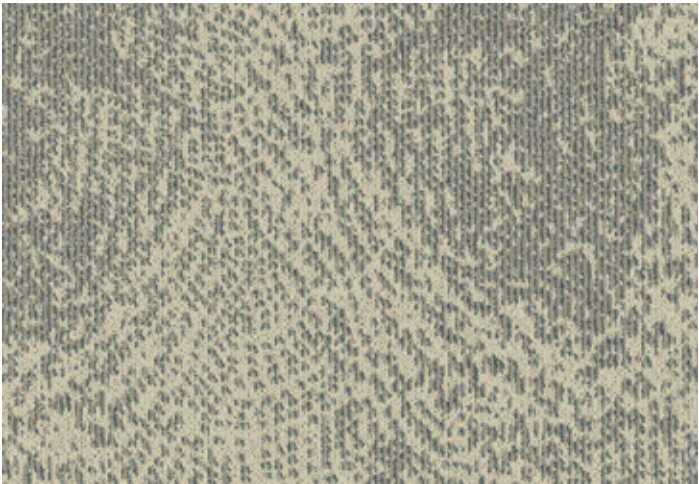




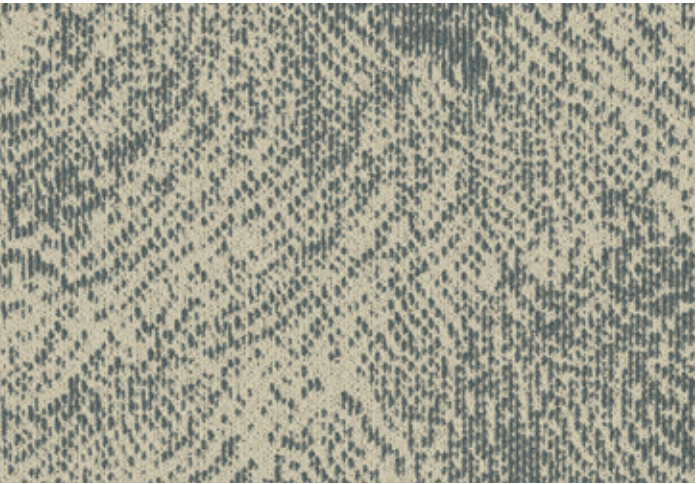
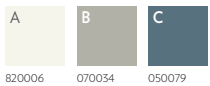
12PM859W  
6' x 12'  
Tufted Broadloom



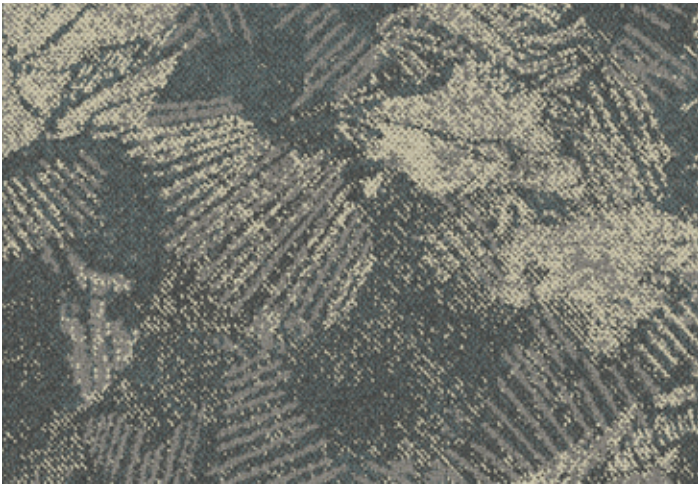
12PM867O  
6' x 12'  
Tufted Broadloom



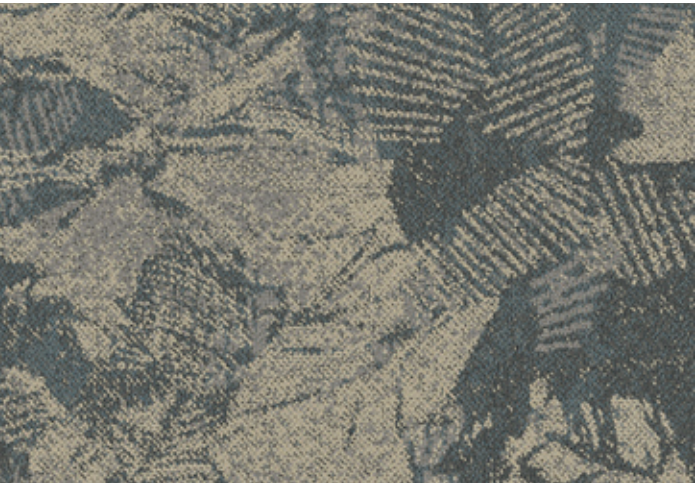
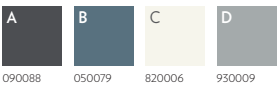
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6' x 12'  
Tufted Broadloom



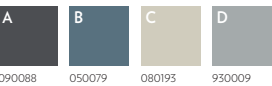
12PM859W  
6' x 12'  
Tufted Broadloom



12PM867O  
6' x 12'  
Tufted Broadloom



12PM867O  
6' x 12'  
Tufted Broadloom





# JAIME ROSS

## Meet the Designer

Born and raised in Dalton, Georgia, Jaime discovered a love of art at an early age. She received her BFA in Painting, attending SCAD and the University of Georgia. Following her graduation, Jaime has worked directly with several design markets including Dallas, Chicago, Denver and LA.

For over 20 years Jaime has been working as a custom carpet designer with wide range of design experience covering various manufacturing techniques including machine tufted, hand-tufted and axminster carpets.



## Personal Studio

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. by visiting <https://ps.mohawkgroup.com/>







The Rheo Morph 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, Rheo Morph's design applications are only limited by your imagination.

Please contact your rep or visit [www.durkan.com](http://www.durkan.com) for more information.

RHEOM 40PG BROCHR LT SLT0004082



**DURKAN. IMAGINE THAT.**  
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(800) 241-4580 | [Durkan.com](http://Durkan.com)

A division of Mohawk Group

DEFINITY | SYNTHESIS | PDI | CVP | TUFTED | CARPET TILE  
LVT | RUBBER | SHEET | LAMINATE | HARDWOOD | RUGS

