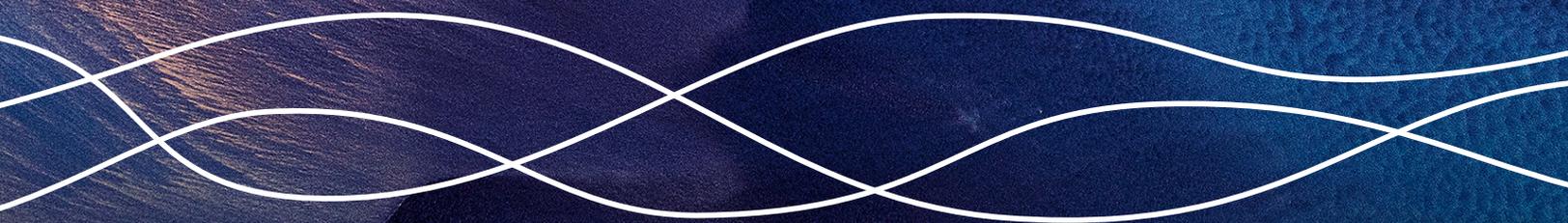




the  
**waterways**  
project



**2021** HD EXPO PRESS KIT



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## Durkan Bringing The Waterways Project to the HD Expo + Conference

Durkan, the hospitality division of Mohawk Group, is bringing its latest initiative, The Waterways Project, to the upcoming HD Expo + Conference in Las Vegas. From August 24 through August 25, 2021, visitors returning to Durkan's booth 2221 will be able to journey through new products, technologies and innovations that give back to the living waters that sustain us all.

"HD Expo is providing a valuable conference experience, and we are happy to be exhibiting again in 2021," said Jackie Dettmar, vice president of commercial marketing and product development. "This year promises to be even more exciting, as we have eagerly awaited the opportunity to invite industry professionals to experience The Waterways Project in person."

As part of Mohawk Group's The Waterways Project, Durkan will be showcasing its latest collection, **Data Tide**, at HD Expo. Data Tide's patterning is the graphic interpretation of the positive ecological influence of Blue Carbon capture, translated visually through data sets. Living Product Challenge-certified, a selection of eight colorways references the confluence of estuaries, with gradations of colorways from light to dark to mimic transitioning waters. Three styles feature a combination of solid, heathered and twisted yarns for dimensional textures that celebrate the movement of water.

Durkan's Rheo Morph, another product offered within The Waterways Project, was inspired by the scar patterns that rivers leave on the landscapes they touch. **Rheo Morph** encourages respect for and protection of water ecosystems. Rheo Morph is available in Definity, Durkan's exclusive Definity 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.

Celebrating the 20-year anniversary of Durkan's partnership with Virginia Langley, **Lilayi's** designs are nature inspired and created with an abstract, organic feel and mood. Lilayi (pronounced "Lie-Lay") is an African term from the beautiful untamed lands of Zambia and is translated as "the place to rest at sunset." Lilayi is featured in Durkan's state-of-the-art PDI tile format, which features proprietary high-resolution pattern design technology in 12 colors for customization.

Other products that will be on display include:

- **Urban Shores.** Using Durkan's Pattern Perfect tufting technology, Urban Shores brings biophilic patterns to life through precision color placement with exceptional definition and clarity. Urban Shores honors river influence on world history by drawing attention to ancient cities built near waterways in order to enable transportation, energy and trade.
- **Second Home.** The Second Home collection provides an ever subtle but meaningful connection with home. Featured on Durkan's Rigid Click LVT platform with an attached cushion backing, this collection helps create the quietest spaces resilient flooring can provide, mimicking the peace and quiet found at home.
- **Large & Local: Reforestation.** This innovative luxury vinyl tile features clean wood visuals and minimal grading as well as rustic visuals with course graining and circle sawn textures. Each color within the collection is named after a mountain gap or destination close to Durkan's Zero-Waste Certified North Georgia production facility, paying homage to the local vegetation and driving efforts toward reforestation.

"We are committed to giving back as we go forward," continued Dettmar. "The Waterways Project helps us accomplish this, fostering health and wellbeing for generations to come."

Durkan will also exhibit some of its latest innovations, including **Personal Studio**, an interactive visualization and personalization platform to create personalized flooring solutions. Suitable for any project, Personal Studio provides photo-realistic room scenes and easy-to-order electronic, printed and physical samples, all available to registered users during the conference. The samples will allow guests to see the tool in action and experience its game-changing technology first-hand.



For more information on The Waterways Project, visit [mohawkgroup.com/sustainability/waterways](https://mohawkgroup.com/sustainability/waterways).  
For more details on Durkan, visit [durkan.com](https://durkan.com).

## Durkan Launches The Waterways Project: A Journey Through New Products, Technologies and Initiatives to Better Understand and Give Back to the Living Rivers that Sustain Us All

Durkan, the hospitality division of Mohawk Group, announces the 2021 launch of The Waterways Project, a landmark effort to protect and preserve rivers and their ecosystems. The Waterways Project explores the connection between river health and human health, journeying through new products, technologies and initiatives that help improve understanding of rivers.

“Rivers are the backbones of our natural world, offering support and sustenance through the abundance of their power and beauty,” said Jackie Dettmar, vice president of marketing, design and product development. “At Durkan, we strive to honor rivers and their ecosystems and are working to make a positive impact on these waterways.”

The Waterways Project explores the current state of North American river systems, including the effects of climate change and how conservation and policy help to ensure rivers provide clean water, buffer communities against flooding, and offer refuge to fish and wildlife.

“Since 2015, the World Economic Forum has declared water crises to be a top five global threat to society over the next decade,” explained Malisa Maynard, vice president of sustainability. “As water is a key impact area in our manufacturing operations, we have made it an integral part of our climate action strategy. For every gallon of water used per square yard of carpet tile, we offset an additional 5% in efforts to balance the impact. The Waterways Project is our key initiative in addressing the water crises and our effort to preserve the planet.”

### Helping Our Waterways

As part of The Waterways Project initiative, Durkan has partnered with the Waterkeeper Alliance and Change the Course to support global projects that protect river waters and ecosystems, helping to ensure that communities have access to clean drinking water while preserving the surrounding biodiversity.

Through its partnership with the **Waterkeeper Alliance**, Durkan will help make waterways more accessible to life and activities by dedicating hundreds of volunteer hours to help protect 2.5M square miles across six continents, thereby providing clean water to 700M people.

With its **Change the Course** partnership through the Bonneville Environmental Foundation, Durkan will support 40 projects focused on river restoration and protection of waterways across the U.S., helping to ensure those rivers are clean and clear.

“Rivers are our primary source of clean drinking water; their value and beauty are priceless,” said Maynard. “The health of rivers significantly impacts us all. We recognize that at Durkan, and we are committed to giving back to these waterways as we go forward.”



For more information about The Waterways Project, visit [mohawkgroup.com/sustainability/waterways](https://mohawkgroup.com/sustainability/waterways).

## Durkan Features Rheo Morph Collection as Part of The Waterways Project

Durkan, the hospitality brand of Mohawk Group, has launched Rheo Morph as part of The Waterways Project to celebrate the powerful, evolving nature of rivers. The collection draws attention to how rivers physically mark our environment, leaving patterns and scars on landscapes as they transition, change and re-shape.

“The patterns and stories behind our rivers inspire us,” said Arnavaz Barshan, Durkan’s director of design. “Tapping into this inspiration, we designed Rheo Morph to encourage respect for and protection of our water ecosystems. The collection fosters a symbiotic relationship with rivers and hospitality spaces.”

Rheo Morph is available in Definity, a Durkan exclusive 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.

“This is a stunning collection that invites the beautiful flux and flow energy of water into our spaces,” continued Barshan. “The collection suits a wide range of styles, enhancing and uplifting our interiors.”

Rheo Morph is one of the main collections released with The Waterways Project. In 2021, The Waterways Project goes on tour across the country with a sustainable mobile experience. The roadshow journeys through new products, technologies and initiatives designed to improve an understanding of river health and how rivers support life.



For more information about Rheo Morph, visit [durkan.com](https://www.durkan.com).

## Urban Shores Fosters a Symbiotic Relationship with Rivers and Interior Spaces

Throughout history, rivers have driven the evolution of urban development. Some of the oldest cities were built near these waterways for transportation, energy and trade. Today, rivers create opportunities for recreation and bring people together. River influence on cities inspired Durkan's Urban Shores collection.

"As part of The Waterways Project, the collection fosters a symbiotic relationship with rivers and interior spaces by encouraging respect for and protection of our water ecosystems," said Jackie Dettmar, vice president of commercial marketing, design and product development.

Durkan's Pattern Perfect tufting technology brings these biophilic patterns to life through precision color placement with exceptional definition and clarity.

Pattern Perfect brings depth, warmth and tactility and delivers exceptional definition and color clarity to any hospitality project.

Urban Shores features these colorways:

- **Drifting Current:** Rich with depth and dimensionality, Drifting Current is a contemporary organic pattern with soft linear undertones that create a sense of flow.
- **Floating Forms:** Floating Forms presents refined layers of gridding and linearity, as color and pattern gently emerge and submerge across a calm surface.



For more details on Urban Shores, visit [mohawkgroup.com/durkan/hdexpo.com](https://mohawkgroup.com/durkan/hdexpo.com).

## Durkan Introduces Large & Local's Reforestation LVT Collection, A Celebration of Our Continent's Biodiverse Regions

Durkan, the hospitality brand of Mohawk Group, introduces Large & Local's Reforestation LVT collection, providing a selection of visuals from tree species across North America.

"The regions and trees tie directly to owl habitats from our Owls carpet tile collection, building a natural ecosystem of products for biophilic design," said Mark Page, senior director of creative design and development. "With the Owls collection, we explored the essence of owls, seeking to understand their unique beauty and ecological roles. With Reforestation, we turn our perspective to the owls' habitats – diverse tree species in a rich variety of graining and colors. Each colorway of Reforestation is named for a waterfall in the same region as the owl's habitat, building a holistic portrait of place."

**Oak • Great Horned Owl:** North America is home to the broadest range of oak species in the world, as well as the continent-spanning territory of the Great Horned Owl. Reforestation's oak colorways range from deep and medium browns to a lighter taupe, named for waterfalls in Tennessee, Oklahoma and Washington state.

**Populus • Snowy Owl:** Known as poplar, cottonwood and aspen, populus trees are one of the few non-coniferous trees able to grow in the cold taiga biome where Snowy Owls make their winter home. The finely grained medium gray of the populus colorway is named for waterfall-rich Alberta, Canada.

**Birch • Great Grey Owl:** Strikingly beautiful like the Great Grey Owl, birch trees are known for their role as a pioneer species, helping to establish life in desolate environments. Named after Cumberland Falls in Kentucky, this birch colorway features a soothing warm beige.

**Evergreen • Western Screech Owl:** The conifer forests of North America's marine west coast are populated by the tallest trees in the world and the Western Screech Owl. The evergreen colorway captures a striking sense of airiness and is named for Waterwheel Falls in Yosemite National Park.

**Maple • Eastern Screech Owl:** A frequent habitat for Eastern Screech Owls, maple trees are found almost entirely in the northern hemisphere and feature smooth-grained wood. In modern beige and gray tones, these maple colorways are named after waterfalls in New York and British Columbia.

**Walnut • Western Screech Owl:** Known largely as an eastern and midwestern tree, walnut also has a presence along the west coast, home to the Western Screech Owl. Named for waterfalls in California and Oregon, the colorways presented here feature muted browns and grays.

As part of the Large & Local collection, Reforestation is sustainably made in Georgia, featuring an innovative large-format platform and a focus on connecting back to place. Reforestation also has M-Force™ Ultra finish for industry-leading scratch, stain and dent resistance. With a natural color range and matte surface reminiscent of European hand-oiled finishes, the versatile tiles are well-suited for any interior, ranging from modern to traditional.

Reforestation is a part of The Waterways Project, Durkan's company-wide work to conserve river systems.



For more about Reforestation, visit [mohawkgroup.com/durkan/hdexpo](https://mohawkgroup.com/durkan/hdexpo).

## Durkan Introduces Data Tide: Innovative Carpet Collection Supports Nature with Data

Durkan announces the launch of Data Tide, an innovative collection of modular carpet planks that seeks to explore the symbiotic relationship between nature and data through the visualization of water.

Data Tide celebrates the unique ecosystem of estuaries where freshwater and saltwater converge to sequester Blue Carbon and support biodiversity. Durkan's design team used data sets from environmental studies of greenhouse gases to create biophilic patterns through a custom-built data visualization tool. With this graphic interpretation of the data, the collection celebrates the positive ecological influence of Blue Carbon capture.

"At Durkan, we are committed to preserving our water ecosystems," said Jackie Dettmar, vice president of marketing, design and product development. "We strive to help customers create spaces that are environmentally responsible, and we're expanding these efforts to encourage respect for rivers, waterways and the diversity of life they make possible."

Available in eight colorways, Data Tide's 12"x36" modular carpet planks feature gradations that flow from light to dark in order to mimic transitioning waters. The collection's color tones also reference back to estuaries, helping to infuse nature's beauty throughout any space.

"Data Tide's three coordinating patterns – Aqua Rhythm, Biome and River Code - feature a combination of solid, heathered and twisted yarns for a dimensional texture that reflects water's movement," explained Royce Epstein, Mohawk Group's A&D design director. "The patterns are designed to work together and independently in a product suite, maximizing creative vision and inspiring a relationship with nature."

Data Tide is one part of Durkan's larger sustainability effort, The Waterways Project. This project highlights new products, technologies and initiatives to give back to and restore the living rivers that sustain life. The Waterways Project features collections designed to foster a symbiotic relationship with rivers and workspaces, encouraging respect for and protection of water ecosystems. The project's designers and engineers seek to develop products that are healthy and free of toxins, socially responsible and respectful of worker's rights, and positively impact the environment.



To learn more about Data Tide, visit [mohawkgroup.com/durkan/hdexpo](https://mohawkgroup.com/durkan/hdexpo).

## Domestically-Manufactured Second Home LVT Provides Meaningful Connection with Home

Durkan's Second Home collection provides an ever subtle but meaningful connection with home. The LVT collection features 7.5" x 48" planks in an array of 13 wood visuals in contemporary colors that range from rich earth tones to chic greys. Second Home is manufactured in the U.S. and invites end users to pull up a chair and make themselves comfortable — for dramatic public spaces, the quietest guest rooms and more.

The commercial grade resilient flooring collection is crafted in a 6 mm thickness with a 20 mil wear layer and M-Force™ Ultra finish to provide superior scratch, puncture and stain resistance. Featured on Durkan's rigid click LVT platform with an attached cushion backing, Second Home helps mitigate acoustical concerns and mimics the peace and quiet found at home. The platform also provides advanced waterproofing technology and superior dimensional stability.

The nature-inspired collection is FloorScore certified and produced using 100% post-industrial recycled materials at Durkan's North Georgia resilient plant, a Zero Waste to Landfill certified manufacturing facility. Second Home's domestic production ensures and delivers industry-leading quality and ease in serviceability for hard surface flooring, while driving high-performing flooring solutions for elegant contract spaces.



Find your Zen, focus, unwind and recreate the familiar with Second Home LVT by visiting [mohawkgroup.com/durkan/hdexpo](https://mohawkgroup.com/durkan/hdexpo).

## Durkan Releases Lilayi: A Custom Collection by Virginia Langley

Durkan, the hospitality brand of Mohawk Group, announces the release of Lilayi, its latest collection by longtime collaborator Virginia Langley. Lilayi (pronounced “Lie-Lay”) is an African term from the beautiful untamed lands of Zambia and is translated as “the place to rest at sunset.”

“The name ties in harmoniously with the theme of these designs, which are nature inspired and created with an abstract, organic feel and mood,” said Langley.

The designs are also inspired by Langley’s new Texas ranch and watching sunsets rest behind the views of pastures and oak trees reflecting in the ripples of the pond and pool.

“Lilayi brings tranquility and creates a serene setting with modern and contemporary styling,” continued Langley. “Both subtle and bold in pattern and texture, Lilayi can be easily colored to enhance and complement any theme, from urban to resort, allowing guests to sit back, relax and enjoy the inviting ambiance of Lilayi.”

The Lilayi collection is featured in Durkan’s innovative Definity, PDI, PDI Tile, CYP and Pattern Perfect technologies.

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 designers to fully define and express their vision.

Durkan’s state-of-the-art PDI technology for Lilayi combines the best of both worlds: high resolution pattern design and customization with up to 12 colors and the added wear and maintenance advantages of modular flooring. PDI tile allows designers to create enduring pattern combinations in easy-to-install 12”x36” and 24”x24” formats, while increasing longevity with selective replacement of individual damaged tiles instead of the entire floor.

In rich and vibrant palettes of up to six color patterns featuring Colorstrand SD yarn, Lilayi in CYP provides textures and patterning in any scale with precision cut and loop construction.

Durkan’s proprietary Pattern Perfect technology brings depth, warmth and tactility to Lilayi. This innovative technology also provides flexibility in design and color to create tailored or hand-crafted styling perfect for any public space.

“2021 marks the 20-year anniversary of the partnership and collaboration between Virginia Langley and the Durkan brand,” said Jackie Dettmar, vice president of commercial marketing, design and product development. “Over the years, she has launched a total of 46 collections, culminating in the launch of Lilayi. We are excited to show customers these beautiful products in person.”



For more information about Lilayi, visit [mohawkgroup.com/durkan/hdexpo](https://mohawkgroup.com/durkan/hdexpo).

## Create Personalized Projects with Personal Studio During HD Expo

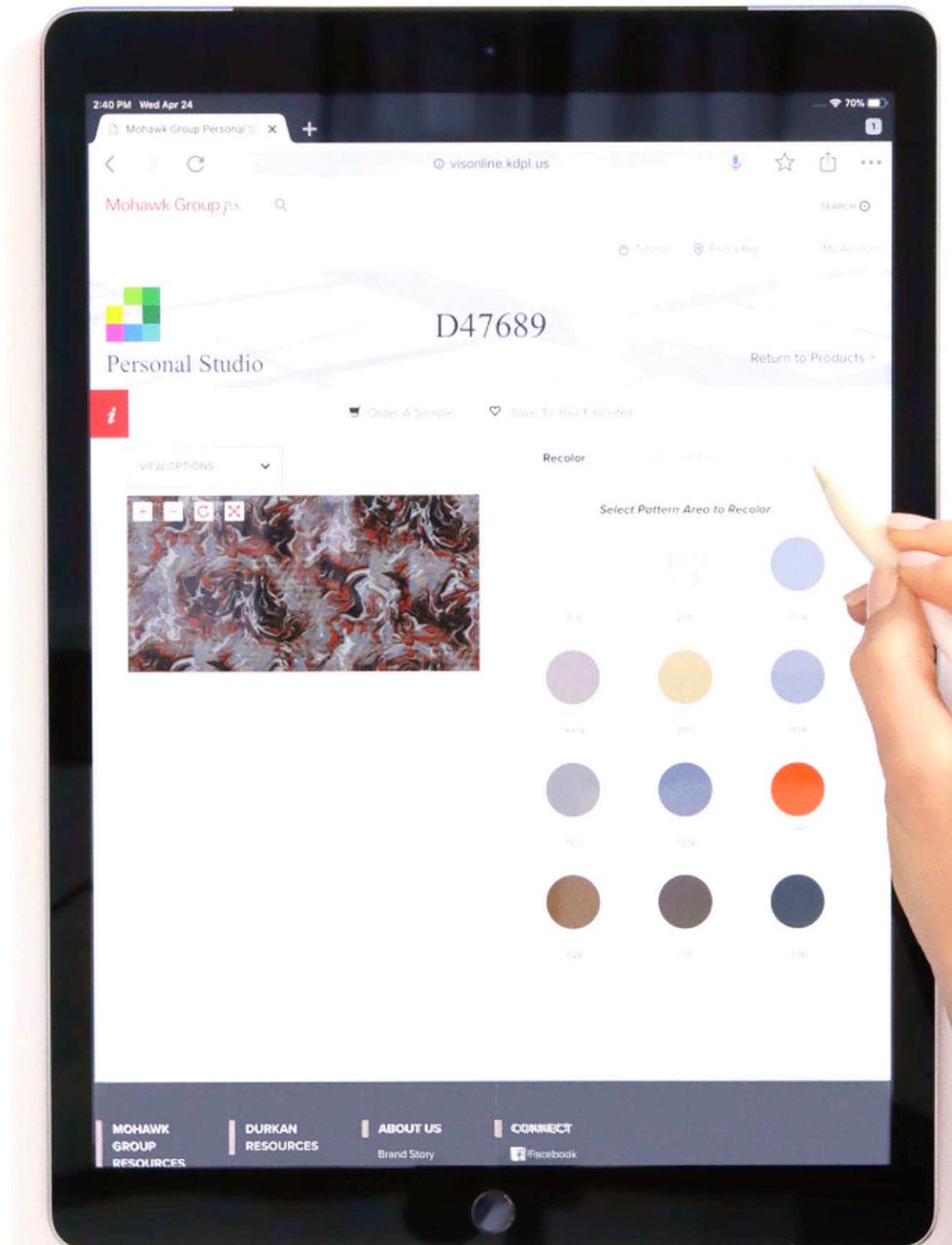
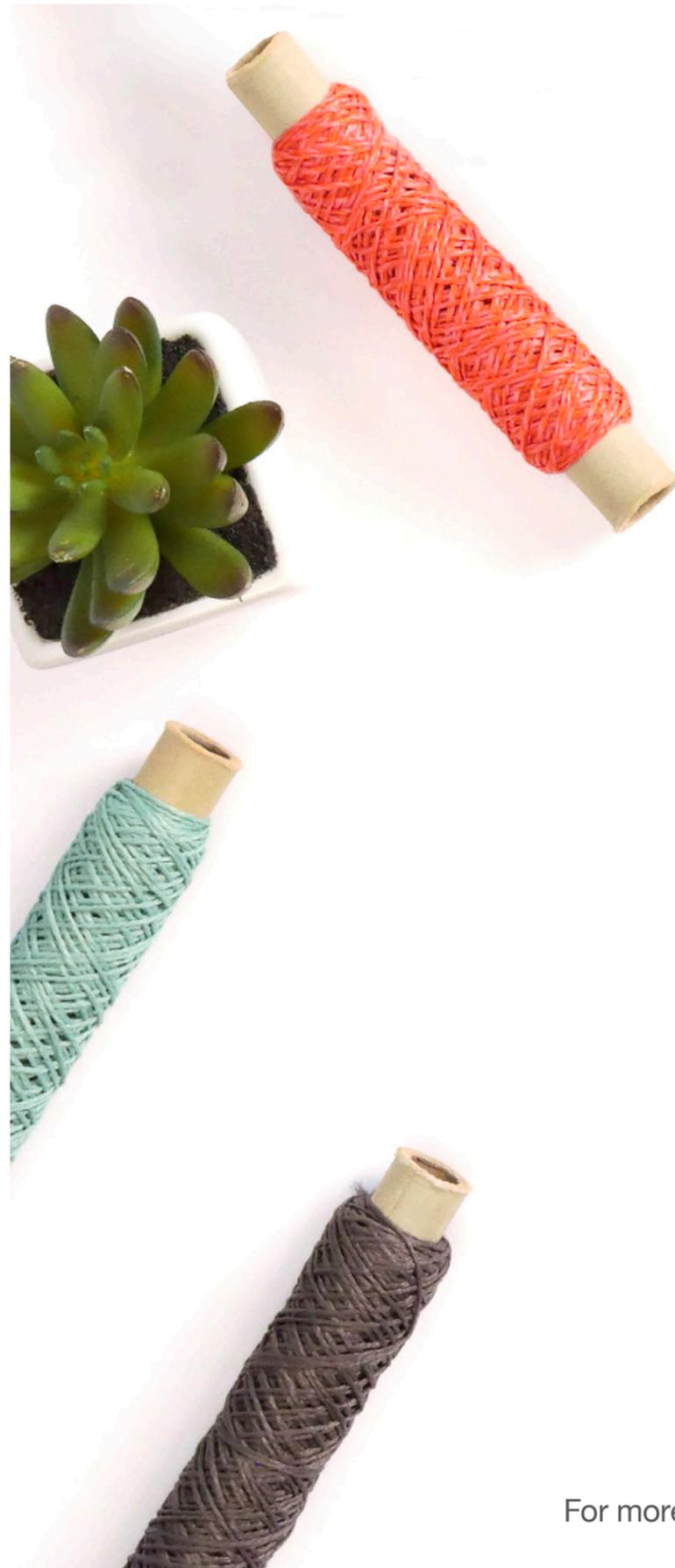
During HD Expo, Durkan's Personal Studio will be on board to give designers the option to create custom flooring solutions for any and every contract project.

An interactive visualization platform, the Personal Studio system is the first of its kind as a single, consolidated carpet personalization design tool that can seamlessly handle every soft surface construction type. Equally important and innovative is the ability of Personal Studio to offer real-time renderings of the carpeting during the recoloring process.

"Personal Studio helps customers create their own paths to better design with more options for personalizing products, giving them all the assets they need for visualizing and specifying commercial flooring," explained Framarz Mistry, director of design technology. "With Personal Studio, the process to order samples of your personalized flooring starts with a single click. Our customers and their dedicated account executives can track the progress of their designs and samples from start to finish in real time."

Personal Studio's user-friendly functionality allows specifiers to personalize Durkan's running line flooring products with enhanced coloring capabilities. The system also allows users to visualize these same products in multiple room scenes and installation patterns. The program's three-dimensional virtual environments enable designers to scale flooring products and shadows more accurately as a realistic simulation for visualization purposes. Streamlined workflows designed specifically for Durkan mean that users no longer have to toggle between different programs to create their designs for multiple spaces and product types, as they are now under the Personal Studio umbrella.

Personal Studio offers one of the industry's fastest visualization results possible to cater to the tailored needs of clients. Everything from room scene visualizations to photo-real simulations provide more flexibility so that customers can choose between digital and physical samples. The digital assets produced through Personal Studio can be used in standard CAD drawings and 3D visualization software. This not only makes the specification process more streamlined and turnkey, but more sustainable as well.



For more information about Personal Studio, visit [ps.mohawkgroup.com](https://ps.mohawkgroup.com).

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