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Durkan Bringing The Waterways Project to the HD Expo + Conference

CALHOUN, Ga. **June 30, 2021**—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 Mohawk Group’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 Mohawk Group’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 Mohawk’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** (p.s.), an interactive visualization and personalization platform to create personalized flooring solutions. Suitable for any project, p.s. 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 p.s. tool in action and experience its game-changing technology first-hand.

To learn more about the HD Expo + Conference, visit hdexpo.com. For more information on The Waterways Project, visit mohawkgroup.com. For more details on Durkan, visit durkan.com.

About Durkan

From the hotel lobby and corridors to guest rooms and ballrooms, casinos and areas of assisted living facilities, Durkan is world-renowned as an industry leader in innovative design solutions and high-style, high-performance hospitality flooring solutions. Durkan’s products are offered in a wide range of exclusive innovative pattern and texture technologies, including Definity™, an advanced generation precision sculpturing technology that produces the highest definition of texture, pattern and color available in hospitality carpet; and Synthesis™, which provides a three-dimensional layering effect using a custom base and Precision Dye Injected (PDI) surface that enables unprecedented image quality. Durkan is the hospitality brand of Mohawk Group, a leading commercial flooring manufacturer and a pioneer



in the design of sustainable flooring.

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