

Mohawk Group Launches Four New LVT Designs, Expanding Domestically Made Living Local Collection

Mohawk Group announces the expansion of its domestically manufactured 2.5mm LVT platform, Living Local. With four new 12" X 24" designs including stone, terrazzo and abstract textile visuals complimenting the existing 6" X 48" wood, the new styles provide designers with the ultimate flexibility to create vibrant and unique spaces.

Proudly manufactured in the U.S., Living Local celebrates the spirit of local communities. The Living Local collection features a range of colors and textures to fit any interior, adding homegrown appeal to a wide variety of projects. The newest Living Local styles offer customers additional opportunities to create spaces that reflect their performance needs and design preferences while supporting and celebrating US-made products.

"We are very proud of our Living Local collection," said Mark Page, Mohawk Group's senior director of creative design and development. "We believe that this expansion of the platform will provide customers with even greater opportunities to design the spaces they want and need."

The four styles introduced in this Living Local expansion are Chromascope, Optic Hues, Terrazzo, Stonework, joining the existing Living Local Wood style. While the Chromascope style enhances feelings of solace and renewed focus, the Optic Hues style promotes the value of self-expression within the Visual Age, offering graphic textures and digital filters to create an eye-catching alternative to traditional hard surface visuals. The Terrazzo style is a new take on an Italian classic, infusing biophilic visuals with colorful accents, as the Stonework style celebrates the perfectly imperfect natural materials, textures and surfaces derived from stone craft. Finally, the Wood style draws inspiration from natural wood visuals and features colors ranging from rich warm browns to cool greys.

"The range of styles reflect a variety of design preferences," added Page. "Paired with Living Local's reputation for durability and performance, this line is suited for a wide range of spaces and projects."

As a worry-free solution, the new Living Local styles feature M-Force™ Ultra technology, a complete performance system for LVT flooring that provides superior stain, scratch and dent protection, and is backed up by a 20-Year M-Force™ Ultra Warranty.

The 2.5mm construction of each style eliminates the need for transition strips when used with select carpet tile products, thereby reducing installation time and cost. The line also carries a 20-year commercial warranty and utilizes Mohawk Group's certified 100% recycled

content allocation system to ensure that no product waste from domestic resilient manufacturing ever ends up in a landfill.

“We are committed to the utilization of pre-consumer materials to help reduce virgin feed stock ingredients, eliminating industrial waste and diverting unavoidable waste from landfills whenever possible,” explained Malisa Maynard, vice president of sustainability. “We have minimized these waste streams through innovative cutting techniques and processing, and the remaining pre-consumer material is incorporated back into finished products. This includes our Living Local and other domestically manufactured LVT at our Dalton, Georgia facility.”

Learn more about the Living Local collection by visiting mohawkgroup.com.