

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

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, Mohawk Group's 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](#), Mohawk Group's company-wide work to conserve river systems.

For more about Reforestation, visit mohawkgroup.com.