



**FOR IMMEDIATE RELEASE**  
June 12, 2017

**MEDIA CONTACT**  
Mollie Williams  
[mollie@mwilliamscg.com](mailto:mollie@mwilliamscg.com)  
864.419.6204 (cell)

## **Milliken Redefines the Role of Flooring in the Built Environment at NeoCon 2017**

*Innovative soft and resilient flooring solutions set new design and functionality expectations in showroom 11-1149*

**SPARTANBURG, S.C.** - Highlighting its role as a leading global flooring solutions provider, Milliken redefines the role of interior flooring through three new collections debuting at NeoCon 2017: Encryption, a technological exploration of shadows and highlights, and two new LVT collections, Shift and District.

“At Milliken, our innovations invite a discussion of how a traditional building material can move beyond surface-level aesthetics,” shares Mark Strohmaier, vice president of marketing for the Milliken floor covering division. “At NeoCon 2017, we’re debuting a portfolio of true flooring solutions for building interiors that set new expectations for the use of flooring in design and functional problem-solving.”

### **ENCRYPTION MODULAR CARPET COLLECTION**

A convergence of the real and the virtual, the haptic and the emotional, Encryption explores the increasingly blurred line between people and technology. The emerging aesthetic is both timeless and unmistakably modern—balancing maximalism and minimalism, and forming the foundation for commercial environments where technology enhances the form and function of our lives.

Milliken Senior Designer Susan FitzGerald layered pixelated color blocks, interplaying shadow and highlights, to provide structure for the floor that is both familiar and novel. Digital texture is encoded and revealed through a pseudo-random pattern for an elevated level of dimensionality.

At first glance, tiers of block structures convey a sense of connectivity. Upon closer examination, extraordinarily intricate layers of many colors begin to reveal themselves. Only achievable through Milliken’s high-definition Digital Dye Injection (DDI) technology, this nuanced layering results in a dynamic tertiary read of color. This technology-enabled design nods the now fundamental role of connectivity in the 21<sup>st</sup>-century lifestyle.

Two complementary patterns in twenty color options and 25 cm x 1 m plank carpet tiles can be used in conjunction or stand alone as field flooring. Block Code is a bold and specific medium-scale graphic, and Linear Code, a micro-scale, serves as a texture.

#### *Moisture management*

“A product’s functionality is key to its influence in interior environments,” Strohmaier shares. “Encryption invites a discussion of how an existing building material, such as modular carpet, can solve relevant issues for the A&D industry through its very construction.”

“By eliminating the health and well-being concerns introduced by subfloor moisture—such as mold and mildew—Encryption is not only a design solution for flooring but a forward-thinking solution to future building issues.”

Encryption is constructed with built-in, PVC-free open-cell cushion backing unique to Milliken—and standard with all Milliken modular carpet collections. Milliken’s open-cell cushion backing offers a myriad of benefits and supports current workplace trends by:

- Solving the root cause of flooring failure
- Eliminating the conditions required for mold and mildew growth
- Helping to create spaces that enhance occupant well-being through improved indoor air quality
- Extending the lifespan up to 40 percent more than other carpets
- Enhancing comfort underfoot, which reduces muscle fatigue up to 24 percent for sit-to-stand workers
- Allowing architects and designers to deliver flooring aesthetics that have guaranteed lifetime performance

Subfloor moisture is an estimated \$1 billion issue and a leading cause of flooring failure. It is a result of rising water tables and/or improperly cured concrete subfloors—issues that often arise when trying to meet tight project deadlines. Encryption manages subfloor moisture through the simplest way: its construction. Water vapor wicks up through the tile seams before pooling into damaging liquid water. This wicking helps to eliminate the need for costly subfloor prep and moisture mitigation solutions, speed up project timelines, and reduce cost.

As proof of performance, Encryption carries 14 lifetime warranties, which don’t require costly moisture testing and validation preparation in buildings where subfloor moisture is a concern.

### *Sustainability*

Encryption’s eco-friendly attributes are a result of Milliken’s longstanding holistic approach to sustainability, and offer numerous environmental and occupant-driven benefits. The collection contributes to LEEDv4, WELL Building Standard and other green certifications.

Encryption is:

- Constructed with Milliken-Certified WearOn® nylon type 6,6 and 39.3 percent total recycled content to minimize raw materials consumption without compromising performance
- Free of all 21 Red List Chemicals with a Red List Compliant Declare label
- Available with TractionBack® bio-based, adhesive-free installation technology, which reduces or eliminates volatile organic compound off-gassing
- Produced using up to 51 percent renewable energy derived from methane harvested from the local landfill
- Manufactured with zero process waste sent to landfill—a 25-year achievement of Milliken’s

## **SHIFT & DISTRICT LUXURY VINYL TILE**

**SHIFT** - Every step forward is a shift between what was and what is yet to be. Inspired by the beauty of change, and how technology and design shape our everyday lives, Milliken’s Shift LVT collection brings a contemporary sense of movement to the floor. Shifting lines in a subtle gradation of neutrals create an undulating ebb and flow when installed monolithically, while plank installations provide a dramatic contrast.

Available in 18” x 36” plank tiles and four gray colorways with a micro-beveled edge, the collection carries a Declare label for material transparency and is FloorScore® certified for indoor air quality.

**DISTRICT** - A stroll through the city reveals diverse communities. The distinct yet cohesive expression of each district's rhythm and culture results in a symphony of sounds, architecture and activity - ultimately giving a city its voice.

The District collection is a kit-of-parts with multiple scales and pattern types, which allow flexibility throughout a commercial project. Five patterns - Arts Avenue, Franklin Park, Graduate, Midtown Village and Old City - use a range of small and large-scale texture and graphics. All patterns share four color families for perfect coordination when combining products in a single space. By using Milliken's online Color Reference System, you can also pair District with Milliken soft surfaces to strike a complementary balance.

Each pattern is available in 18" x 18", 36" x 36" and 9" x 36" plank tiles. The collection carries a Declare label for material transparency and is FloorScore® certified for indoor air quality.

**About Milliken's global floor covering division** - Milliken has a rich history of delivering innovative flooring solutions from its award-winning global design studios, research center and manufacturing facilities. Milliken's progressive and purposeful flooring products offer great design solutions built from unique insights and an exceptional array of technical capabilities. Visit us at any of our product showrooms around the world and see what inspires our community of innovators. Or, learn more about Milliken floor covering at [www.millikenfloors.com](http://www.millikenfloors.com), on [Facebook](#), [Pinterest](#) and [LinkedIn](#) and on [Twitter](#) and [Instagram](#) @MillikenFloors.

**About Milliken** - For over 150 years, Milliken has been innovating with the purpose to explore, discover and create ways to enhance people's lives. Our community of innovators has developed one of the larger collections of United States patents held by a private U.S. company. With expertise across a breadth of disciplines, including specialty chemical, floor covering, and performance and protective materials, we work around the world every day to add true value to people's lives, improve health and safety, and help make this world more sustainable. For more information, visit [www.milliken.com](http://www.milliken.com), and join us on [Facebook](#) and on [Twitter](#) @MillikenandCo.

###