



FOR IMMEDIATE RELEASE

Metallic Backing, Raw Elements Revealed in Patcraft’s Deconstructed Metal Carpet Tile Collection Increases Space Functionality with Thoughtful Engineering

Cartersville, Ga. – Patcraft’s newest carpet tile collection, Deconstructed Metal, is now available. Created through patent-pending manufacturing technology that exposes the primary backing as part of the product design, Deconstructed Metal products feature a depth of visual variance and texture that moves beyond traditional pattern design and bears light on the technology required to construct the product. Available in two 12”x24” carpet tiles: Metallic Alchemy and Alloy Shimmer, are comprised of six different yarn combinations that combine three metallic backings for a total of 18 colors. Inspired by a study of transparency, Deconstructed Metal products highlight patterns that emerge through exposed primary backing and a variation in fiber pile heights.

“Deconstructed Metal builds on the success of our Deconstructed Black collection,” said Shannon Cochran, Patcraft Vice President, Creative and Design. “We incorporated a completely new primary backing into our system and collaborated with new partners to bring a sense of subtle opulence into the collection. The products highlight the use of metallic details within a variety of commercial and hospitality spaces.”

Constructed with Eco Solution Q® and EcoWorx® backing, Deconstructed Metal is Cradle to Cradle certified. Products are backed with a lifetime warranties against stain, colorfastness to light, static and abrasive wear for maximum performance and appearance retention.

Deconstructed Metal exposes the metallic primary backing beneath the carpet fiber that creates subtle light reflectance in a space. Revealing the primary backing creates a sophisticated visual while providing a high performance product suitable for a wide range of applications.

About Patcraft

Part of Shaw Industries, Patcraft is a leader in high-performance commercial flooring, delivering performance carpet tile, broadloom and resilient with innovative design and superior service to meet the needs of every market sector.

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