DEFINITY

The New Axminster™
The future of luxury carpet is available now. Durkan introduces Definity Precision Sculpting Technology, capable of producing the highest definition of texture, pattern and color ever achieved in high-end hospitality carpet.

Definity surpasses traditional luxury carpet by offering incredible multilevel textures, more than twice the definition, superior performance and unmatched sustainability, as well as the same level of customization found with Axminster.

Create the luxury designs of tomorrow today with Definity, exclusive to Durkan.

Definity. The New Axminster™.
A Higher Definition of Design
Definity does everything Axminster can do, and more.

... 

Definity lifts luxury design to the level it demands—where every detail of color and texture can be defined to the highest degree. With Definity, designers enjoy supreme creative flexibility across color, pattern and texture. Definity allows you to fully define and express your vision.

**Precision Sculpted**
Only Definity technology allows for precise sculpting of the carpet’s surface, producing a range of textural formations. The result is carpet with a truly dimensional presence, a fusion of visual effects and tactile reality.

**Highest Definition**
Achieve the highest definition and most precise patterns with more than twice the tufts per inch versus Axminster products.

**Fully Customizable**
Create complex designs of any scale, small to extra large, with precision sculpting that brings pattern and texture to life.

**Richer Palettes**
Incorporate up to 24 color values into every design, for a distinctly rich palette.
Design With Sculptural Beauty
Create the highest handcrafted feel and aesthetic.

Expressive
Gain full expression through texture. Complex textures dovetail perfectly with patterns of any size, for a stunning effect that Axminster cannot match.

Handcrafted Feel
Explore new dimensions of design. Constructions can combine cut, high loop and low loop to provide gradations of texture and a hand-carved feeling.

Bold & Rich
Build incredible richness into patterns with double density techniques that work two yarns in the same area to create sumptuous depth and intricacy.

Smart
Definity is available in face weights up to 60oz. and provides greater density for luxurious comfort underfoot, exceptional durability and flexibility in budgets.
Design Without Compromise

The beauty of carpet made with Definity is more than skin deep.

..."Definity carpet is the ultimate union of performance and aesthetics. It is crafted to endure in every application, while offering greater value and sustainability benefits compared to other high-end hospitality carpet." "High Performance" Made with Colorstrand® Solution Dyed Nylon to provide greater durability and colorfastness than the 80/20 blend of lower-quality wool and nylon in a typical Axminster product.

"Made in the USA" Manufactured in America with the highest quality standards and labor force in the world, while eliminating any import duties or time consuming Customs processes.

"Shorter Lead Times" Manufacturing in the U.S. enables drastically reduced lead times as well as quicker delivery with a smaller carbon footprint.

"Sustainable" All Definity products are Red List free and feature a Declare label for transparency in ingredients. Definity carpets are also made with 25% pre-consumer recycled content and are 100% recyclable at end of life.
Definity does everything Axminster can do…and more.

<table>
<thead>
<tr>
<th></th>
<th>AXMINSTER (Generic)</th>
<th>DEFINITY BY DURKAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>PILE FIBER</td>
<td>80% Wool / 20% Nylon</td>
<td>100% Solution Dyed Nylon</td>
</tr>
<tr>
<td>CUT &amp; LOOP</td>
<td>Cut Only</td>
<td>Cut, Loop, Multilevel Loop, Multilevel Cut &amp; Loop</td>
</tr>
<tr>
<td>NUMBER OF COLORS</td>
<td>12 Values</td>
<td>24 Values</td>
</tr>
<tr>
<td>DESIGN DEFINITION</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>TUFTS PER INCH</td>
<td>7 through 10</td>
<td>10 through 24</td>
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</table>

- **Multilevel Cut and Loop**
- **Twice the Density**
- **High and Low Loop**

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<tr>
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<th>DEFINITY BY DURKAN</th>
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</thead>
<tbody>
<tr>
<td>LEAD TIMES</td>
<td>12 to 20 Weeks</td>
<td>9 to 12 Weeks</td>
</tr>
<tr>
<td>SHIPPING TIME</td>
<td>3 to 4 Weeks</td>
<td>Less than 1 Week</td>
</tr>
<tr>
<td>MADE IN USA</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>IMPORT DUTIES</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>WARRANTY</td>
<td>10 Year Wear</td>
<td>15 Year Wear</td>
</tr>
<tr>
<td>TARR RATING</td>
<td>Heavy</td>
<td>Severe</td>
</tr>
<tr>
<td>SOIL &amp; STAIN TREATED</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>ATTACHED PAD OPTION</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>END OF LIFE</td>
<td>Landfill</td>
<td>100% Recyclable</td>
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Grade Specifications

**12x12 Definity Cut**
- **GAUGE**: 1/12
- **STITCHES PER INCH**: 12.0
- **AVERAGE PILE THICKNESS**: .253
- **TUFTED FACE WEIGHT**: 48.00
- **DENSITY**: 5,976
- **WEIGHT DENSITY**: 286,848

**12x12 Definity Cut/Loop**
- **GAUGE**: 1/12
- **STITCHES PER INCH**: 12.0
- **AVERAGE PILE THICKNESS**: .245
- **TUFTED FACE WEIGHT**: 48.00
- **DENSITY**: 6,171
- **WEIGHT DENSITY**: 296,208

**14x14 Definity Cut**
- **GAUGE**: 1/14
- **STITCHES PER INCH**: 14.0
- **AVERAGE PILE THICKNESS**: .349
- **TUFTED FACE WEIGHT**: 60.00
- **DENSITY**: 5,364
- **WEIGHT DENSITY**: 278,928

**14x14 Definity Cut/Loop**
- **GAUGE**: 1/14
- **STITCHES PER INCH**: 14.0
- **AVERAGE PILE THICKNESS**: .275
- **TUFTED FACE WEIGHT**: 60.00
- **DENSITY**: 6,807
- **WEIGHT DENSITY**: 408,420

... Common Across All Grades

- **PILE YARN CONTENT**: Colorstrand Nylon
- **BACKING**: Woven Polypropylene
- **DYE METHOD**: Solution
- **WARRANTIES**: Lifetime Limited Wear, Lifetime Static

*Durkan's Sustainability and Total Product Transparency Commitment*

Through third party verification, Durkan embraces transparency for the benefit of its customers and the company. Our products hold a range of certifications that illustrate our commitment to transparency and healthy interior spaces. Together with Mohawk Group, we lead the entire flooring industry with the largest and most varied selection of products that have associated EPDs, HPDs and Declare labels. We also offer a comprehensive selection of products that meet the rigorous NSF 140 standard. All of these certificates, along with recycled content and other sustainability features of our products, are available on durkan.com.