TEXTURAL EFFECTS

Textural Effects merges the tactile qualities of natural designs created with and without the intervention of humankind to reconnect us with our humanity. The multicategory carpet collection employs heavily textured and bulky Heathered Hues yarns to deliver natural wool-like visuals spanning the organic and the man-made. When used with other finishes that have a smooth surface or high gloss, Textural Effects provides visual and tactile contrast. Collection styles appear especially warm and rich when paired with wood tones and hard surfaces. This overall sensory aesthetic brings warmth and unparalleled performance to sustain end users in all types of environments.

Textural Effects was honored at NeoCon 2019 with the Best of NeoCon Silver award for carpet: broadloom.

Four styles across 12" x 36" carpet plank and broadloom emphasize the creature comforts of home for contract interiors. Plank style Thematic Thread is a tweed pattern with an irregular loomed fabric quality, while Tactile Infusion plank offers a larger-scale cozy, sweater-like aesthetic. Moss Moderne broadloom coordinates with the Lichen Collection and evokes the palpable forms found in nature. The Matte Finish broadloom style is more tailored with a classic loop texture that references nubby bouclé fabrics.

Textural Effects is manufactured using Mohawk Group’s new Duracolor Tricor solution-dyed nylon fiber, which leverages a modified triangular-shaped core to deliver unsurpassed stain resistance, colorfastness, durability, color clarity and enhanced soil performance.

About Mohawk Group

As the world’s leading producer and distributor of quality commercial flooring, Mohawk Group believes that better floor coverings emerge from better design, innovation, sustainability, project solutions and operational excellence. Mohawk Group addresses the unique challenges and opportunities in contract interiors with a comprehensive carpet and hard surface portfolio of all types and price points. As the commercial division of Mohawk Industries, the company has a heritage of craftsmanship that spans more than 130 years. To learn more about our full line of flooring products, please visit MohawkGroup.com.

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