

FOR IMMEDIATE RELEASE

Patcraft's 2023 NeoCon Collections Explore Design through Rediscovery and Connection
Flooring Collections Designed to Create Inspiring Spaces that Reflect Experience

Cartersville, Ga. – Patcraft, a leader in high-performance commercial flooring, will preview its Material Edit collections at this year's NeoCon. Exploring synergies between process and product design, Material Edit is a collection of soft and hard surfaces. The complete collection was developed in collaboration—tapping into an idea of rediscovery through personal history-- and inspired by connection and shared artistic experience. Designed throughout an artful journey that shaped the patterns, colors and combination of multiple platforms, Material Edit blends the need for flexibility with the desire for visual interest as we create the adaptive, multi-faceted spaces of today.

“Our story with this collection begins with rediscovering lost art,” said Susan Smilek, Patcraft’s Director of Product Development. “Product designers Amanda Hopkins and Erin Helm started out on separate creative tracks as they were working on different projects -- Amanda on a carpet tile collection and Erin on a resilient. They were both exploring a reconnection with artistic techniques from their past as inspiration, and they realized many commonalities in their design processes.”

As the designers collaborated they shared their inspiration, which ultimately shaped the patterns and combination of multiple platforms. Amanda was exploring a personal reflection on ‘lost art’. Rediscovering her older artwork, she sifted through pieces that combined different sketching, gesso and paint techniques. Creating new artwork using multiple mediums, Amanda layered shape and texture, while building contrast. Ultimately, Amanda used a combination of visuals from both her older and newer artwork to design the patterns for the soft surface styles.

Inspired by a connection to playful compositions and unexpected elements, Erin was working on a collection that could spark endless design options for unique installations across the floor. Erin was also inspired by natural materials like stone and wood and took the opportunity to go to the Maker Space—an associate resource and innovation lab for new ideas and creative exercises—to learn how to use different tools and machines to cut a variety of materials. While working in the Maker Space, Erin designed several organic and abstract objects that inspired the patterns in the hard surface styles.

“The Material Edit collections on display in Patcraft’s NeoCon showroom have been installed to showcase how these hard and soft surface products can be used together—blending beautiful patterns with complementary platforms,” said Smilek.

With unique visuals across multiple product platforms, **Material Edit soft surface** offers a multi-priced solution with a tiered approach. The variation in styles allows for design flexibility, connecting modern aesthetics with ease of use and product coordination. Featuring eight colorways ranging from saturated hues to warm and cool neutrals, the five styles are available in 18” x 36” carpet tiles.



Material Edit soft surface products are constructed with EcoSolution Q100™ yarn, which offers 100 percent post-industrial recycled content allocated from waste minimization and collection efforts. Using this yarn in conjunction with EcoWorx® backing creates a lower, overall embodied carbon footprint for the product, and the collection is also carbon neutral. Products are manufactured with EcoWorx® backing, are Cradle to Cradle Certified® Silver, and can be recycled at the end of their useful life to then be remade into EcoWorx® flooring through the re[TURN]® Reclamation Program.

Material Edit hard surface features three resilient styles that are available in 9” x 36” planks and five complementary colors. **Kiln** is a textural stone visual and **Woodtone** is a nature-inspired wood visual. The colorways for the two styles naturally enhance each other for subtle contrast. **Curved** is an abstract combination style, featuring arcs and rounded edges for imaginative installations that create interesting compositions. When used together, the three styles provide opportunities for playful design and creativity throughout the built environment.

The LVT styles feature a 20 mil wear layer for superior durability, and the 5mm product construction allows for installation alongside carpet without the need for transition. An ExoGuard® finish provides enhanced scratch and stain resistance.

Every space has layers of purpose. Purposeful space to collaborate, connect, reflect, imagine, inspire—and envision our future. Material Edit combines multiple platforms, layering pattern and color to create texture and movement. Creating space that is reflective of our experiences today, and the ones they are intended to shape for tomorrow.

About Patcraft®

Driven by imagination, intention and purpose, Patcraft creates high-performance flooring for every market sector. As a leading soft and hard surface commercial brand, we hold ourselves to the highest standards, delivering award-winning, high-quality products that transform spaces and human experiences. Inspire, create, and transform every day with Patcraft.

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Media Contact:
Mia Kishel
mia@hlstrategy.com
770.713.5560