



the **W**  
**waterways**  
project

2021 PRESS KIT



# PUBLIC RELATIONS CONTACTS

**Melissa Stocks**  
*Senior Manager of Public Relations and Communications*  
melissa\_stocks@mohawkind.com  
678-499-8881

**Caroline Humphries**  
*Public Relations and Communications Coordinator*  
caroline\_humphries@mohawkind.com  
706-879-5686

## INDEX

Page 4	Mohawk Group's Waterways Project Begins National Tour, Moving Design Forward Through Health and Wellbeing
Page 6	Mohawk Group Launches The Waterways Project: A Journey Through New Products, Technologies and Initiatives to Better Understand and Give Back to the Living Rivers that Sustain Us All
Page 8	Mohawk Group Introduces Color Pulse: A Multi-Color Solution Dyed Fiber
Page 10	Mohawk Group's Shape & Flow Collection Demonstrates the Calming, Yet Strong Force of Rivers
Page 12	Mohawk Group's The Waterways Project Features Popular Owls Collection, Seeking the Essence of Natural Environments
Page 14	Mohawk Group Introduces Large & Local's Reforestation LVT Collection, A Celebration of Our Continent's Biodiverse Regions
Page 16	Mohawk Group Launches Crossing Current: A Foundation Awash with Mesmerizing Design
Page 18	Mohawk Group Launches Four New LVT Designs, Expanding Domestically Made Living Local Collection
Page 20	Mohawk Group Introduces Data Tide: Innovative Carpet Collection Supports Nature with Data
Page 22	Mohawk Group's Award-Winning Relaxing Floors Featured in The Waterways Project
Page 24	Durkan Features Rheo Morph Collection as Part of The Waterways Project
Page 26	Create Personalized Projects with Personal Studio During The Waterways Project Roadshow



## Mohawk Group's Waterways Project Begins National Tour, Moving Design Forward Through Health and Wellbeing

Mohawk Group announces the launch of The Waterways Project roadshow, a sustainable mobile showcase featuring new products and innovations from Mohawk Group and Durkan, kicking off in Phoenix on July 21 and ending in Miami on November 12, 2021.

As part of Mohawk Group's larger commitment to leave a positive handprint on local waterways, this mobile showcase will journey through new products, technologies and initiatives that are designed to improve understanding of river health and how rivers support life.

"Our goal is to move design forward by investing in water conservation and restoration, a project that will balance over 8 million gallons of water across regions in the US," explained Jackie Dettmar, Mohawk Group's vice president of marketing, design and product development. "At Mohawk Group, we are committed to giving back as we go forward, which is why we want to help create spaces that foster health and wellbeing for generations to come."

Every leg of the carbon neutral tour will showcase the latest in product innovation, provide an immersive mobile experience, and feature products across all segments of Mohawk Group and Durkan.

During this mobile showcase, customers interested in attending can book private appointment times and order samples on site directly from Material Bank, the world's largest architectural and design materials resource.

"Material Bank perfectly aligns with our desire to foster strong relationships within the design community and meet the needs of a digitized architecture and design landscape," said Dettmar.

Customer and employee health and safety is a critical aspect of the tour, which will feature state-of-the-art electrostatic sprayers and UV-C germicidal lamps. To showcase new product innovations safely, the mobile showcase will travel across the country instead of inviting attendees to a single, national location.

"A roadshow makes it easy to promote public health and adhere to local guidelines," explained Dettmar. "The format allows us to continue our dedication to industry-leading innovation, safely providing our customers with the collaborative, immersive events they expect from Mohawk."



For more information, visit [mohawkwaterways.com](https://mohawkwaterways.com).



## Mohawk Group Launches The Waterways Project: A Journey Through New Products, Technologies and Initiatives to Better Understand and Give Back to the Living Rivers that Sustain Us All

Mohawk Group announces the 2021 launch of The Waterways Project, a landmark effort to protect and preserve rivers and their ecosystems. The Waterways Project explores the connection between river health and human health, journeying through new products, technologies and initiatives that help improve understanding of rivers.

“Rivers are the backbones of our natural world, offering support and sustenance through the abundance of their power and beauty,” said Jackie Dettmar, Mohawk Group’s vice president of marketing, design and product development. “At Mohawk Group, we strive to honor rivers and their ecosystems and are working to make a positive impact on these waterways.”

The Waterways Project explores the current state of North American river systems, including the effects of climate change and how conservation and policy help to ensure rivers provide clean water, buffer communities against flooding, and offer refuge to fish and wildlife.

“Since 2015, the World Economic Forum has declared water crises to be a top five global threat to society over the next decade,” explained Malisa Maynard, vice president of sustainability. “As water is a key impact area in our manufacturing operations, we have made it an integral part of our climate action strategy. For every gallon of water used per square yard of carpet tile, Mohawk Group offsets an additional 5% in efforts to balance the impact. The Waterways Project is our key initiative in addressing the water crises and our effort to preserve the planet.”

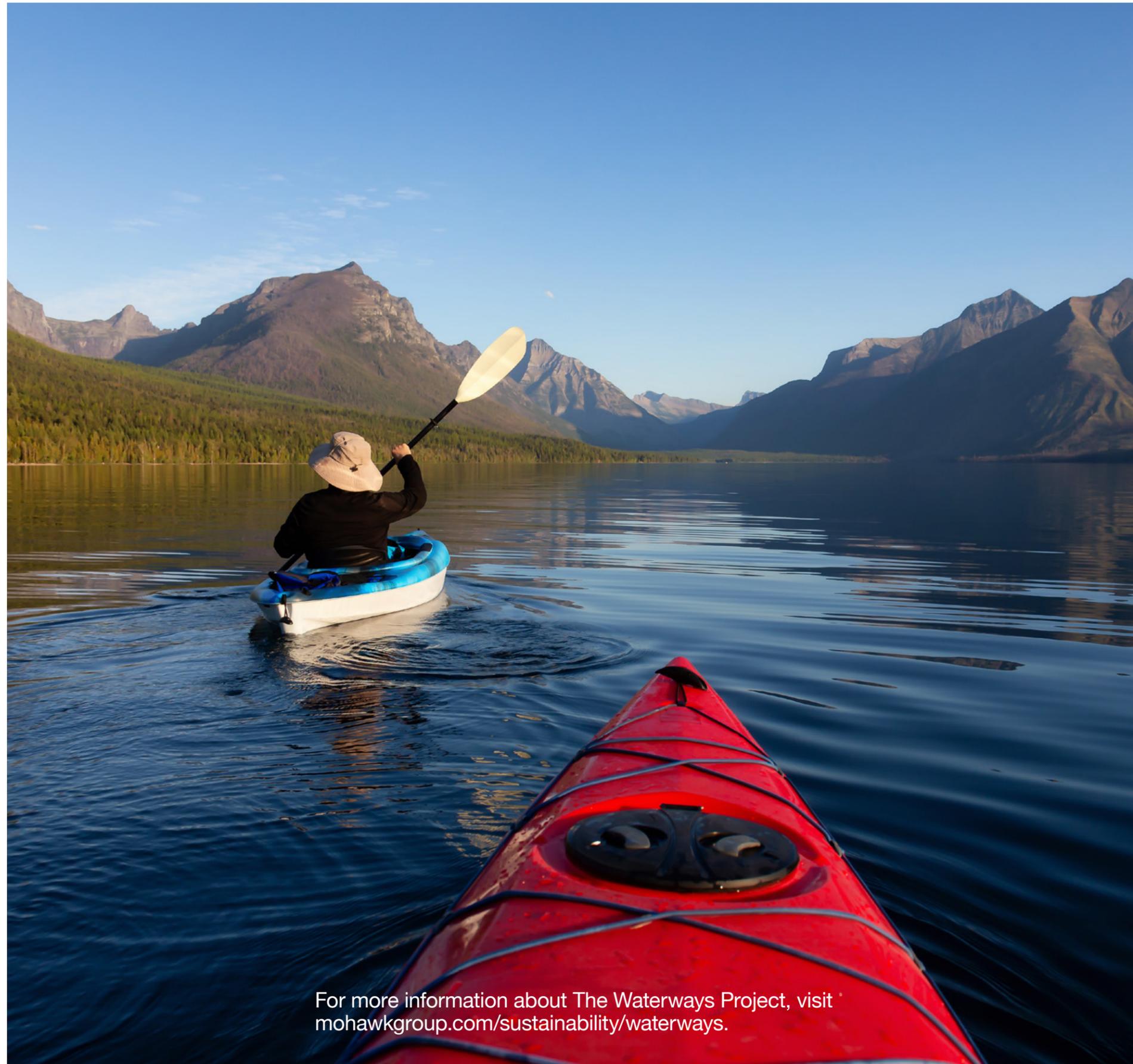
### Helping Our Waterways

As part of The Waterways Project initiative, Mohawk Group has partnered with Waterkeeper Alliance and Change the Course to support global projects that protect river waters and ecosystems, helping to ensure that communities have access to clean drinking water while preserving the surrounding biodiversity.

Through its partnership with Waterkeeper Alliance, Mohawk Group will help make waterways more accessible to life and activities by dedicating hundreds of volunteer hours to help protect 2.5M square miles across six continents, thereby providing clean water to 700M people.

With its Change the Course partnership through the Bonneville Environmental Foundation, Mohawk Group will support 40 projects focused on river restoration and protection of waterways across the U.S., helping to ensure those rivers are clean and clear.

“Rivers are our primary source of clean drinking water; their value and beauty are priceless,” said Maynard. “The health of rivers significantly impacts us all. We recognize that at Mohawk Group, and we are committed to giving back to these waterways as we go forward.”



For more information about The Waterways Project, visit [mohawkgroup.com/sustainability/waterways](https://mohawkgroup.com/sustainability/waterways).



## Mohawk Group Introduces Color Pulse: A Multi-Color Solution Dyed Fiber

Mohawk Group introduces Color Pulse™, a fiber breakthrough that delivers the visual texture and dynamic dimension of a space dyed yard but with the low environmental impact and high performance of a solution dyed nylon.

### *Doing More with Less*

- **Zero Water:** Color Pulse uses zero water in its dyeing process, conserving natural resources.
- **River Conservation:** As a cornerstone of The Waterways Project, the purchase of Color Pulse products supports donations to projects that are working to preserve river health and human health around the world.
- **Longer Lifecycle:** Carpets made with Color Pulse deliver greater durability to minimize environmental impact. They are also easy to recycle through Mohawk Group's ReCover program.

"With its zero-water dyeing process, Color Pulse is part of Mohawk Group's commitment to bring our customers flooring products that are Net Positive Water," said Malisa Maynard, Mohawk Group's vice president of sustainability. "612,000 bottles or 76,500 gallons of water is the amount of water saved by replacing traditional space dyed yards with our Color Pulse fibers."

### *Inspired by River Habitats*

The four fiber colorways are inspired by diverse river habitats in homage to The Waterways Project, a company-wide initiative to conserve river ecosystems.

- **Earth Pulse:** Light to dark warm neutral tones that recall whitewater sand and stone in tumbling rapids.
- **Sun Pulse:** Vivid accents of orange, yellow, green and blue that highlight the variety of life and minerals in a shallow, sunlit riverbed.
- **Moon Pulse:** A range of deep colors of gold, teal and magenta inspired by the iridescence of water-covered river stones.
- **Water Pulse:** A mélange of light to dark cool blues drawn from the surface of a river, where light plays off the shallows and depths.

Color Pulse is available with the performance of Duracolor® Tricolor or ColorStrand® SD. Additionally, Color Pulse does more than help visually hide soil and wear. Mohawk Group's proprietary solution-dyed fiber creates a carpet that lasts longer and is highly resistant to staining.



For more information about Color Pulse, visit [mohawkgroup.com](http://mohawkgroup.com).



## Mohawk Group's Shape & Flow Collection Demonstrates the Calming, Yet Strong Force of Rivers

Mohawk Group announces the launch of the Shape & Flow collection as part of The Waterways Project, Mohawk Group's commitment to positively impacting local waterways. Shape & Flow tells a beautiful, visual story of water.

"Water is the ultimate chemical solvent and transporter in the functioning of life on earth," said Mark Page, Mohawk Group's senior director of creative design and development. "Raindrops in accumulation are drawn downwards through the pull of gravity and carve high energy fractal shaped rivers that flow to all inanimate forms of nature. Shape & Flow celebrates the many remarkable spaces that are literally, almost poetically shaped by water's power."

The collection combines the repetitive action of the input of data shown in tallies and ticks with the flux and flow of water to create a unique pattern. A selection of eight colorways each represent a distinct story – a story about the impact of water. Both styles, Flux Foundation and Flux Play, demonstrate the calming, yet strong force of rivers.

The collection also features Mohawk Group's latest yarn innovation: Color Pulse™. A new fiber breakthrough, Color Pulse delivers the visual texture and dynamic dimension of a space dyed yarn, with the lower environmental impact and high performance of Mohawk Group's solution dyed nylon.

Additionally, Shape & Flow can be paired seamlessly with Elemental Edges, a complete portfolio of free-to-ship accessories, and hard surface 2.5mm LVT products like Living Local Chromascope. This worry-free solution offers design flexibility and superior performance to create beautiful, productive spaces.

"As a Waterways Project collection, Shape & Flow is designed to help our customers foster a symbiotic relationship with rivers and their work by enabling them to protect water ecosystems," explained Jackie Dettmar, vice president of marketing, design and product development. "Specification of Shape & Flow will support river restoration projects, thanks to our partnerships with Change the Course and Waterkeeper Alliance. These nonprofits are helping communities restore and protect rivers across North America and the world."

For more about the Shape & Flow collection, visit [mohawkgroup.com](http://mohawkgroup.com).



For more about the Shape & Flow collection, visit [mohawkgroup.com](http://mohawkgroup.com).



## Mohawk Group's The Waterways Project Features Popular Owls Collection, Seeking the Essence of Natural Environments

Mohawk Group's popular Owls collection is now a part of The Waterways Project, an initiative created to improve understanding of river health and how rivers support life. Launched in 2020 and designed by Jason F. McLennan in collaboration with Mohawk Group, the Owls collection captures the essence of these North American birds of prey through color and patterning.

"Owls is a stunning collection that emphasizes our need to co-exist in harmony," said Mark Page, Mohawk Group's senior director of creative design and development. "This collection raises awareness of these beautiful, majestic birds. By increasing our understanding and respect for these animals, we at Mohawk Group hope to increase respect for nature as a whole."

Inspired by their plumage, mottled shades of black, brown, tan and grey take flight as a distinctive, yet versatile commercial carpet plank across two patterns – Feather and Flight.

Owls provides a range of motifs that can be used in different applications in one space. Some designs are dramatic, while others are softer. Pattern tiles can be paired with solid ones, allowing clients and interior designers to customize their carpets as desired.

"Owls is a versatile interior flooring product," explained Jackie Dettmar, vice president of marketing, design and product development. "Mohawk Group and McLennan Design ensured that the patterns complemented each other, so the tiles can be used throughout an entire facility – from accents and transitions to open concept areas – furthering the biophilic experience of space and place."

Each style within the Owls collection is also carbon neutral and creates a measurable positive impact for society by promoting indoor and outdoor wellness. As part of the Living Product Challenge, the Owls collection meets the most advanced sustainability measures in product manufacturing.

In interpreting owls as carpet, Mohawk Group has developed a collection that is multi-functional, environmentally responsible and beautiful to experience.



For more information about the Owls collection, visit [mohawkgroup.com](https://mohawkgroup.com).



## Mohawk Group Introduces Large & Local's Reforestation LVT Collection, A Celebration of Our Continent's Biodiverse Regions

Mohawk Group introduces Large & Local's Reforestation LVT collection, providing a selection of visuals from tree species across North America.

"The regions and trees tie directly to owl habitats from our Owls carpet tile collection, building a natural ecosystem of products for biophilic design," said Mark Page, Mohawk Group's senior director of creative design and development. "With the Owls collection, we explored the essence of owls, seeking to understand their unique beauty and ecological roles. With Reforestation, we turn our perspective to the owls' habitats – diverse tree species in a rich variety of graining and colors. Each colorway of Reforestation is named for a waterfall in the same region as the owl's habitat, building a holistic portrait of place."

**Oak • Great Horned Owl:** North America is home to the broadest range of oak species in the world, as well as the continent-spanning territory of the Great Horned Owl. Reforestation's oak colorways range from deep and medium browns to a lighter taupe, named for waterfalls in Tennessee, Oklahoma and Washington state.

**Populus • Snowy Owl:** Known as poplar, cottonwood and aspen, populus trees are one of the few non-coniferous trees able to grow in the cold taiga biome where Snowy Owls make their winter home. The finely grained medium gray of the populus colorway is named for waterfall-rich Alberta, Canada.

**Birch • Great Grey Owl:** Strikingly beautiful like the Great Grey Owl, birch trees are known for their role as a pioneer species, helping to establish life in desolate environments. Named after Cumberland Falls in Kentucky, this birch colorway features a soothing warm beige.

**Evergreen • Western Screech Owl:** The conifer forests of North America's marine west coast are populated by the tallest trees in the world and the Western Screech Owl. The evergreen colorway captures a striking sense of airiness and is named for Waterwheel Falls in Yosemite National Park.

**Maple • Eastern Screech Owl:** A frequent habitat for Eastern Screech Owls, maple trees are found almost entirely in the northern hemisphere and feature smooth-grained wood. In modern beige and gray tones, these maple colorways are named after waterfalls in New York and British Columbia.

**Walnut • Western Screech Owl:** Known largely as an eastern and midwestern tree, walnut also has a presence along the west coast, home to the Western Screech Owl. Named for waterfalls in California and Oregon, the colorways presented here feature muted browns and grays.

As part of the Large & Local collection, Reforestation is sustainably made in Georgia, featuring an innovative large-format platform and a focus on connecting back to place. Reforestation also has M-Force™ Ultra finish for industry-leading scratch, stain and dent resistance. With a natural color range and matte surface reminiscent of European hand-oiled finishes, the versatile tiles are well-suited for any interior, ranging from modern to traditional.

Reforestation is a part of The Waterways Project, Mohawk Group's company-wide work to conserve river systems.



For more about Reforestation, visit [mohawkgroup.com](https://mohawkgroup.com).



## Mohawk Group Launches Crossing Current: A Foundation Awash with Mesmerizing Design

Mohawk Group's Crossing Current explores the interconnecting power of nature with a biophilic design that recreates the natural beauty found in sediments along riverbanks and throughout riverbeds. The collection references the nutrient-rich sediment of the Hyporheic zone — the part of the river that supports the ecosystem through natural filtration.

“Rivers and waterways are an intrinsic part of our innate reverence towards nature,” said Jackie Dettmar, Mohawk Group's vice president marketing, design and product development. “As the foundation of life, water sustains humankind, animals and plants, creating unquestionable interconnectivity. A stream or river is more than just the flowing water that can be seen on the surface. The smaller facets, the ones that are often overlooked, are the most beautiful and profound – these characteristics inspired Crossing Current.”

Available in eight colorways, Crossing Current features subtle color washes that pay tribute to the mesmerizing natural palette found in the riverbed. Crossing Current's Filtering Form is an overall texture that simulates the distribution of water and sediment while Refined Pass is a larger scale pattern that retraces the flow of the current and the exchange of nutrients in the river.

Crossing Current is designed for both beauty and performance. At the confluence of the Maury and James rivers in Glasgow, Virginia, Mohawk Group creates these 24" x 24" modular carpet tiles at its Living Site facility using its ColorStrand® solution-dyed nylon fiber and dematerialized EcoFlex™ Matrix backing.

This collection can be paired seamlessly with a variety of flooring solutions, such as Living Local Stonework and Elemental Edges, and is available through Mohawk Group's QuickShip and Ready to Ship programs. Budget-friendly, easy to install and Living Product certified, Crossing Current is designed to complement a wide range of interior spaces.

As part of Mohawk Group's The Waterways Project, Crossing Current encourages respect for and protection of water ecosystems.



For more about the Crossing Current collection, visit [mohawkgroup.com](https://mohawkgroup.com).



## Mohawk Group Launches Four New LVT Designs, Expanding Domestically Made Living Local Collection

Mohawk Group announces the expansion of its domestically manufactured 2.5mm LVT platform, Living Local. With four new 12" X 24" designs including stone, terrazzo and abstract textile visuals complimenting the existing 6" X 48" wood, the new styles provide designers with the ultimate flexibility to create vibrant and unique spaces.

Proudly manufactured in the U.S., Living Local celebrates the spirit of local communities. The Living Local collection features a range of colors and textures to fit any interior, adding homegrown appeal to a wide variety of projects. The newest Living Local styles offer customers additional opportunities to create spaces that reflect their performance needs and design preferences while supporting and celebrating US-made products.

"We are very proud of our Living Local collection," said Mark Page, Mohawk Group's senior director of creative design and development. "We believe that this expansion of the platform will provide customers with even greater opportunities to design the spaces they want and need."

The four styles introduced in this Living Local expansion are Chromascope, Optic Hues, Terrazzo and Stonework, joining the existing Living Local Wood style. While the Chromascope style enhances feelings of solace and renewed focus, the Optic Hues style promotes the value of self-expression within the Visual Age, offering graphic textures and digital filters to create an eye-catching alternative to traditional hard surface visuals. The Terrazzo style is a new take on an Italian classic, infusing biophilic visuals with colorful accents, as the Stonework style celebrates the perfectly imperfect natural materials, textures and surfaces derived from stone craft. Finally, the Wood style draws inspiration from natural wood visuals and features colors ranging from rich warm browns to cool greys.

"The range of styles reflect a variety of design preferences," added Page. "Paired with Living Local's reputation for durability and performance, this line is suited for a wide range of spaces and projects."

As a worry-free solution, the new Living Local styles feature M-Force™ Ultra technology, a complete performance system for LVT flooring that provides superior stain, scratch and dent protection, and is backed up by a 20-Year M-Force™ Ultra Warranty.

The 2.5mm construction of each style eliminates the need for transition strips when used with select carpet tile products, thereby reducing installation time and cost. The line also carries a 20-year commercial warranty and utilizes Mohawk Group's certified 100% recycled content allocation system to ensure that no product waste from domestic resilient manufacturing ever ends up in a landfill.

"We are committed to the utilization of pre-consumer materials to help reduce virgin feed stock ingredients, eliminating industrial waste and diverting unavoidable waste from landfills whenever possible," explained Malisa Maynard, vice president of sustainability. "We have minimized these waste streams through innovative cutting techniques and processing, and the remaining pre-consumer material is incorporated back into finished products. This includes our Living Local and other domestically manufactured LVT at our Dalton, Georgia facility."



Learn more about the Living Local collection by visiting [mohawkgroup.com](https://mohawkgroup.com).



## Mohawk Group Introduces Data Tide: Innovative Carpet Collection Supports Nature with Data

Mohawk Group announces the launch of Data Tide, an innovative collection of modular carpet planks that seeks to explore the symbiotic relationship between nature and data through the visualization of water.

Data Tide celebrates the unique ecosystem of estuaries where freshwater and saltwater converge to sequester Blue Carbon and support biodiversity. Mohawk Group's design team used data sets from environmental studies of greenhouse gases to create biophilic patterns through a custom-built data visualization tool. With this graphic interpretation of the data, the collection celebrates the positive ecological influence of Blue Carbon capture.

"At Mohawk Group, we are committed to preserving our water ecosystems," said Jackie Dettmar, Mohawk Group's vice president of marketing, design and product development. "We strive to help customers create spaces that are environmentally responsible, and we're expanding these efforts to encourage respect for rivers, waterways and the diversity of life they make possible."

Available in eight colorways, Data Tide's 12"x36" modular carpet planks feature gradations that flow from light to dark in order to mimic transitioning waters. The collection's color tones also reference back to estuaries, helping to infuse nature's beauty throughout any space.

"Data Tide's three coordinating patterns – Aqua Rhythm, Biome and River Code - feature a combination of solid, heathered and twisted yarns for a dimensional texture that reflects water's movement," explained Royce Epstein, Mohawk Group's A&D design director. "The patterns are designed to work together and independently in a product suite, maximizing creative vision and inspiring a relationship with nature."

Data Tide can be paired seamlessly with Mohawk Group's full portfolio of soft and resilient flooring as well as finishing accessories. For instance, the collection works together with hard surface products like Large and Local Wood's 4.5mm LVT, offering a worry-free solution with design flexibility and superior performance.

Data Tide is one part of Mohawk Group's larger sustainability effort, The Waterways Project. This project highlights new products, technologies and initiatives to give back to and restore the living rivers that sustain life. The Waterways Project features collections designed to foster a symbiotic relationship with rivers and workspaces, encouraging respect for and protection of water ecosystems. The project's designers and engineers seek to develop products that are healthy and free of toxins, socially responsible and respectful of worker's rights, and positively impact the environment.



To learn more about Data Tide and Mohawk Group's other sustainability initiatives, visit [mohawkgroup.com](https://mohawkgroup.com).



## Mohawk Group's Award-Winning Relaxing Floors Featured in The Waterways Project

Fractals, the building blocks of many of nature's patterns, have been scientifically proven to reduce stress and so provide benefits to physical health. This visual language is the basis for Relaxing Floors, an award-winning modular system designed by 13&9 in collaboration with Fractals Research and Mohawk Group. Relaxing Floors is now a part of The Waterways Project, an initiative developed to improve the understanding of river health and how rivers support life.

"Relaxing Floors is the culmination of art, science and human-centered design based on fractal patterns; utilizing fractals to give our eyes a break from the digital world and deliver the essence of nature to the contract-built environment," said Jackie Dettmar, Mohawk Group's vice president of marketing, design and product development. "Comprehending the science behind biophilic design is part of our commitment to diving deeper into understanding how we create environments for decompressing. This type of environment can be explored at our Fractal Church display within The Waterways Project mobile experience."

Relaxing Floors is available in several fractal designs – mellowD, chillID and restD. All of these carpet tile options can be cut and arranged randomly where seams are hardly recognizable. Even randomized, these carpets maintain their fractal quality.

Relaxing Floors is manufactured using Mohawk Group's Duracolor® Tricor solution-dyed nylon fiber and EcoFlex™ NXT tile backing. Duracolor Tricor utilizes a groundbreaking modified triangular-shaped core to deliver unsurpassed stain resistance, colorfastness, durability, color clarity and enhanced soil performance.

The net positive water and net positive carbon collection's four styles are manufactured at Mohawk Group's Glasgow, Virginia carpet tile plant, the company's "Living Site" facility, to achieve stringent Living Product Challenge Petal Certification. As a Living Product collection, Relaxing Floors has a net positive impact for people and the environment through innovations in materials, manufacturing and community involvement initiatives.



To learn more about Relaxing Floors and Mohawk Group's approach to stress-reductive flooring design for contract interiors, visit [mohawkgroup.com](https://mohawkgroup.com).



## DURKAN

### Durkan Features Rheo Morph Collection as Part of The Waterways Project

Durkan, the hospitality brand of Mohawk Group, has launched Rheo Morph as part of The Waterways Project to celebrate the powerful, evolving nature of rivers. The collection draws attention to how rivers physically mark our environment, leaving patterns and scars on landscapes as they transition, change and re-shape.

“The patterns and stories behind our rivers inspire us,” said Arnavaz Barshan, Durkan’s director of design. “Tapping into this inspiration, we designed Rheo Morph to encourage respect for and protection of our water ecosystems. The collection fosters a symbiotic relationship with rivers and hospitality spaces.”

Rheo Morph is available in Definity, a Durkan exclusive that offers supreme creative flexibility across color, pattern and texture. The collection is also available in Durkan's Pattern Perfect, PDI carpet tile and tufted broadloom.

“This is a stunning collection that invites the beautiful flux and flow energy of water into our spaces,” continued Barshan. “The collection suits a wide range of styles, enhancing and uplifting our interiors.”

Rheo Morph is one of the main collections released with The Waterways Project. In 2021, The Waterways Project goes on tour across the country with a sustainable mobile experience. The roadshow journeys through new products, technologies and initiatives designed to improve an understanding of river health and how rivers support life.



For more information about Rheo Morph, visit [durkan.com](https://durkan.com).



## Create Personalized Projects with Personal Studio During The Waterways Project Roadshow

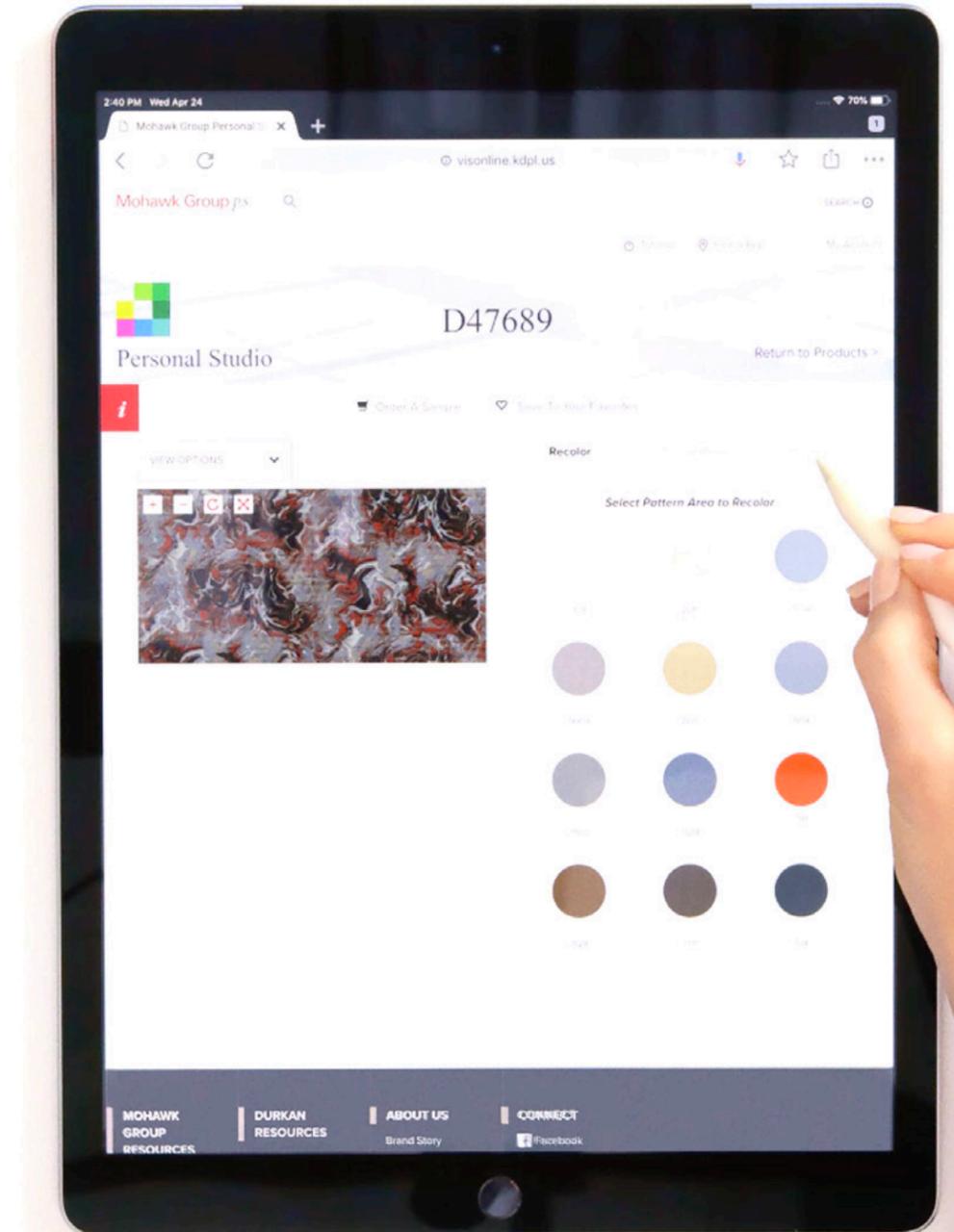
During The Waterways Project roadshow, Mohawk Group's Personal Studio will be on board to give designers the option to create custom flooring solutions for any and every contract project.

An interactive visualization platform, the Personal Studio system is the first of its kind as a single, consolidated carpet personalization design tool that can seamlessly handle every soft surface construction type. Equally important and innovative is the ability of Personal Studio to offer real-time renderings of the carpeting during the recoloring process.

"Personal Studio helps customers create their own paths to better design with more options for personalizing products, giving them all the assets they need for visualizing and specifying commercial flooring," explained Framarz Mistry, director of design technology for Mohawk Group. "With Personal Studio, the process to order samples of your personalized flooring starts with a single click. Our customers and their dedicated account executives can track the progress of their designs and samples from start to finish in real time."

Personal Studio's user-friendly functionality allows specifiers to personalize Mohawk Group and hospitality brand Durkan's running line flooring products with enhanced coloring capabilities. The system also allows users to visualize these same products in multiple room scenes and installation patterns. The program's three-dimensional virtual environments enable designers to scale flooring products and shadows more accurately as a realistic simulation for visualization purposes. Streamlined workflows designed specifically for Mohawk Group mean that users no longer have to toggle between different programs to create their designs for multiple spaces and product types, as they are now under the Personal Studio umbrella.

Personal Studio offers one of the industry's fastest visualization results possible to cater to the tailored needs of clients. Everything from room scene visualizations to photo-real simulations provide more flexibility so that customers can choose between digital and physical samples. The digital assets produced through Personal Studio can be used in standard CAD drawings and 3D visualization software. This not only makes the specification process more streamlined and turnkey, but more sustainable as well.



For more information about Personal Studio, visit [mohawkgroup.com](http://mohawkgroup.com).

ACCESS DIGITAL RELEASES AND IMAGES HERE  
SIMPLY OPEN CAMERA, TAP LINK



#mohawkwaterways