

TARKETT  
PRESS RELEASE

# Tarkett's Tandus Centiva Introduces Modular Series with Cradle to Cradle Certified Backing

**Media Contacts:**

Noelle Omer  
Tarkett  
706.259.2161, 762.219.2307  
[noelle.omer@tarkett.com](mailto:noelle.omer@tarkett.com)

## Persona and Persona Accents Deliver Understated Elegance with Character in a Modular Format

**SOLON, Ohio (Aug. 1, 2017)** — [Tarkett](#), a worldwide leader in innovative and sustainable flooring and sports surface solutions, today launches a new [Tandus Centiva](#) modular carpet collection called Persona and Persona Accents. As part of Tarkett's Doing Good. Together. sustainability efforts, Persona and Persona Accents are available with the company's [ethos<sup>®</sup> Modular](#) with Omnicoat Technology™ backing, which is made from recycled PVB safety glass film and carries Cradle to Cradle certification.

The aesthetic for Persona and Persona Accents draws from timeless design elements to create a flooring surface that's approachable and affordable. The collection's elegance easily unifies other elements throughout the designed space.

Stripes of color punctuate Persona Accents. These pops of color translate into a mix-and-match palette that allows the design to blend throughout and create color-coded areas within an office environment.

"When designing Persona and Persona Accents, we wanted to create a sophisticated pattern and palette for a variety of settings, including office spaces, education environments, and acute care settings," said Terry Mowers, Vice President of Design, North America Commercial Products, Tarkett North America. "The result is a collection that marries a sophisticated vision with an agreeable price point both for the product, as well as the lack of testing needed that our ethos Modular with Omnicoat Technology backing provides."

Omnicoat Technology is a proprietary coating that creates a technical barrier that works no matter what type of adverse flooring substrate problems occur. When installed with TarkettTape™, the need for pH, RH & MVER testing is eliminated if no standing liquid is present. Additionally, this backing is Cradle to Cradle Certified Silver and 100% recyclable through Tarkett's ReStart program.

Learn more about Persona and Persona Accents by visiting [www.tandus-centiva.com](http://www.tandus-centiva.com).

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**About Tarkett**



THE ULTIMATE  
FLOORING EXPERIENCE

With net sales of more than €2.7 billion in 2016, Tarkett is a global leader in innovative solutions for flooring and sports surfaces. Offering a wide range of products including vinyl, linoleum, carpet, rubber, wood & laminate, synthetic turf and athletic tracks, the Group serves customers in more than 100 countries worldwide. With 12,500 employees and 34 industrial sites, Tarkett sells 1.3 million square meters of flooring every day, for hospitals, schools, housing, hotels, offices, stores and sports fields. Committed to sustainable development, the Group has implemented an eco-innovation strategy and promotes circular economy. Tarkett is listed on Euronext Paris (compartment A, ISIN: FR0004188670, ticker TKTT) and is included in the following indices: SBF 120, CAC Mid 60. [www.tarkett.com](http://www.tarkett.com)