

LVT novelties 2021

# ModularT 7

LUXURY VINYL TILES

Variety is the spice of life.....



## CONTENT:

- INSPIRATION
- DESIGNS
  - Elegant Oak
  - Pure Oak
  - Texton
- COLORS
  - Key color
- MODULAR solution

# HEALTHY LIFESTYLE

## Self-Care - Make It a Priority!!!

### HISTORY



The use of herbs and spices has been incredibly important throughout history. Since ancient times, spices have been celebrated for their medicinal properties, well before culinary use. Scientific evidence has shown that spices come with notable nutritional values, they're chock-full of healthy compounds and may have incredible health benefits.

### TREND



Lifestyle has changed, and special attention is paid to the quality of nutrition. The food we consume nourishes not only our body, but also our consciousness and mind! People have turned to a healthy life.

Consumer trends are all pointing towards more interest in freshness, spices, flavors from all over the world, and healthier alternatives.

Research has shown that eating at home is growing... With the increase in cooking at home, people are going to restaurants less.

### INSPIRATION



Inspired by healthy life and spice colors during cooking, we have reacted to the natural pigments found in spices.

Spice tones create and arouse in us a very similar connection to color.

Spices and pigment color have been associated with each other since ancient times and shared a common history.

For centuries people have manifested their creativity by adopting various natural pigments that are taken exactly from spices used in their home kitchens. They wanted to give their surroundings a vivid organic and natural color.

Saffron color was used in the 50,000-year-old Persian art, which can also be seen in Persian "rice jewelry".

The golden shade of the dress of the Buddhist monarchs was obtained by turmeric cooked in Tibetan curry.



For hundreds of years, people around the world have linked turmeric to healing properties and cosmetic benefits for dermatology products.

### DESIGN



A benefit of working with spice colors is that they exist outside of trends. They are so timeless...

If you understand the relationship between spices and color, then you are inspired.

What gives each dish a special taste and unique aroma is human creativity in the use of spices.

The same philosophy applies to design. Spices and colors have been around forever... but not our creativity and a unique sense for "mixing of spices" and making memorable color flavors.

This is what makes us different from others.

It's time to "try" them and broaden your flavor...

Spice up your life and health....  
Enjoy good health!



# ELEGANT OAK

MAKE TIME FOR WHAT YOU ENJOY...

DESIGN  
inspiration

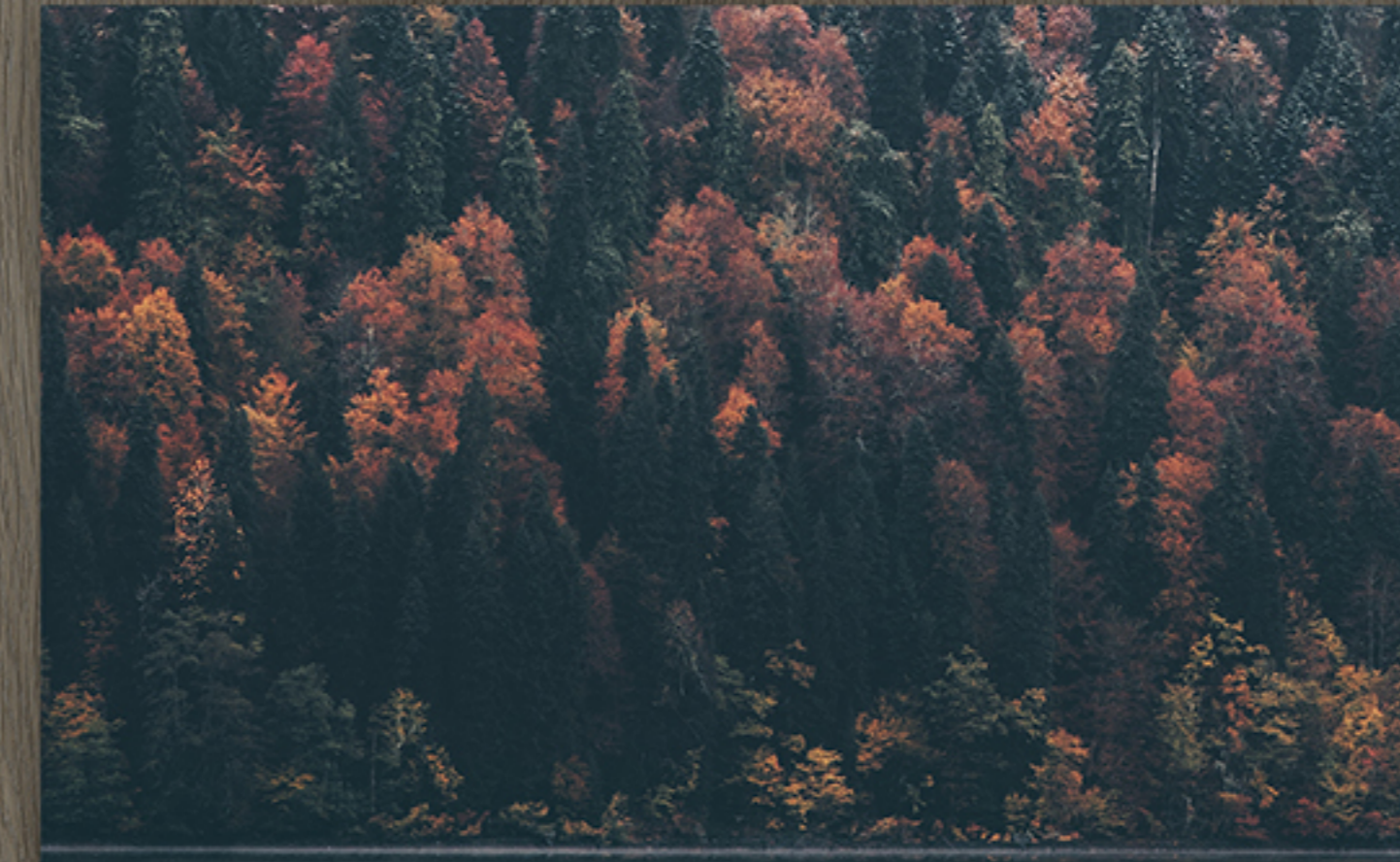
PURE OAK  
EXERCISE. GET ENOUGH SLEEP...

TEXTON  
EAT RIGHT...

# ELEGANT OAK

MAKE TIME FOR WHAT YOU ENJOY...

Take time for a deep breath... inhale the natural flavors of cinnamon! Carving out time for your own enjoyment is one of the best things you can do for yourself. Inspired by the freedom of life and the unique natural beauty, the organic hues of the dense Oak grain help us to create a fresh look. The design Elegant Oak is original and impressively stylish.



# ELEGANT OAK

COLOR INSPIRATION

## MIX DIFFERENT FLAVORS

The mellow blending of colors imitates the subtle variances in nature. Each spice can be combined in many ways, giving an unrepeatable and unique taste, just like each of 13 inimitable color shades of the design Elegant Oak.

**“Variety is the very spice of life, that gives it all its flavor.”**

William Cowper's poem The Task, 1785



unrepeatable  
**13 COLOR**  
shades

# ELEGANT OAK

DESIGN

A perfect balance between nature and design is Oak Elegant. Wood is designed to bring the artistry of nature with a soft texture and modern color shades that mimic the real elegant and contemporary oak look. With a smoother and subtle structure offering a delightful mix of 13 modern shades.



SMOOTHER  
SUITABLE  
STRUCTURE



# PURE OAK

EXERCISE. GET ENOUGH SLEEP..

Inhaling the exotic aromas — from pungent turmeric to fresh nature — has inspired us to achieve more variety of life. Prioritizing sleep and activity is a simple and effective way to feel better every day! Every little bit helps with physical and mental health. Understanding this relationship helps us to make more inspired and thoughtful design decisions.

The design Pure Oak enlivens our style.



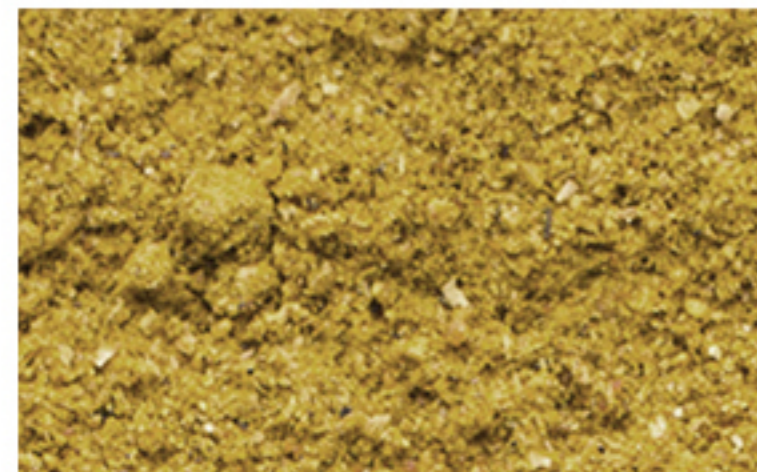


# PURE OAK

## COLOR INSPIRATION

We want to highlight the benefits of our 4 favorite spice shades!

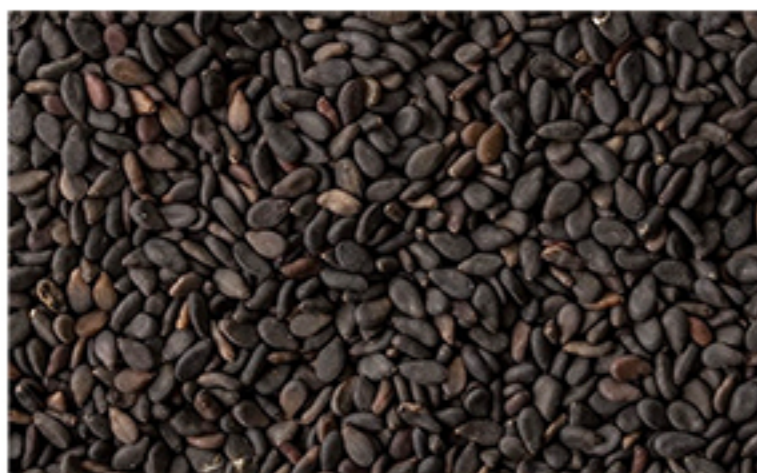
They are so natural and exist outside of trends. Timeless... We love to mix spicy palette with neutrals — warm shades from curry to cumin — or cool ones like black sesame or coconut white powder.



CURRY POWDER



CUMIN POWDER



BLACK SESAME SEEDS



COCONUT POWDER

dramatic  
**4 COLOR**  
shades



# PURE OAK

DESIGN

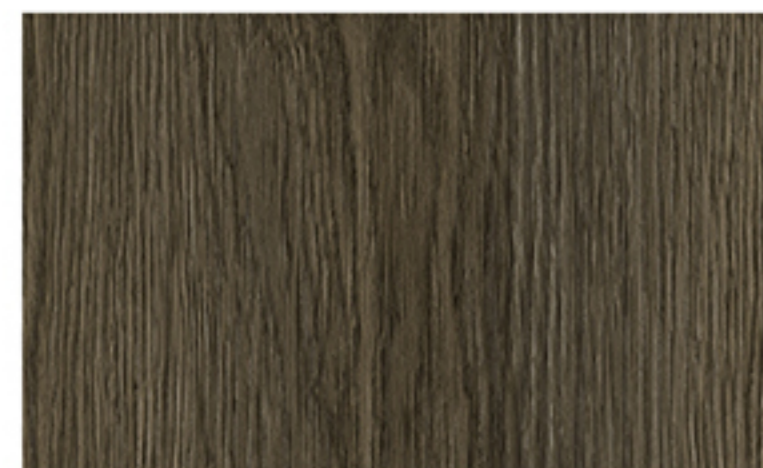
From traditional to classic, the design Oak Pure has the rougher look of wood structure with its detail and depth of texture. The use of little rustic wood treatments creates a very dramatic wood design with highlighted cathedrals in a warm, inviting, and dynamic natural tone. The mellow blending of 4 colors imitates the subtle variances in nature.



NATURE



BROWN



DARK BROWN



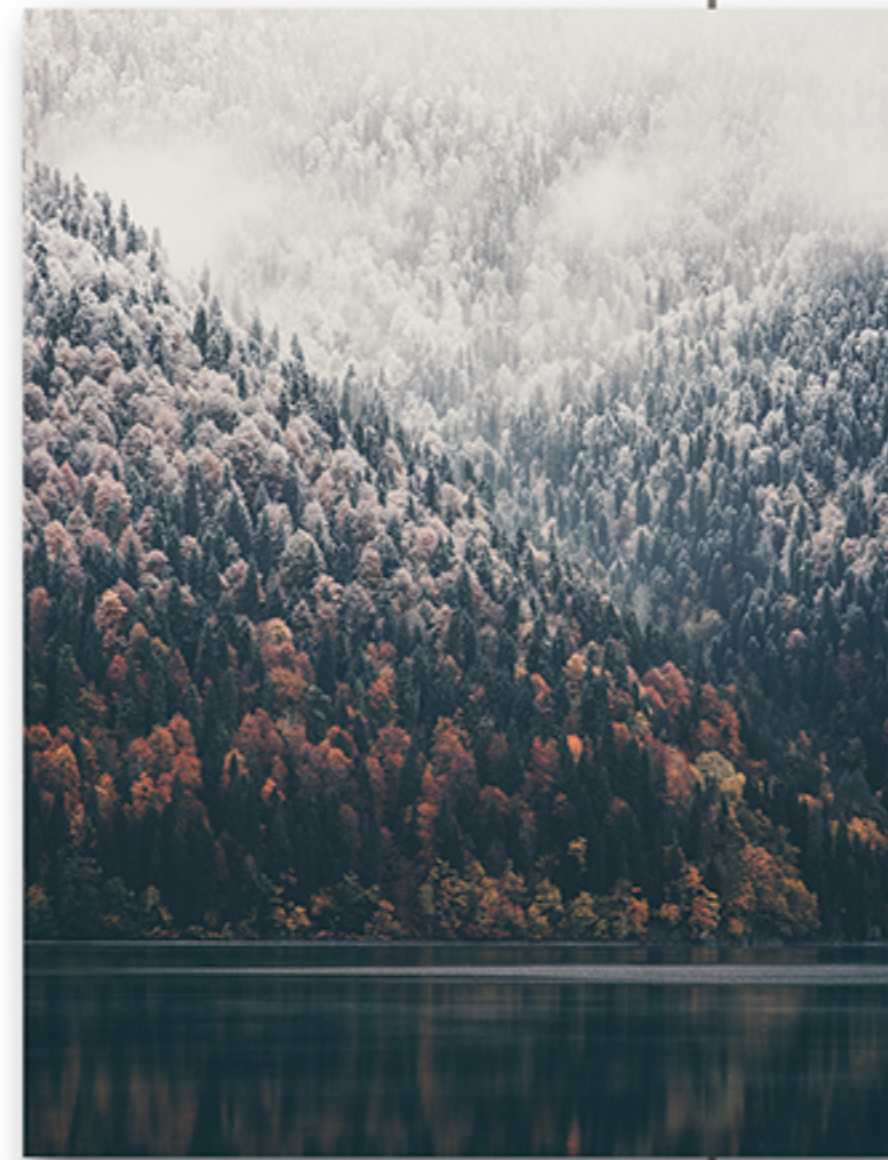
WHITE

ROUGH  
DYNAMIC  
STRUCTURE

# TEXTON

EAT RIGHT...

Just as in cooking, sometimes all it takes is a touch of spice to achieve classic beauty in timeless designs. Try to make balanced, nutritious meals that serve your body and to enjoy a variety of lifestyles by mixing different flavors. Spice up your life and health! The design Texton enlivens our taste... Timeless....



# TEXTON

## COLOR INSPIRATION

The design offers 10 colors that follow and capture the rich diversity of spices. The color palette takes inspiration from a mix of different spices that give the design a very flavorful and aromatic look.



PEPPERCORNS



BLUE  
FENUGREEK  
POWDER



WHITE  
PEPPERCORNS



SAGE  
DRIED

FENUGREEK POWDER



GROUND  
NUTMEG  
POWDER



POPPY  
SEEDS



GRID  
BROWN



BLACK CUMIN SEEDS



DRIED  
SEAWEEED

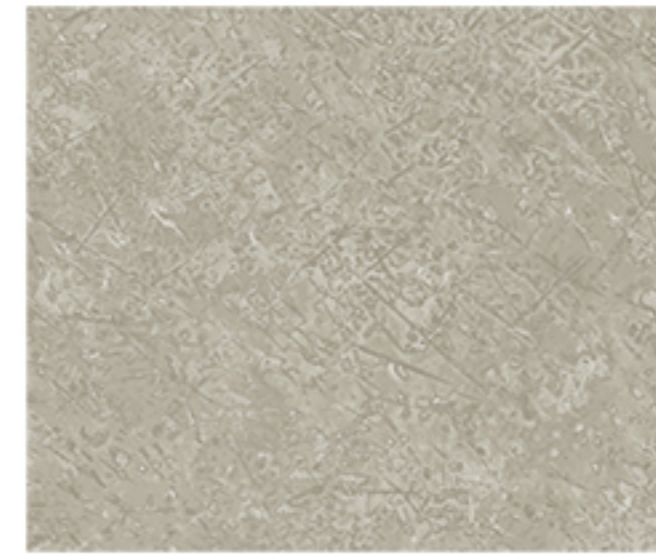
aromatic  
**10 COLOR**  
shades

# TEXTON

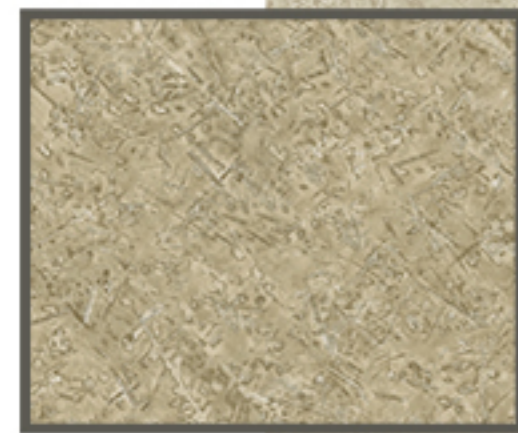
DESIGN

With a clean, abstract design, this ground draws inspiration from a natural cement material, translated and stylized into a design...it feels so organic.

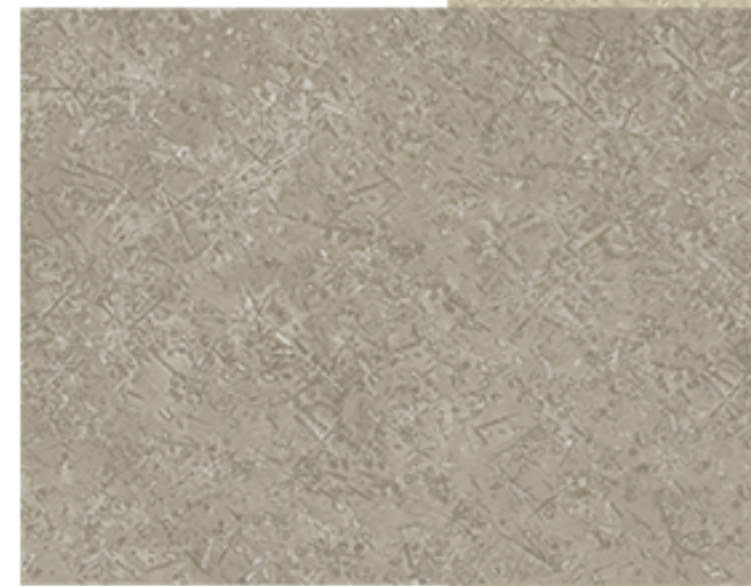
The understanding of "less is more" is the attitude behind this design. The design offers 10 colors that follow and capture the rich diversity of shades, materials, and life.



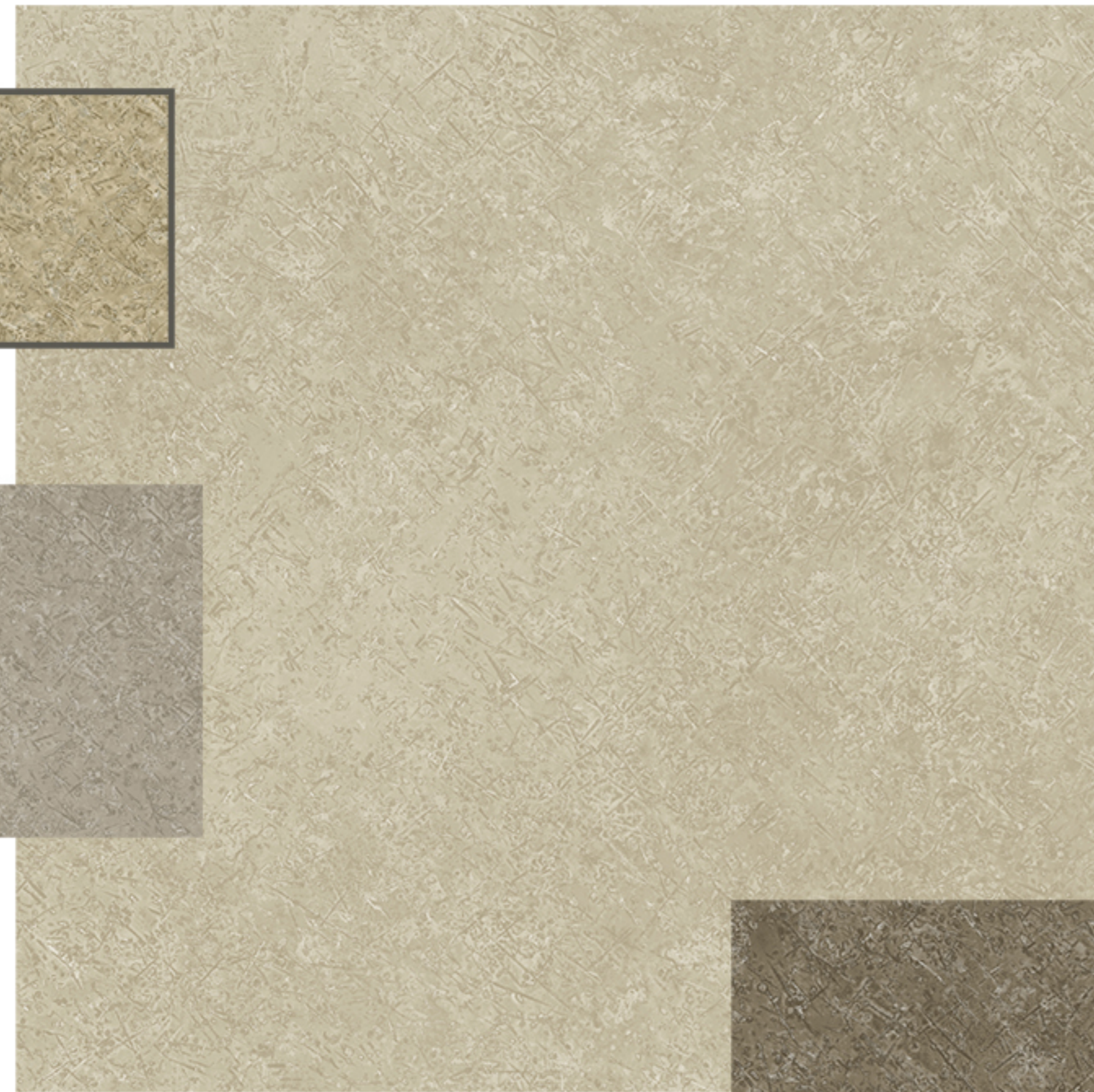
COLD GRAY



GRID SAND



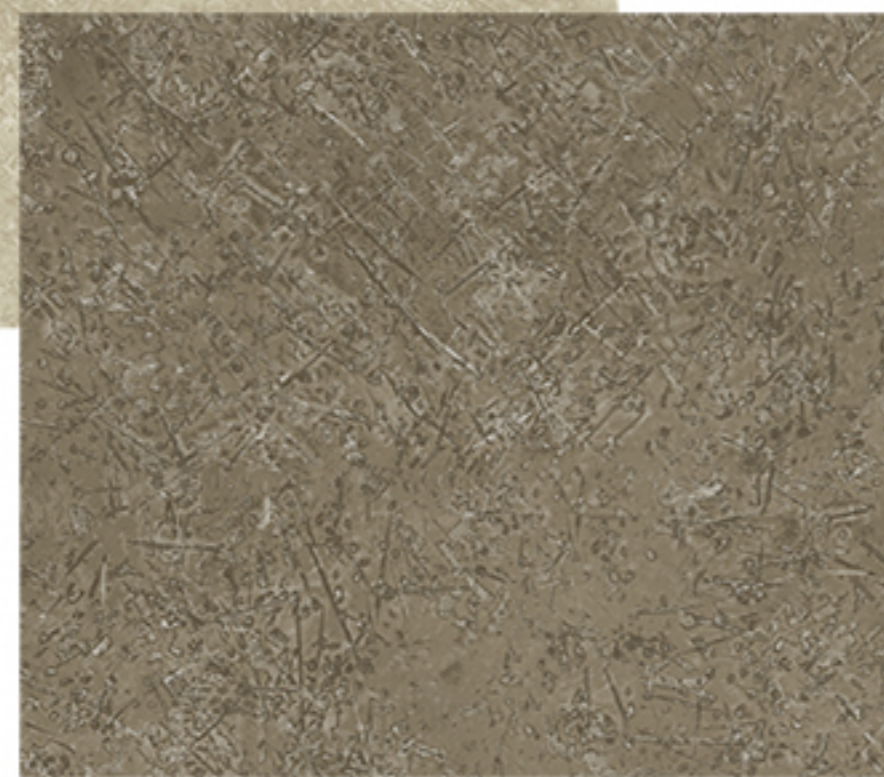
COLD BROWN



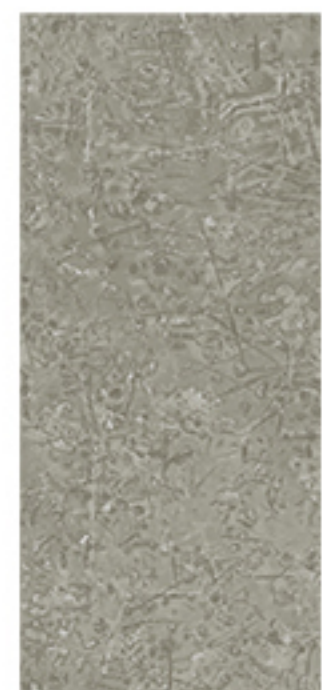
SAND



WARM BEIGE



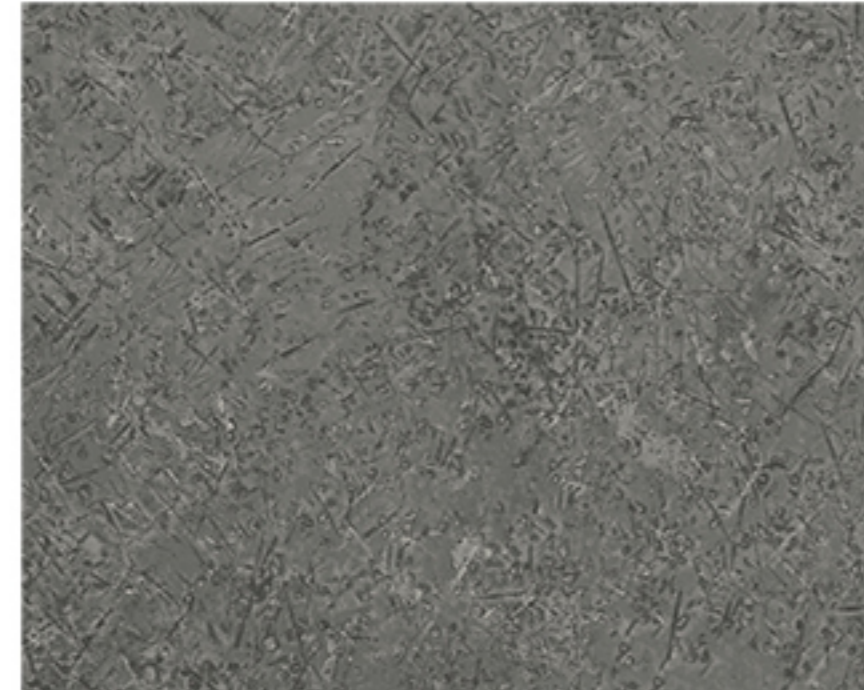
BROWN



GRAY



GRID BROWN

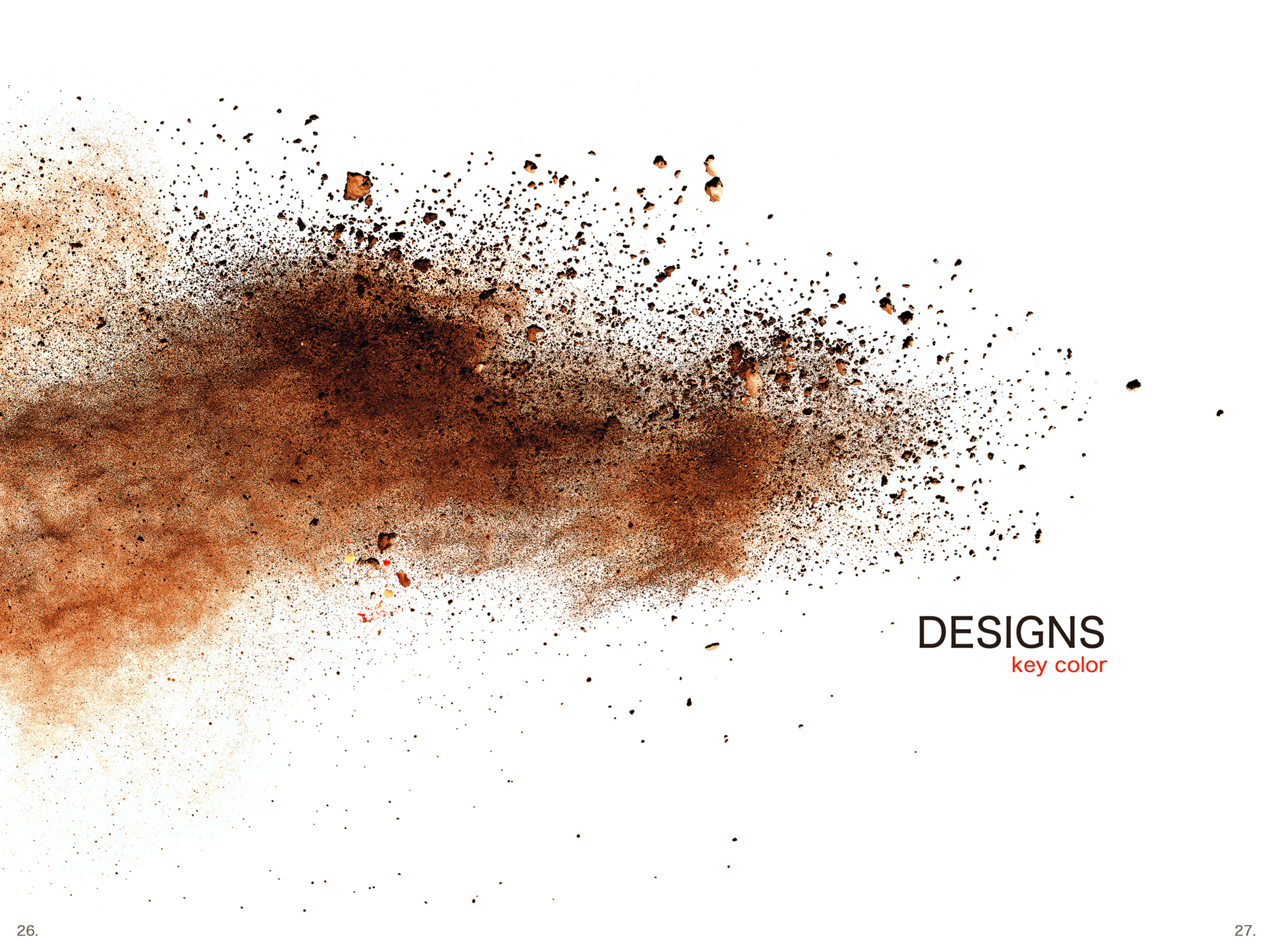


DARK GRAY



GRID GRAY

SOFT  
PURE  
STRUCTURE



**DESIGNS**  
key color

# Key Color - Neutral Brown



Spices play a significant role in the way we cook and consume food. Just like the color effect on the design... Every spice or every color has its own flavoring and essence, and its addition or mixing can literally make and spices up a dish or design. Understanding this relationship, we made one - key color. We mixed our spicy palette with neutrals — warm shades of brown - from dry cloves, cumin powder to black sesame seeds. The key flavor is neutral BROWN.

## Elegant Oak Brown



## Oak Pure Dark Brown



## Texton Brown



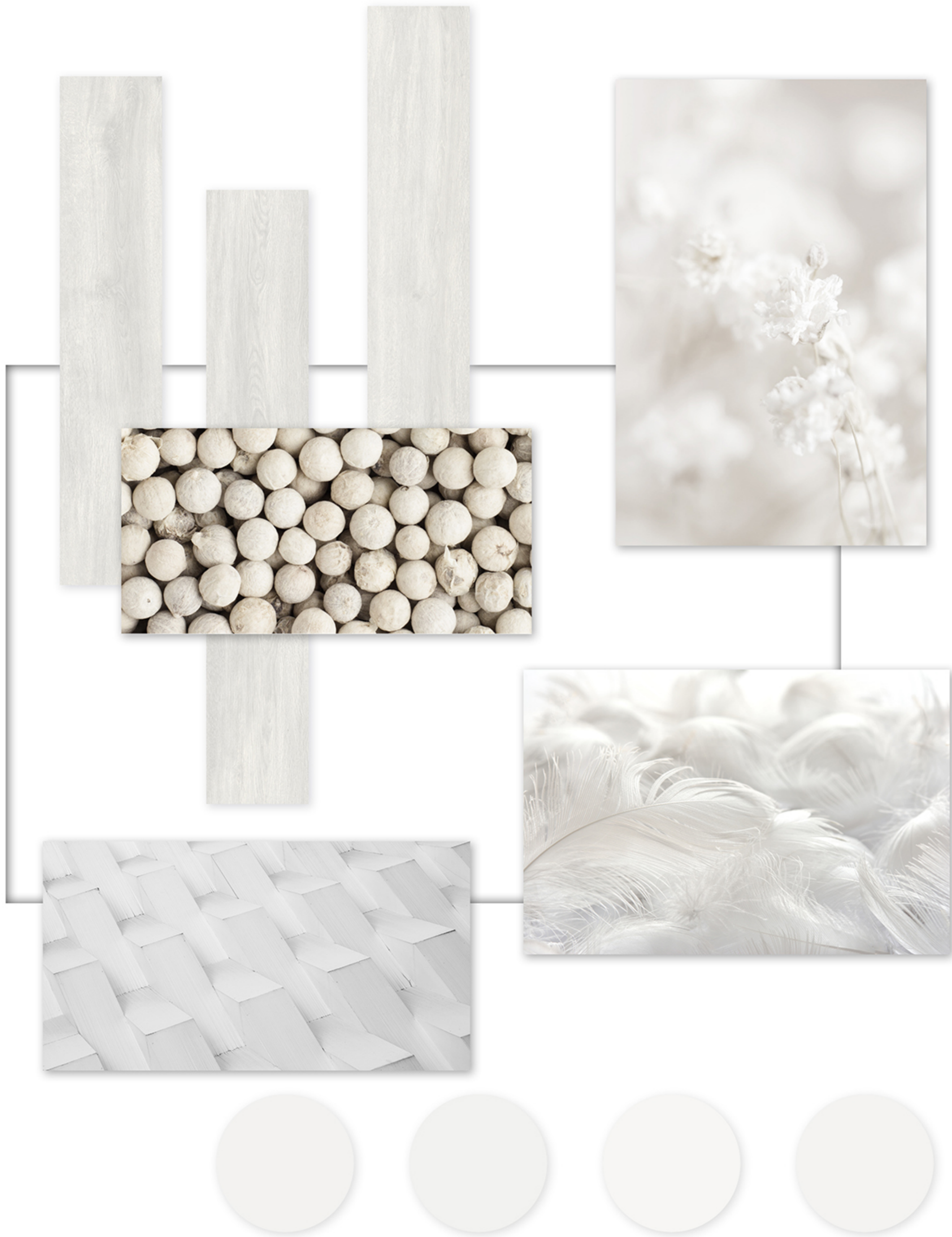


**DESIGNS**  
color use



# Oak Elegant White

Modern elegant light nuances with neutral white fading



# Oak Elegant Sand

Balanced impression between warm and cool light earth tones



# Oak Elegant Beige

Warm light earth tones with an elegant touch of nature



# Oak Elegant Stone Beige

Balance between beige-grey tones with the pale material aspect



# Oak Elegant Warm Beige

Warm pale yellow tones with an inner mixture of colors



# Oak Elegant Nature

Warm touch of natural wooden yellow tones



# Oak Elegant Warm Grey

Combination of cold rustic with modern warm grain



# Oak Elegant Stone Brown

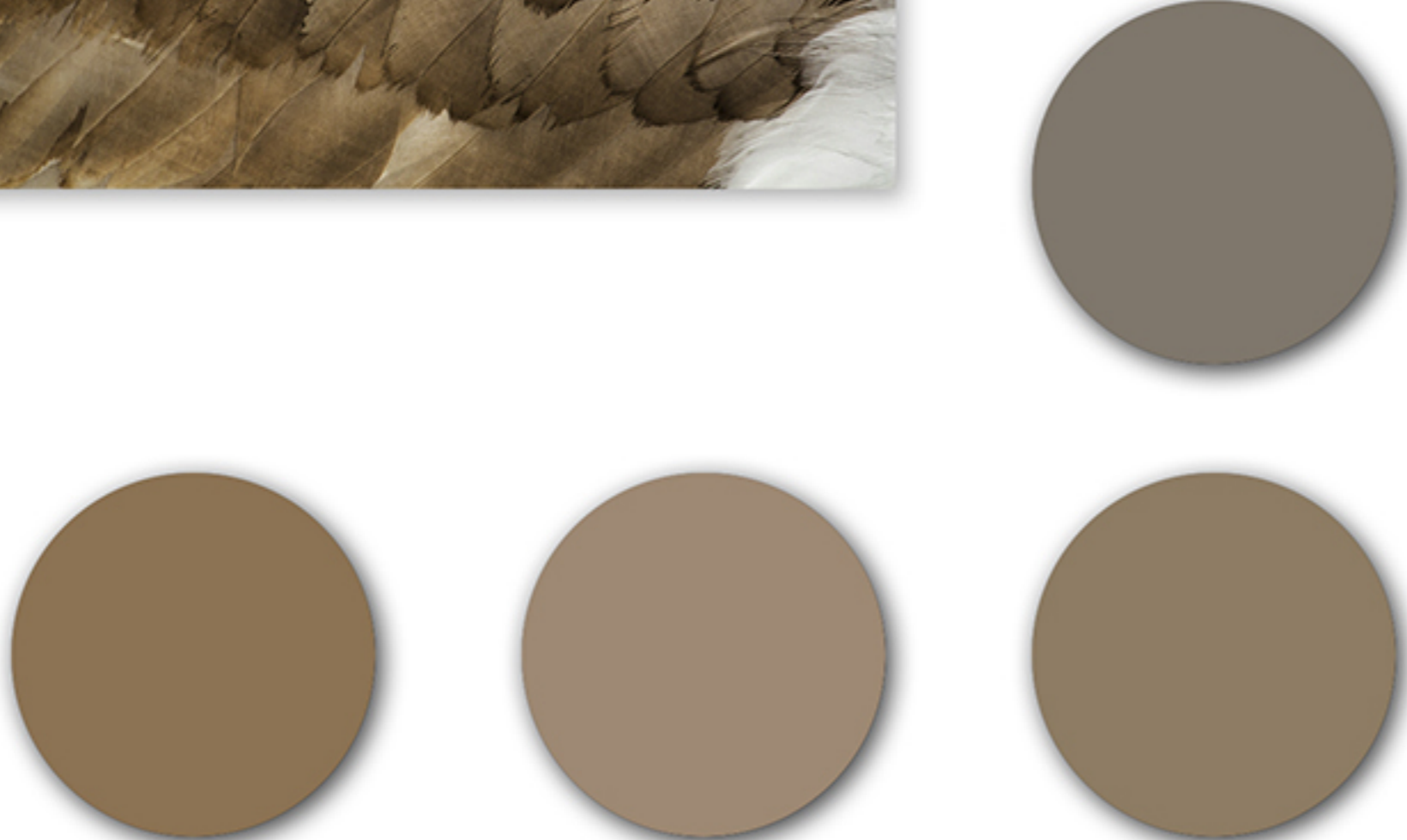
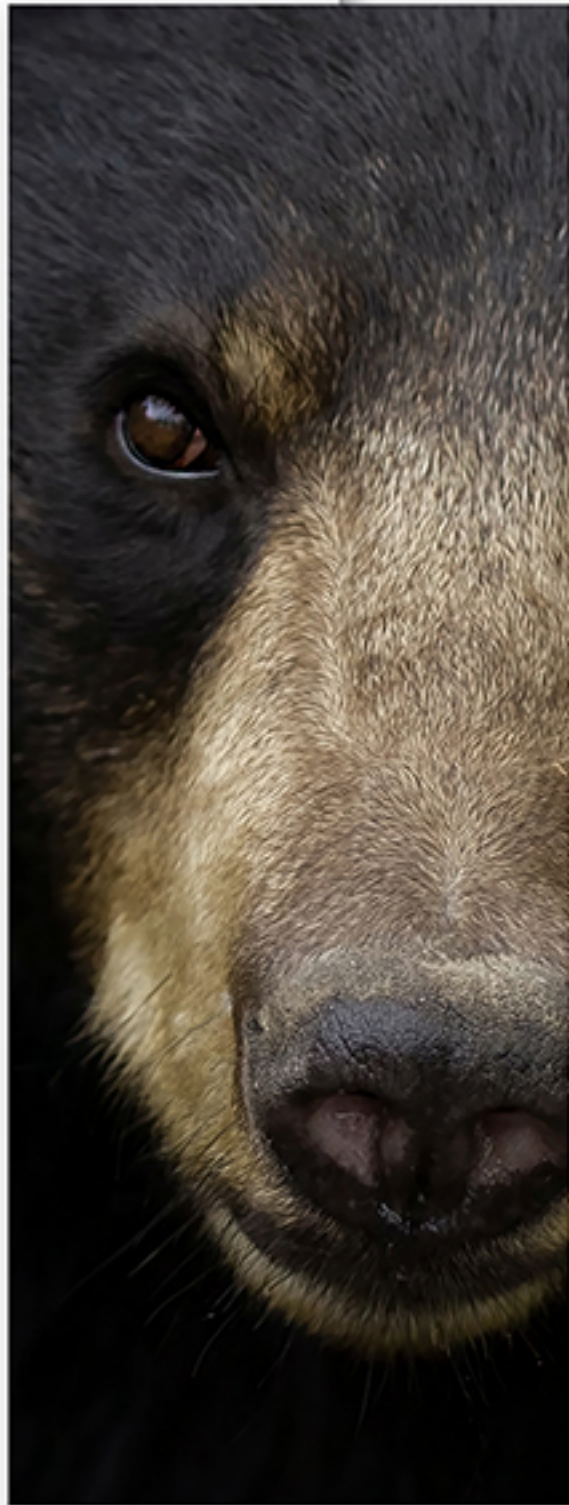
Cold brown earth pale nuances





# Oak Elegant Brown

Natural dark brown tones



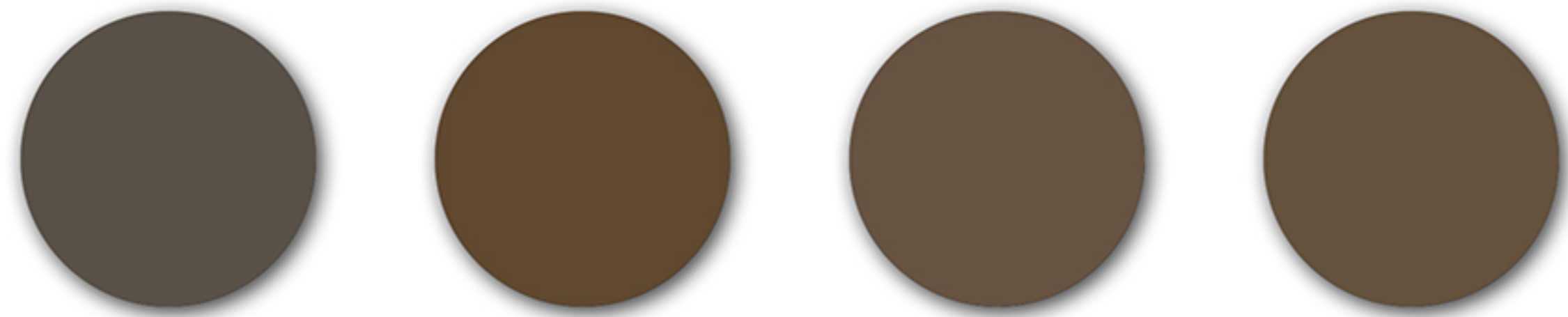
# Oak Elegant Light Brown

Combination of cool medium brown nuances, with a touch of warm details



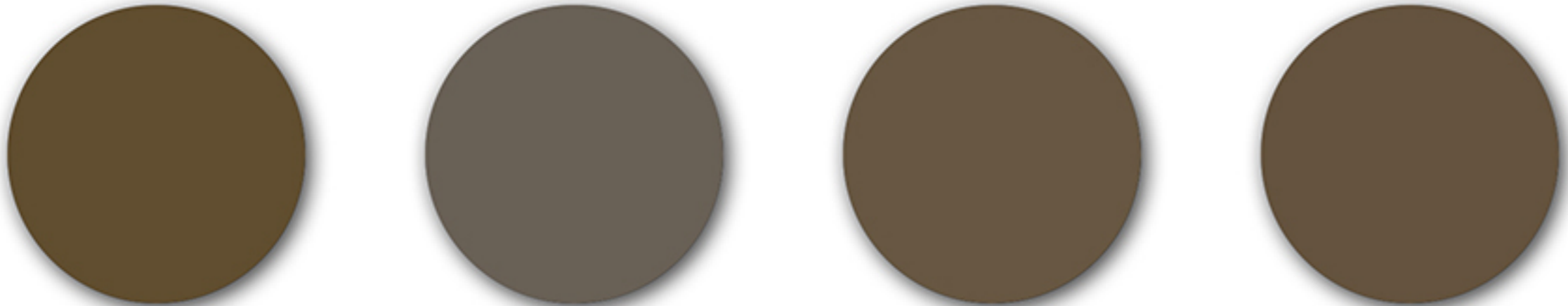
# Oak Elegant Warm Brown

Dark natural shades of brown in a warmer aspect



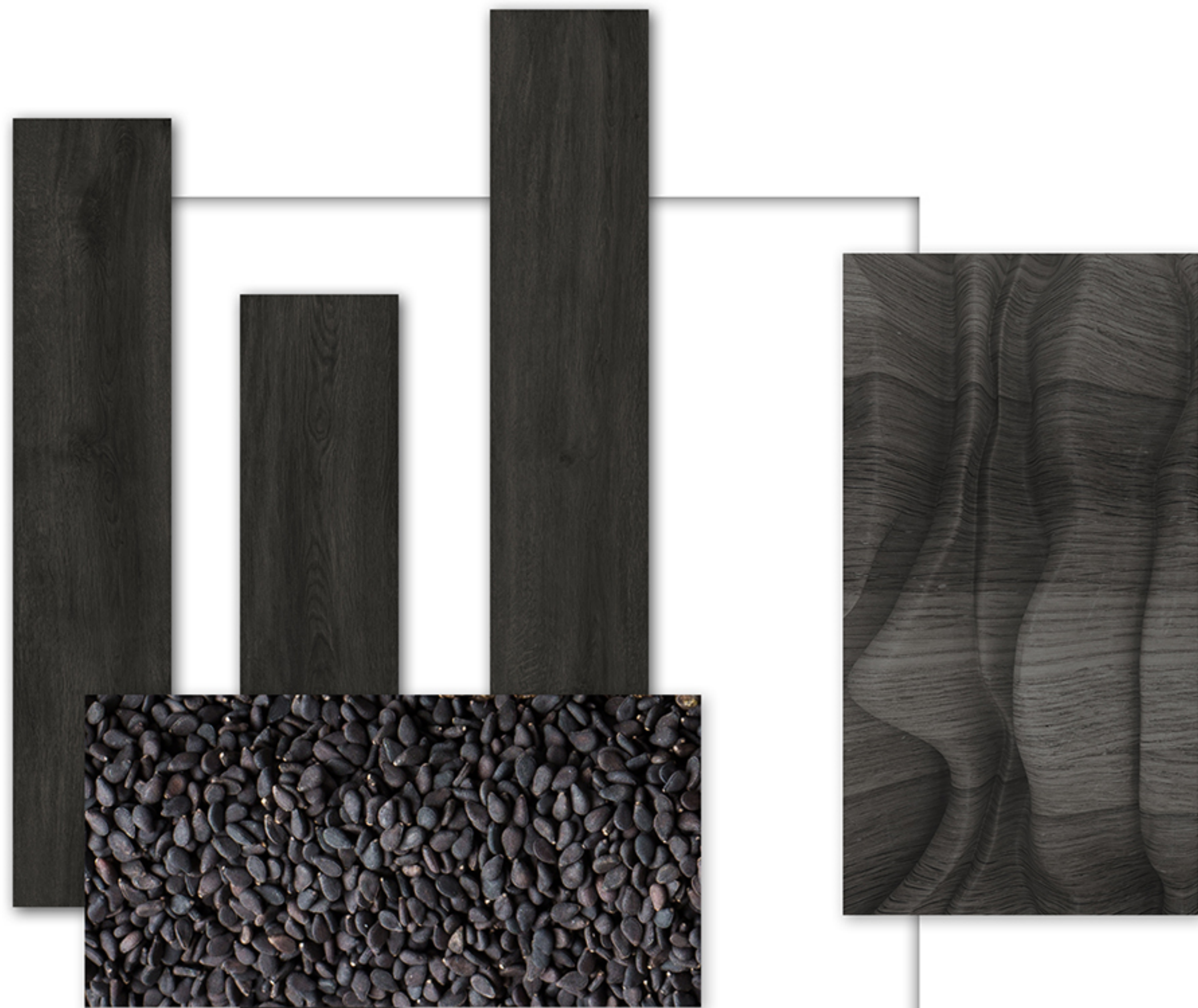
# Oak Elegant Cold Brown

Dark cool shades of brown with a with rustic impression



# Oak Elegant Graphite

Mixture of dark grey shades with black finish



# Oak Pure White

Pale white modern tones with a more matte impression



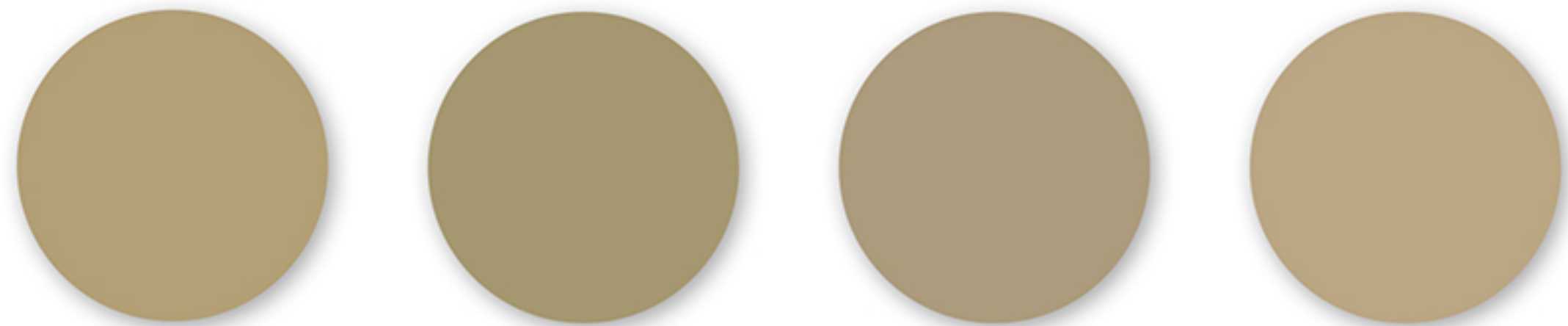
# Oak Pure Nature

Mid natural warm oak shades with a calm color transition



# Oak Pure Brown

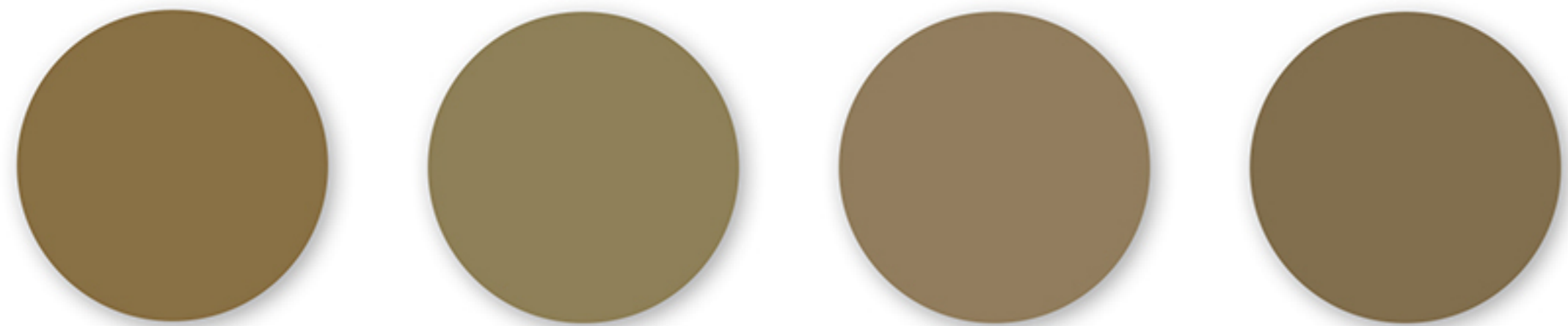
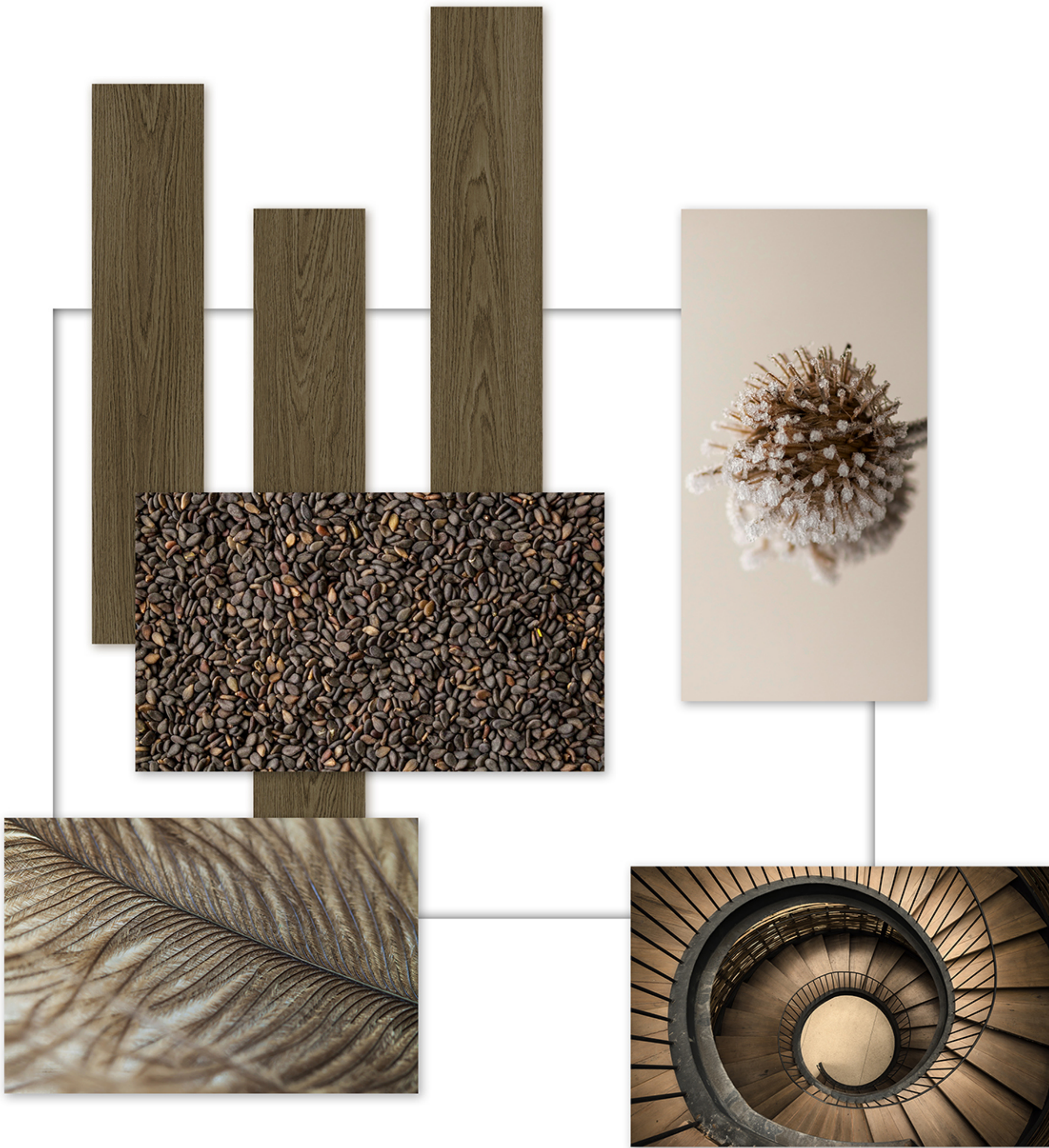
Neutral shades of brown tones with a pale aspect





# Oak Pure Dark Brown

Vivid dark brown tones with colder grain



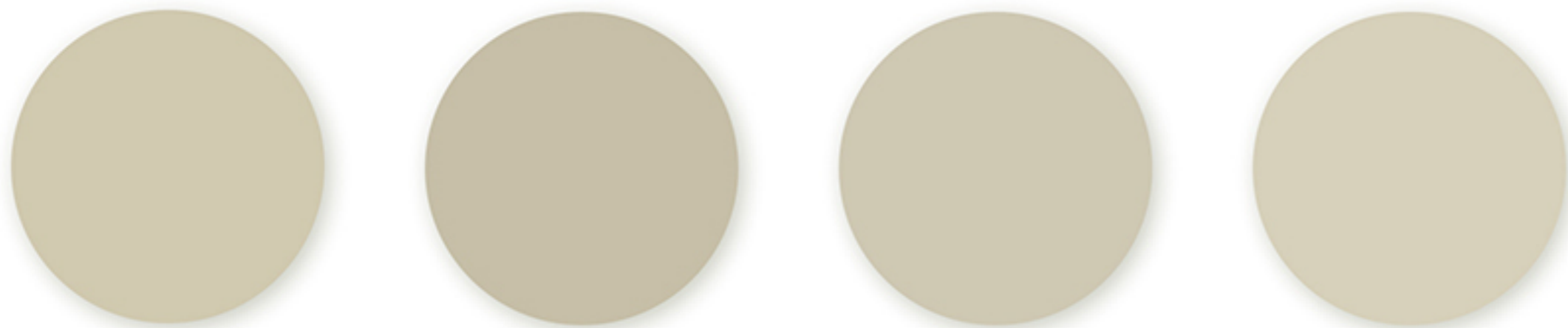
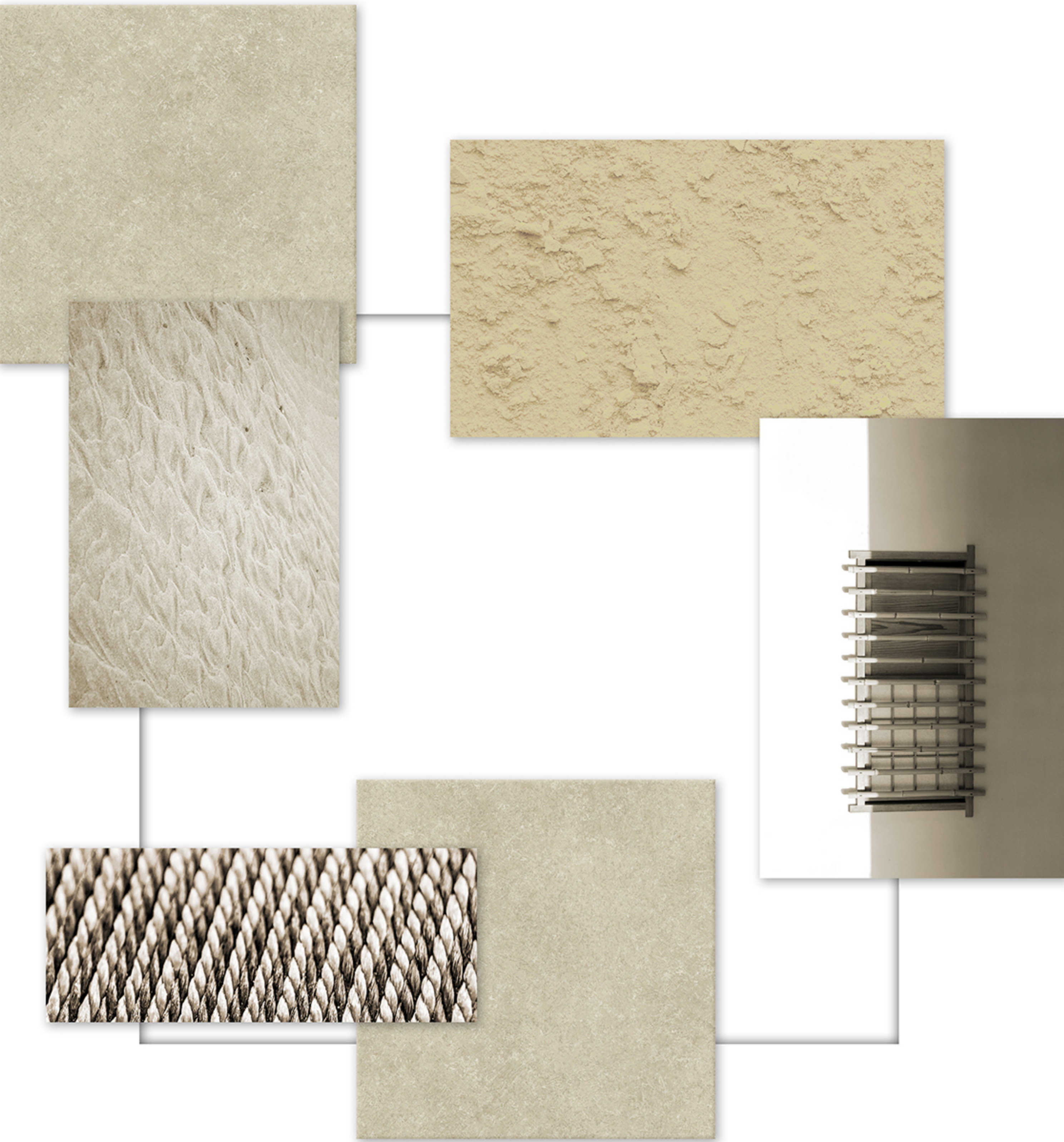
# Texton Cold Grey

Grey pale tonal transition



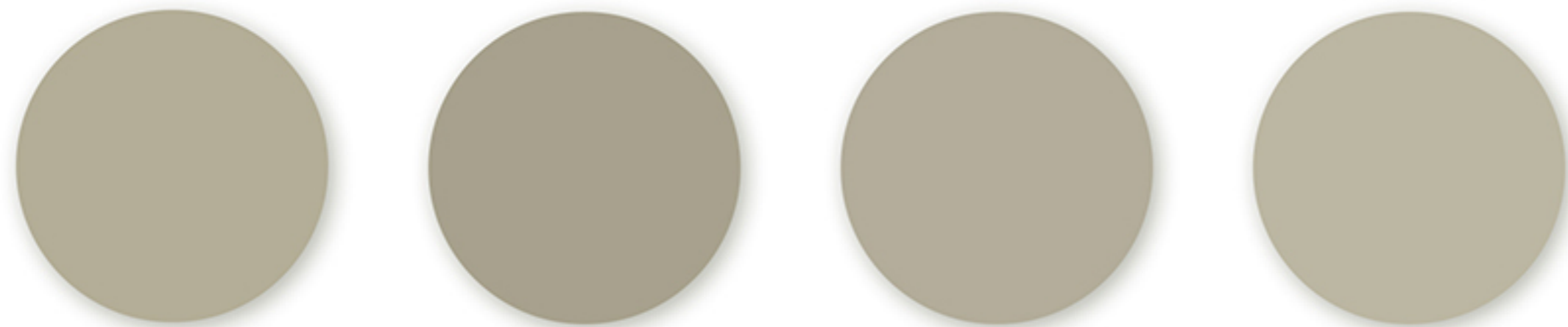
# Texton Sand

Warm beige tones with a calmer impression



# Texton Warm Beige

Combination of warm tones with a pale calm structure



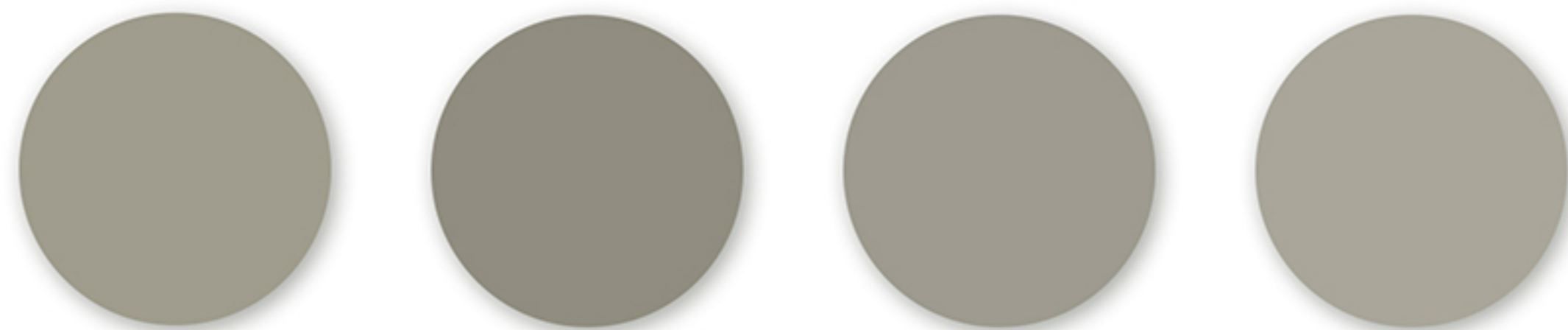
# Texton Cold Brown

Neutral col shades of earth tones



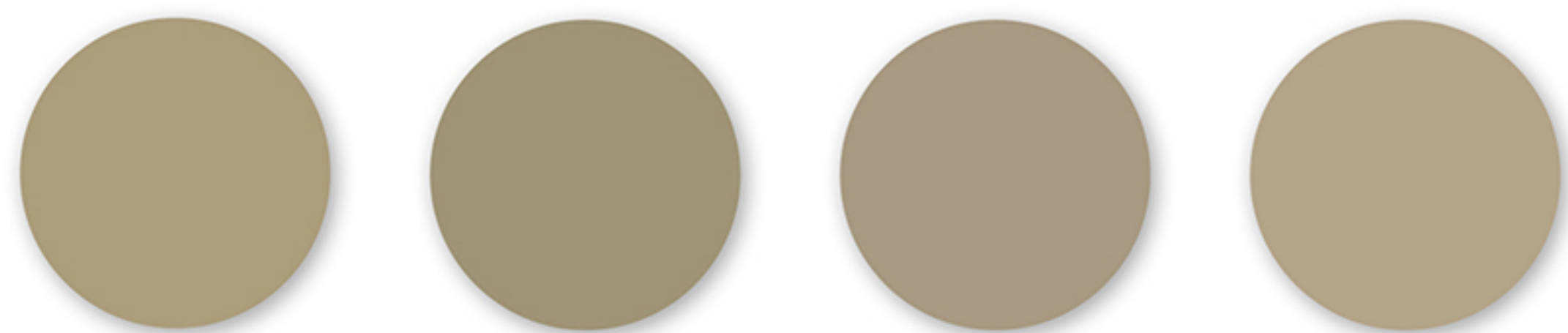
# Texton Grey

Cool rough pale medium neutral tones



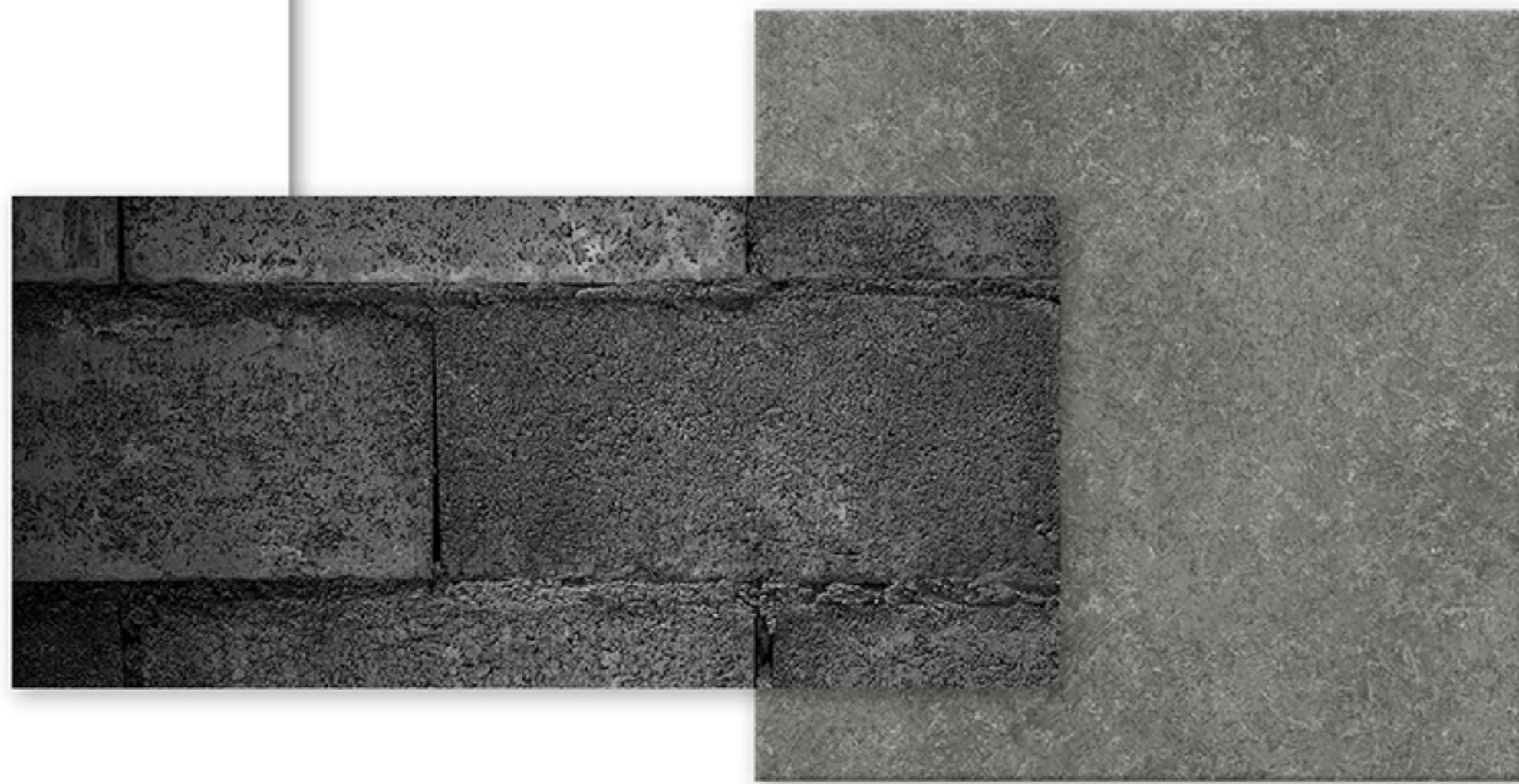
# Texton Brown

Neutral shades of brown tones with a cool touch



# Texton Dark Grey

Dark tones of concrete





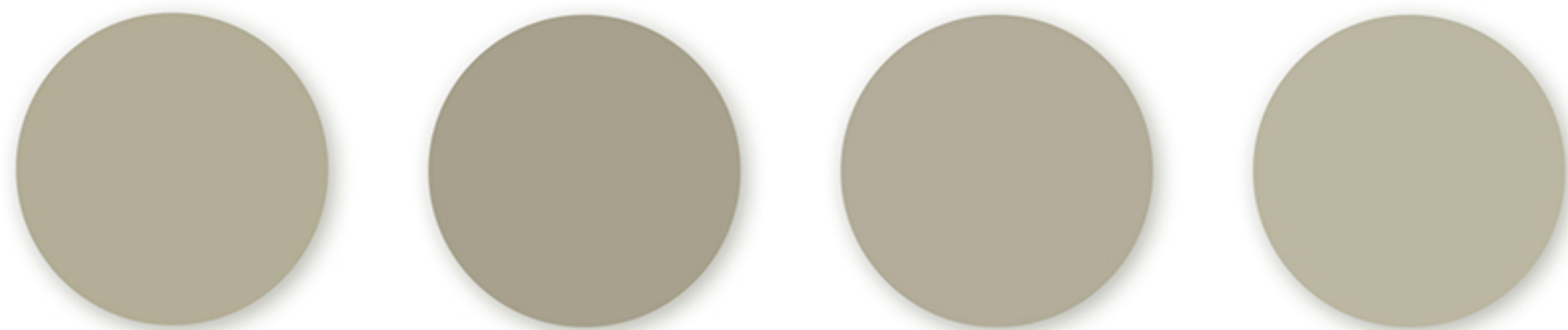
# Texton Grid Sand

Warm tonal transition of different sandy shades



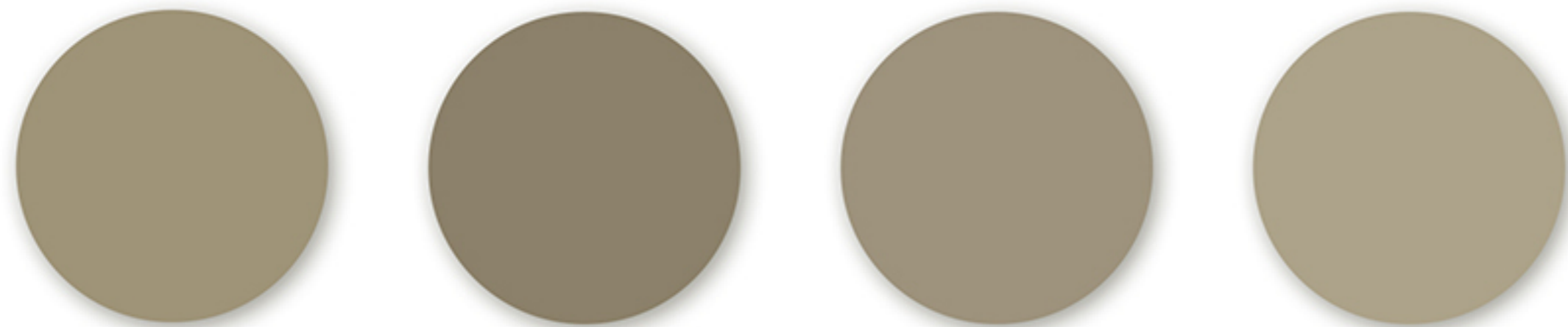
# Texton Grid Grey

Cool shades of stone mixed with textile structure



# Texton Grid Brown

Warmer darker tones with a rough feeling of material





**MODULAR**  
solutions

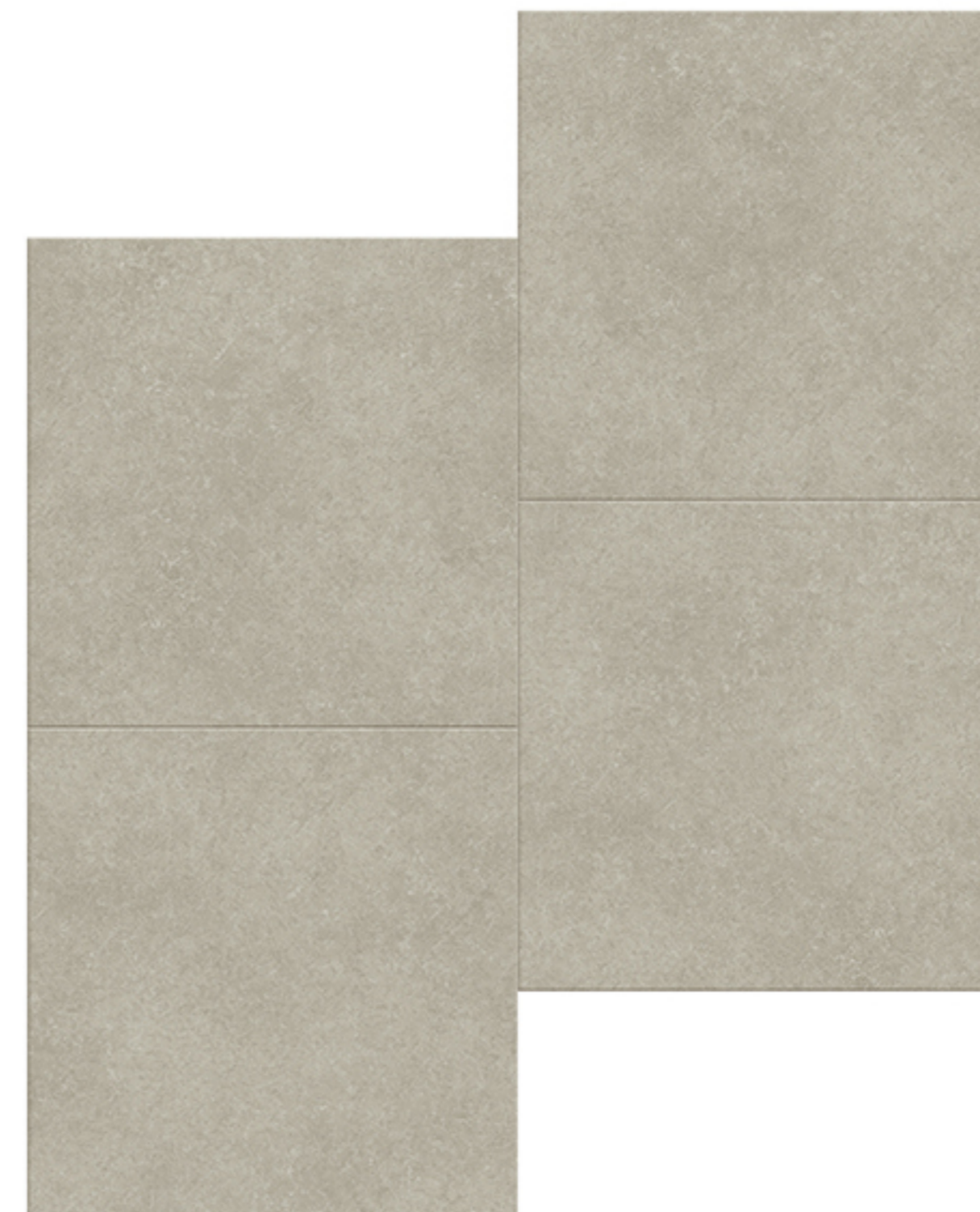


# ModularT 7 PLAY

Colorfull mix and combination of designs



Texton Cold Grey



Oak Elegant Warm Grey



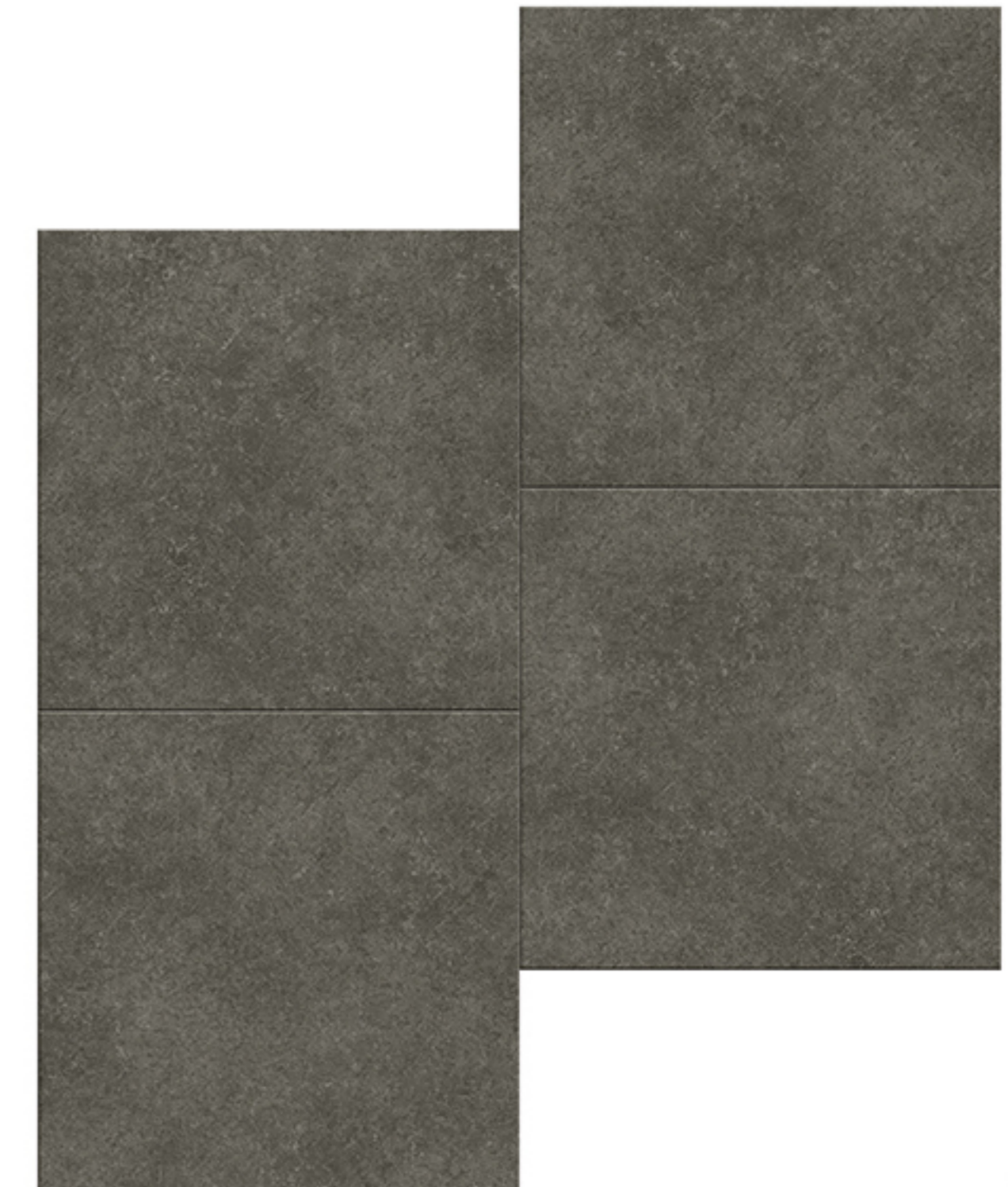
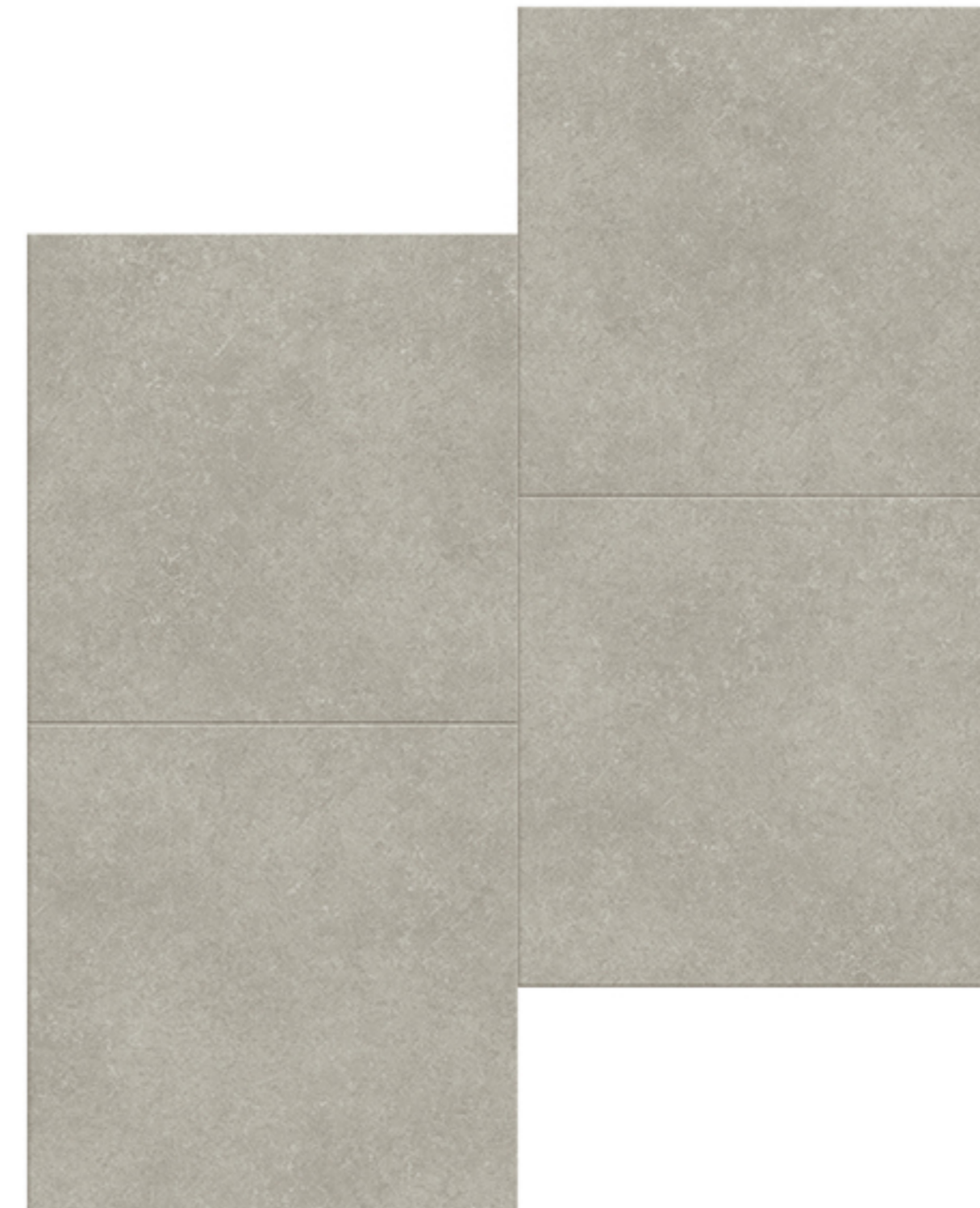
# ModularT 7 PLAY

Unique mix and combination of colors



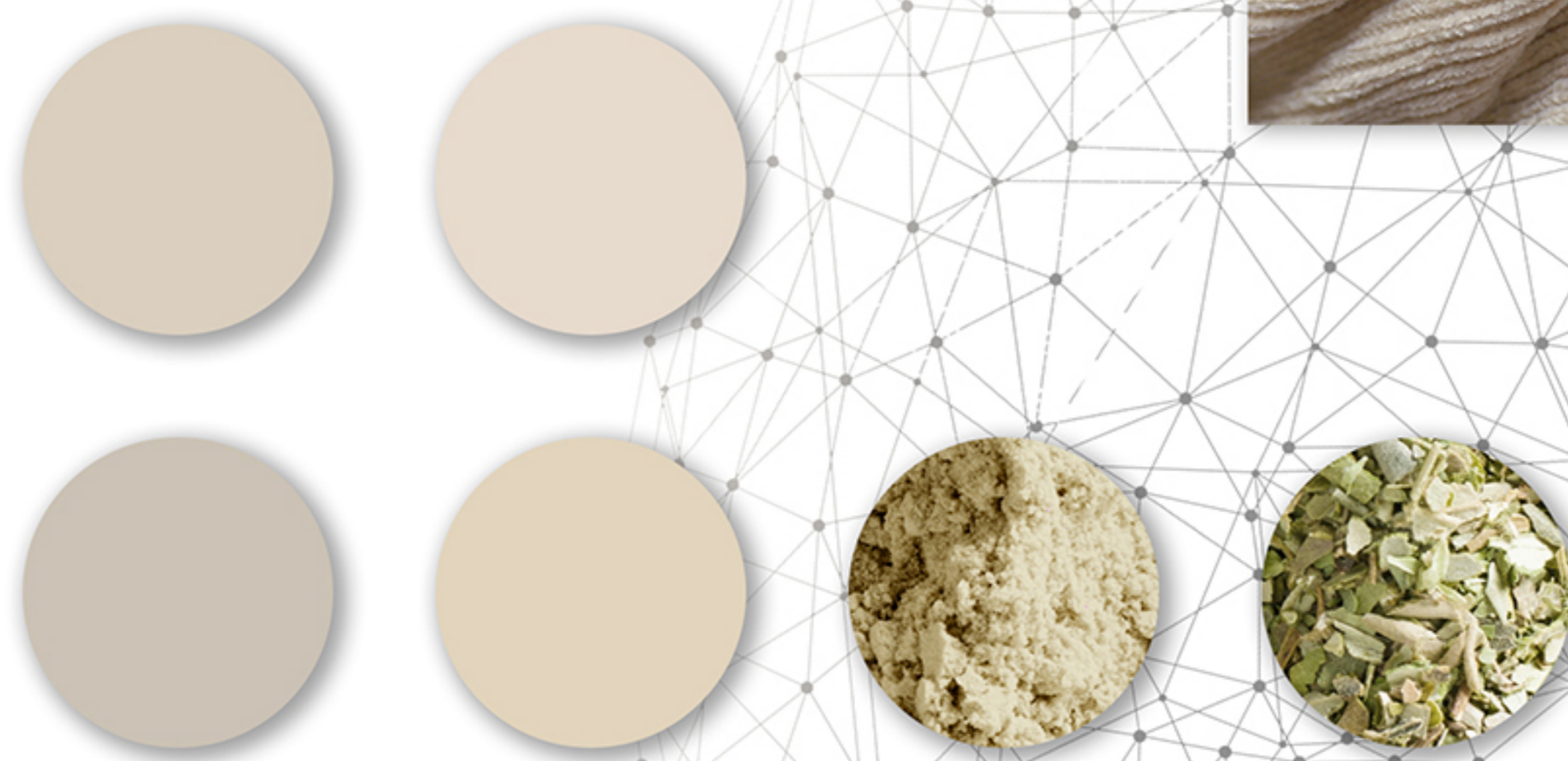
Texton Cold Brown

Texton Dark Grey



# ModularT 7 PLAY

Elegant mix of textures with minimalistic transition of colors



Texton Sand

Oak Elegant Sand



Spice up your life and health....  
Enjoy in different flavors of **LIFE!**

