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Customisable, Creative and Elegant Floor Coverings for Outstanding Hospitality Interiors

Hospitality
Special

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The hotel business is undergoing a major transformation as **digitalization** is profoundly reshaping the way guests and establishments interact. The attractiveness of a hospitality business is closely linked to the **impact of showing a distinctive interior design**, as well as the capacity to create ambiances that have this elusive home feel.

As a response to these new challenges, Tarkett has developed **customisable, elegant, creative and modular multi-solutions**, giving hospitality business-owners the possibility to design outstanding interiors. These multi-solutions will be presented at the professional **trade fair EquipHotel on 11-15 November**.

A range of Tarkett and Desso products suitable for the hospitality sector (iD Supernature/ Tattoo, iD Mixonomi, iD Click Ultimate, ProtectWall, Sense of Marble, Axminster, Fuse & Fields and Desso & Ex) will be displayed at **Stand C023 in Hall 4**.

Tarkett is also a partner for the upcoming edition and products will be showcased in all **three of the Trends Areas**: the Signature Bar, the Digital Rooftop and the Interior Design Centre.



iD Mixonomi and iD Supernature Tattoo: Modular Vinyl for creative floor designs

Flooring has become another **medium of creative expression** and Tarkett is taking advantage of this new trend to develop **customisable solutions with a high creative potential**, products like iD Mixonomi and iD Supernature/Tattoo.

iD Mixonomi is a collection of modular and customisable vinyl floor coverings.

The collection consists of **10 geometrical shapes** of vinyl tiles, available in a palette of **33 original colourways**, to design memorable and wear-resistant statement floors for heavy-footfall areas or to create zoning effects in open-plan spaces.



iD Mixonomi



iD Mixonomi and iD Supernature Tattoo: Modular Vinyl for creative floor designs

iD Supernature is a collection of highly customisable innovative modular vinyl flooring, which combines the natural aspect of wood, stone and concrete with 10 tattoo designs. This bespoke non-repetitive flooring solution will blend in seamlessly with any interior style.

Florian Bougault, Art Director, Tarkett EMEA explains: “The idea behind **iD Mixonomi** was to **reveal the creative potential of modular vinyl flooring, its versatility and the broad range of colours available**. It’s an explosion of colour and shapes that can be paired very simply and intuitively to develop original compositions. With **iD Supernature**, we give architects the possibility to select the exact shade of the wood or stone print they are looking for to match other decorative elements, with **texture quality** that is truly unparalleled in the industry. iD Tattoo provides an extension to the range by offering greater freedom, since modular flooring products are now customisable on demand.”



iD Supernature and iD Tattoo

iD Click Ultimate: Remodelling projects made easier with a new generation of ultra-rigid Vinyl Planks and Tiles

With iD Click Ultimate, Tarkett has developed a new generation of rigid click vinyl composite planks and tiles – resistant, durable and easy to install. iD Click Ultimate is ideally suited to hospitality and entertainment venue **renovation projects**, as it is easily installed and can even be laid down on an existing floor, including ceramic. The solution consists of rigid vinyl composite planks and tiles that combine density for the **extreme resilience** of hard flooring products, **easy installation for immediate use**, **optimal acoustic performance** for greater comfort and a surprisingly realistic wood or stone feel for a warmer ambiance.



iD Click Ultimate - Riviera Oak Light Brown

ProtectWall: Protecting and embellishing walls with a high-resistance vinyl covering

ProtectWall is a **wall covering** developed as a long-term solution to protect walls. ProtectWall effectively **covers up scratches, absorbs shocks** and is very **easy to clean** with a simple detergent. The product not only offers the advantage of considerably lower costs compared with painting, but it also keeps surfaces looking neat on room and corridor walls and doors, especially susceptible to damage in hospitality businesses. ProtectWall is a very broad and versatile range, offering **50 different designs**, including some brand new prints (Jungle, Marble, Brushed Metal, Tisse, Transition, etc.) and a **number of monochrome colourways**.



ProtectWall

Sense of Marble: Surprising combination of Luxury Stone and Soft Carpet, entirely customisable and available as wall-to-wall carpet or area rugs

In addition to its leading customisable vinyl floor and wall coverings, Tarkett will also be introducing new carpet flooring solutions at EquipHotel. With **Sense of Marble** and **Axminster**, carpet flooring now **delivers greater customisability**. Available in rolls, tiles or as area rugs, these high-end collections contribute to creating **warmer and more comfortable interiors**.

Sense of Marble is a collection of **velvet cut-pile** carpet inspired by the 80s Memphis trend, famous for its mixed use of **precious textured materials** and **graphic designs**. Marble is the pinnacle of luxury. With the Sense of Marble collection, Tarkett Desso combines the grandeur of stone with the comfort and warmth of carpet and rugs. Sense of Marble is available in **ten marble patterns**, each with its own unique colour and design. Rugs come in a variety of geometrical shapes – circle, square, or hexagonal, or any custom-made format. The palette includes warm tones – beige, powder pink, volcano red – and fresher shades – ash grey, deep anthracite, almond green. Sense of Marble **evokes luxurious refinement and comfort**, which is why it is the perfect product to make a bold statement in a hotel lobby or in rooms.



Sense of Marble

Axminster: Bespoke woven wool carpet

Axminster is the name of a quaint little town nestled in the heart of Devon. But over time it has also become associated with patterned carpets woven from wool or a wool/nylon blend. The term refers to a type of **high-end bespoke woven carpet** products that provide **endless possibilities** in terms of **design and colour**.

Soft, especially thick and resistant, Desso's Axminster is a very popular choice for high-profile four- and five-star establishments and cruise ships. It contributes to creating a **distinctive luxurious decor**. Produced mainly in rolls, Tarkett also sells the Axminster in tiles (91 x 91 cm) to deliver a product that has both the **elegance and beauty** of woven carpet and remains **easy to install** and **highly functional** like modular carpet.



Axminster

Tarkett's expertise in the spotlight at EquipHotel's Trend Areas

Tarkett is a partner of EquipHotel and will also be specially showcased in the three Trends Areas: the **Signature Bar**, the **Digital Rooftop** and the **Interior Design Centre**.

The Digital Rooftop

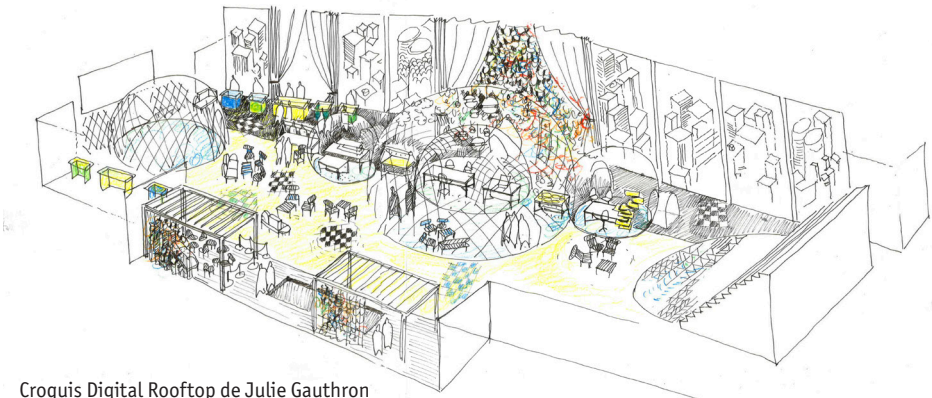
Designed by Artist and Interior Designer **Julie Gauthron** in collaboration with Landscape Designers Christophe Gautrand and Benjamin Deshoulières, the Digital Rooftop is a multi-function space complete with a bar, a coworking office and a conference hall (Hall 7.3).

Inspired by the work of Hieronymus Bosch's "Garden of Earthly Delights", the Digital Rooftop takes visitors on a journey through a series of experiences, punctuated by see-through bubbles and the opposition between day and night.

Julie Gauthron chose to "bring a new perspective on the new, multi-purpose vision of outdoor living spaces in order to produce an environment that is reminiscent of paradise, a surprising concept that transcends complexes and taboos. A place where anything is possible – fall in love, take a nap, meet new people, have a chat, share ideas, discover things."

Tarkett contributed its expertise to establish a visual frontier between the "day" and "night" areas with its product Acczent Unik in Concrete Dark Grey and Tissage Soft in Light Green, as well as 6 colour ways of the printed carpet Desso & Ex for the bubbles.

The Digital Rooftop includes an auditorium that features an exclusive iD Mixonomi composition in Aqua and Emerald, with Dragee and Poppy accents. Risers on the auditorium's stairs are covered to create a fun and colourful design that serves as a visual extension to the stage.



Croquis Digital Rooftop de Julie Gauthron

Tarkett's expertise in the spotlight at EquipHotel's Trend Areas

The Signature Bar

Located in Hall 3, which houses brands specialising in fabrics, rugs and floor coverings, the Signature Bar is a **relaxed and casual meeting place**. With scenography by **Etendart Studio**, headed by **Alnoor Mitha de Bharat** and **Éric Lentulo**, the Signature Bar features an "Asian Fusion" concept subtly integrating Tarkett's iD Supernature and iD Mixonomi solutions. The two modular vinyl flooring collections were used to create clearly identifiable zones for the lounge areas around the bar and the restaurant. The exclusive floor design presented at the Signature Bar associates the look of natural wood with iD Supernature Park Oak Ginger and the bold colours and metallic sheen of iD Mixonomi Peacock and Copper-coloured tiles for a stunning composition.

Interior Design Centre

With scenography by **ABD Studio** and **AD Studio** and sponsored by French professional federations Ameublement Français and the Confédération des Architectes d'Intérieur, the Interior Design Centre is covered with Tarkett Desso Fields&Fuse carpet tiles, in Dark Grey and Blue. What is specific about the Fuse collection is the possibility to create colour blend effects, allowing designers to visually express the transition between one colour environment and another, thus highlighting the various functions available at the Interior Design Centre. **Ameublement Français** and the **Confédération des Architectes d'Intérieur** will also exhibit interior designs and furniture by their members.

DOING GOOD. TOGETHER.

TARKETT'S COMMITMENT TO SUSTAINABILITY

Tarkett believes that together, we can make a positive impact on people and the planet. The group strives to make high quality, sustainable flooring to help create healthier and people-friendly spaces.

Tarkett's commitment to health and wellbeing sits at the heart of their sustainability approach "Doing Good. Together", an eco-innovation strategy based on Cradle to Cradle® principles. By listening to customers' needs and collaborating with stakeholders, Tarkett designs products that deliver optimal performance, promote healthy living and preserve natural resources. A design philosophy that is inspired by the circular economy, offering customers the opportunity to respect the environment and advance their sustainability goals. By continuously improving the health and environment credentials of their products, Tarkett aims to select materials that can be recovered, recycled and transformed into new products.

"Doing Good. Together" focuses on three key areas: Designing for Life, Closing the Loop and Driving Collaboration.

ABOUT TARKETT

With net sales of more than €2.8 billion in 2017, Tarkett is a worldwide leader of innovative flooring and sports surface solutions.

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 approximately 13,000 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 “Doing Good. Together”, the Group’s eco-innovation strategy aims to contribute to people’s health and wellbeing, and preserve the natural capital.

https://professionals.tarkett.com/en_EU/

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