

The Hotel Show Dubai:

Tarkett, a multi-solutions flooring provider, presents a creative stand displaying innovative products from Desso carpets to mineral and vinyl tiles



DUBAI, September 2018 – Tarkett will exhibit five of its innovative and creative product collections at the Hotel Show Dubai (Stand 5A219 Hall 5), taking place at the World Trade Center from 16 to 18 September, 2018. Bringing together 600 exhibitors from the hospitality sector and over 50,000 visitors, the show is an important event in the industry’s calendar. In line with the trends and needs of the hospitality sector, Tarkett’s creative team have designed an ambient stand comprised of 3 small “houses” to showcase Tarkett’s new Desso Sense of Marble carpet, Cementi Click, iD Click Ultimate, iD Supernature & iD Tattoo and iD Mixonomi.



Desso Sense of Marble:
Classic marble look meets the warmth and comfort of soft carpeting, by hospitality specialist Desso.

Marble is the ultimate material used in interiors to express luxury. The new Desso Sense of Marble carpet enables hotel furnishings to achieve the classic look of marble, combined with the warmth and comfort of soft carpeting. The collection exists in 10 different types of marble, each with its own unique color and pattern. These are available as a printed broadloom on wall-to-wall carpeting or as a bespoke rug, decorated with a choice of geometrical forms such as a circle, triangle, rectangle or hexagon.

Cementi Click:
New innovative and 'clickable' mineral tiles

Tarkett's new category of premium mineral tiles and planks is produced from 95% clay, cement's main composite. Cementi Click has the look and feel of a ceramic floor, but the added advantages of the click system provide the optimal solution for those looking to combine design and raw material with easy installation. The collection features a range of stone and graphical designs. With the look and feel of this raw modern material, Cementi Click is the ideal flooring solution for contemporary architectural interiors. Subtle marble, ethereal decors, and natural clay tone effects create a pure and refined atmosphere for designers and architects looking to create inspirational spaces. Cementi Click also reduces downtime for hotel owners looking to save time when renovating.



iD Click Ultimate:
Tarkett's new modular vinyl generation for swift, aesthetic and robust renovation

With the strength and feel of wood and stone, and all the advantages of luxury vinyl tiles, iD Click Ultimate offers time saving and durable alternatives to architects, designers, hotel owners and fitters looking for stylish solutions to fit out their hotels. Both easy on the eye and underfoot, iD Click Ultimate's exclusive range was made with professionals in mind. Easy to lay in very little time, extremely resistant and environment proof, and of the highest aesthetic quality, Tarkett's new collection meets the increasingly demanding needs of the hospitality industry today.



iD Supernature and iD Tattoo: Fine textures of wood and stone for custom looks with a tattoo twist



iD Supernature and iD Tattoo have been created to reveal the creative potential of modular vinyl materials for designing remarkable and customisable interiors. Drawing inspiration from organic sources, iD Supernature offers a selection of subtle textures based on natural materials (wood, stone and concrete) in 16 shades. The collection builds on Tarkett's commitment to innovation by ensuring a non-repetitive pattern of up to 12m². In turn, iD Tattoo takes designs a step further by adding another layer of customization - combining natural and graphic elements. Architects and designers can choose from a selection of 10 "tattoo" patterns, adding iD Tattoo to their chosen iD Supernature base. By combining

these collections, hotels have the opportunity to commission inspirational and sophisticated spaces, re-inventing flooring through the customization of modular vinyl.

iD Mixonomi: The art of mixing to create colorful modular flooring

Awarded a Red Dot in 2017, the collection iD Mixonomi was created with architects and designers in mind. A modular vinyl tile flooring collection, it makes custom-made interior environments possible. Built upon the principle of combining colors, shapes and patterns, iD Mixonomi is an intuitive tool to create personalized and tailored flooring installations, from timeless patterns to the most vibrant collages. The collection provides an inspiring palette of 34 colors and 11 shapes to play with.



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Tarkett at the Hotel Show Dubai

To visit us: Stand 5A219 Hall 5

To come and talk to us: Michele Crociani, Business Development Manager Hospitality - michele.crociani@tarkett.com

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 through its major brands: Tarkett, Desso, Johnsonite, Tandus Centiva, Tarkett Sports, FieldTurf and Beynon. 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 has implemented an eco-innovation strategy based on Cradle to Cradle® principles and promotes circular economy, with the ultimate goal of contributing to people's health and wellbeing, and preserving the natural capital. Visit us at https://professionals.tarkett.com/en_EU/

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