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Patcraft Previews Dichroic at NeoCon 2018
Innovative Carpet Tile Collection Features Refined Ombre Effect

Cartersville, Ga. – Patcraft, a leading provider of commercial flooring solutions, will introduce its newest carpet tile collection, Dichroic, at NeoCon 2018. Featuring a sweeping color gradation that creates a compelling ombre effect, Dichroic combines shape and color for multiple design options that support color blocking and zoning spaces within commercial interiors. Constructed with up to 35% recycled post-consumer PET fiber, it is offered in both facet and 24x24 carpet tiles, with rich color ways that encourage optical design to help create warmer, optimistic spaces.

“Dichroic develops from tonal stripes that fade and shift across a space, mimicking the subtle variation of a felted texture to create a refined ombre effect,” said Shannon Cochran, vice president of creative and design for Patcraft. “The Patcraft design team sought to create a product resembling the effect of glass transparency, and the two different shapes play with optical perceptions using a series of solid gradients.”

The collection’s blend of rectangle and facet shapes offers diversity and variety in installation options. The rich polyester face fiber contributes to enhancing sound absorption, and has an Environmental Guarantee. Dichroic is designed and tested to meet Patcraft’s high standard for performance flooring. Dichroic is constructed with EcoWorx® backing, and products are backed with lifetime warranties against stain, colorfastness to light, static and abrasive wear for maximum performance and appearance retention.

About Patcraft

Part of Shaw Industries, Patcraft is a leader in high-performance commercial flooring, delivering performance carpet tile, broadloom and resilient with innovative design and superior service to meet the needs of every market sector.

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