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Patcraft Previews Woodtone at NeoCon 2018
Hand-Drawn Lines Inspire Elevated Wood-Grain Patterns

Cartersville, Ga. – Patcraft will preview its upcoming non-vinyl resilient tile, Woodtone, at this year’s NeoCon. The collection’s minimalist pattern, which features textural depth and understated allure, reveals a fresh take on a classic wood floor visual. Inspired by hand-drawn lines that imitate natural wood-grain patterns, Woodtone’s graphic single-line impressions evoke a sense of artistic simplicity reminiscent of cross-contour illustrations.

“When designing Woodtone, we took inspiration from cut pieces of natural wood to create textural line drawings that resemble the fibrous materials of a tree’s growth rings and veins,” said Kelly Stewart, hard surface product designer for Patcraft. “We found that hand-drawn lines created varying levels of depth and contour, and from these drawings the final patterns emerged, resulting in modern and elevated wood visuals.”

For the collection, the Patcraft hard surface design team leveraged a digital printing method which allowed for a longer pattern repeat to create minimal visual repetition. The final product resulted in more unique planks than typically possible with rotogravure printing. Woodtone’s updated and expanded color line further enhanced the wood textures with monochromatic neutrals and bold, saturated bright tones. Vibrant color combinations allow for unexpected and unique design possibilities within commercial interiors.

Available in 12x48 inch planks, the monochromatic and sometimes non-traditional colors refresh the wide range of wood visuals. A non-vinyl resilient tile made from compressed polyester fiber, Woodtone is half the weight of standard LVT products. A 5mm product construction offers enhanced acoustic performance and surfaces are easily maintained for longevity and beauty within any market segment. Made in the USA, Woodtone’s rigid construction helps to conceal subfloor imperfections. Woodtone is being evaluated for 3rd party emissions certification.

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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