

PRESS RELEASE

From the street to the floor with Milliken Contract

Street art hits the floor with Paste Up the latest modular carpet from Milliken Contract. Fascinated by the way 'paste up' art transforms the urban environment by bringing life to the remote nooks and crannies of the street, Todd Van Der Kruik has interpreted this idea into his first work for Milliken Contract.

The result is a collection of five designs – Tessellate, Space Invader, Art Crime, Public Reaction and Negotiator – in a combination of tip shear and textured loop constructions. Through light and shadow, each mimics the notion of layering and creating texture where paper and glue meet uneven walls.

Paste Up provides office designers with easy-to-use coordinating scales and thematic approaches, making the collection suitable for a broad range of corporate interiors. Offered in a fresh colour palette with a strong international flair, complex neutrals in shades of beige and grey are complemented with splash colours such as rich eggplant, turquoise teal and lime.

"Paste Up adds a fresh dimension to the continuing evolution of textured products," comments Carol Appleton, Design Director. "Never before have Milliken and its award winning design team placed such emphasis on texture and how it defines the floor's style, bringing an influence that reaches out beyond colour and pattern. Todd Van Der Kruik's first collection shows that adding a designer with a fresh outlook (to modular carpet design) to the design team, reaps dividends, creating a unique aesthetic and taking Milliken Contract forward."

As part of the company's ECO360 approach to sustainable product design, which includes possessing a BRE A Rating, certified Carbon Neutral and with recycled content, Paste Up is constructed from 100% solution dyed type 6.6 nylon that is resistant to light and harsh cleaning chemicals. The result is an eye-catching range that provides office spaces with a high performance modular carpet that will retain its looks under heavy use. With the Underscore™ ES cushion backing, Paste Up can also be supplied with the TractionBack® adhesive-free installation system, facilitating ease of replacement and eliminating potentially harmful emissions.

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With the Milliken Take Back Program, specifiers interested in Paste Up for their project can also make sure that the old carpet can be managed in the most environmentally and socially responsible way. The programme allows the value of uplifted tiles to be captured through re-use, recycling or processing for energy and material recovery.

For further information contact Milliken Contract on 01942 612777 or visit www.millikencontract.co.uk

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