



The Floor is Yours

MATERIALS
IN TOUCH
CARPETECTURE®

OUR VISION

How to make the floor work for our health and wellbeing?

We want to be the world leader in making environmentally responsible flooring products that deliver outstanding value in design and functionality and thus contribute to people's health and wellbeing.

Today, most people spend 90% of their time indoors. This makes it imperative that we create healthy interiors. As a supplier of carpets to the commercial and consumer sectors, we believe it is our responsibility to develop products that contribute to a healthier living and working space.

At Desso, we say **'The Floor is Yours'** to underline the fact that we maintain a relentless focus on our customers at all times. It underpins everything we do. We know that our success depends on it.

OUR INNOVATION STRATEGY

People talk about the 'Great Outdoors', where they go for fresh air. But we know that people really spend most of their time indoors – 90% of their time in fact. And people are consuming things they cannot see, such as fine dust or potential VOC's from paint, PVC, plastics, etc. This leads us to ask: How can we make our carpets work better for people?

How can we create the 'Great Indoors'?

Our innovation pillars of **Creativity, Functionality** and **Cradle to Cradle®** design enable us to achieve this: to create carpets that improve people's health and wellbeing when they are indoors.

Creativity: Design excellence is a priority for us across all our business divisions. We are inspired by the latest trends in areas such as fashion, architecture, art and interior design. Next to that we want to stimulate co-creation of stunning new designs either via our international Circles of Architects® platform or by successful partnerships with leading architects and designers.

Functionality: Pioneering solutions that lead to healthier and happier living and working conditions. Through this process, we ask what our carpets can do to improve health and wellbeing, leading to innovations such as the DESSO AirMaster® and SoundMaster®, carpets that reduce the amount of fine dust in the indoor atmosphere and unwanted noise.

Cradle to Cradle®: We are passionate about creating products that have a positive impact on people's health today inside their homes and offices and that also contribute to a more sustainable business model in the future. We achieve this through Cradle to Cradle® design.





CIRCLES OF ARCHITECTS®

When you throw a stone into water, something happens. The displacement creates ripples, like an idea spreading wider and wider. That's the effect of Circles of Architects®, which Desso first launched in 2007.

The international Circles of Architects® network is focused on engaging architects and designers in face to face conversations and online networking. We do this to gain inspiration, new insights into markets and trends and finally co-create innovative and stunning carpet designs.

CARPETECTURE®

CARPETECTURE (kahrpee – tek chure): noun

A mood-creating experience, inspired by encounters with architecture.

In 2007, Desso first launched its innovative new concept: CARPETECTURE®. It is a powerful example of Desso's commitment to creative carpet design and its determination to meet the needs of architects, interior designers, building owners and end users.

CARPETECTURE® is a new way of thinking, incorporating elements from modern international architecture to create emotionally expressive carpet designs. It is inspired by changes in architecture and by how people think about space, atmosphere, colours and materials.

When changes in architecture are used to inspire carpet designs there is synergy. The carpet becomes more than a floor covering, it performs alongside other architectural elements. Intensifying the sensation. As part of the theme Desso already has several collections: Pure Lines, Core Structures, Colour Dimensions I & II and Patterns@Play.





MATERIALS IN TOUCH COLLECTION

The **Materials in Touch** collection has been developed to appeal to an architect's desire to create a sensory experience within interior spaces. By designing tactile, materially rich qualities both in look and feel, the floor becomes a vehicle through which to connect to the user of the space on a more human level.

In an outside world that is becoming increasingly harder and more threatening, people begin to feel a strong need to try and create a warmer and more personal atmosphere both at home and at the workplace.

The textured carpet tile collection has been designed to engage the senses with a modern and strikingly structured composition. The mix of different structures in the collection enables customers to add materiality and personal expression to a room.

The **Materials in Touch** collection also reflects Desso's continued drive to make environmentally responsible flooring products with beautiful and engaging design for spaces that help boost people's health and wellbeing. Intrinsic to this notion is Desso's Cradle to Cradle® approach to sustainability which promotes a circular economy - whereby new products are made of materials which are designed to be disassembled and can be safely recycled.





FIELDS



Fields 9525





FIELDS

The irregular design of Fields gives a serene appearance in the interior whilst still demonstrating expressive details of enlarged loops and a playful effect of thin black threads in the yarns. This design also gives Fields the distinct impression of a hand-woven textile.

The line consists of **8 colours** with a clear focus on neutral colours with the exception of an expressive red. This solitaire colour gives emphasis to the neutral colours and displays the character of the product. The neutral colours include both warm shades of grey and beige as well as cooler shades of grey and anthracite.





RIBBLE



RIBBLE

Ribble is a rich high-low structure carpet tile, which combines matt and shiny yarns to create a luxurious carpet solution where the variation in thickness makes it directional, but only subtly linear.

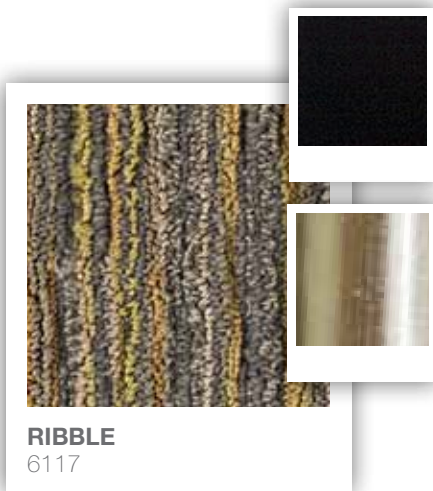
The colour line consists of **7 colours** where each shade is built up from 5 different tones, some tonal and others displaying more contrast. All colours are designed in a mix of matt shiny yarns which gives the product a subtle play of colours without being too overwhelming.



Ribble 8902

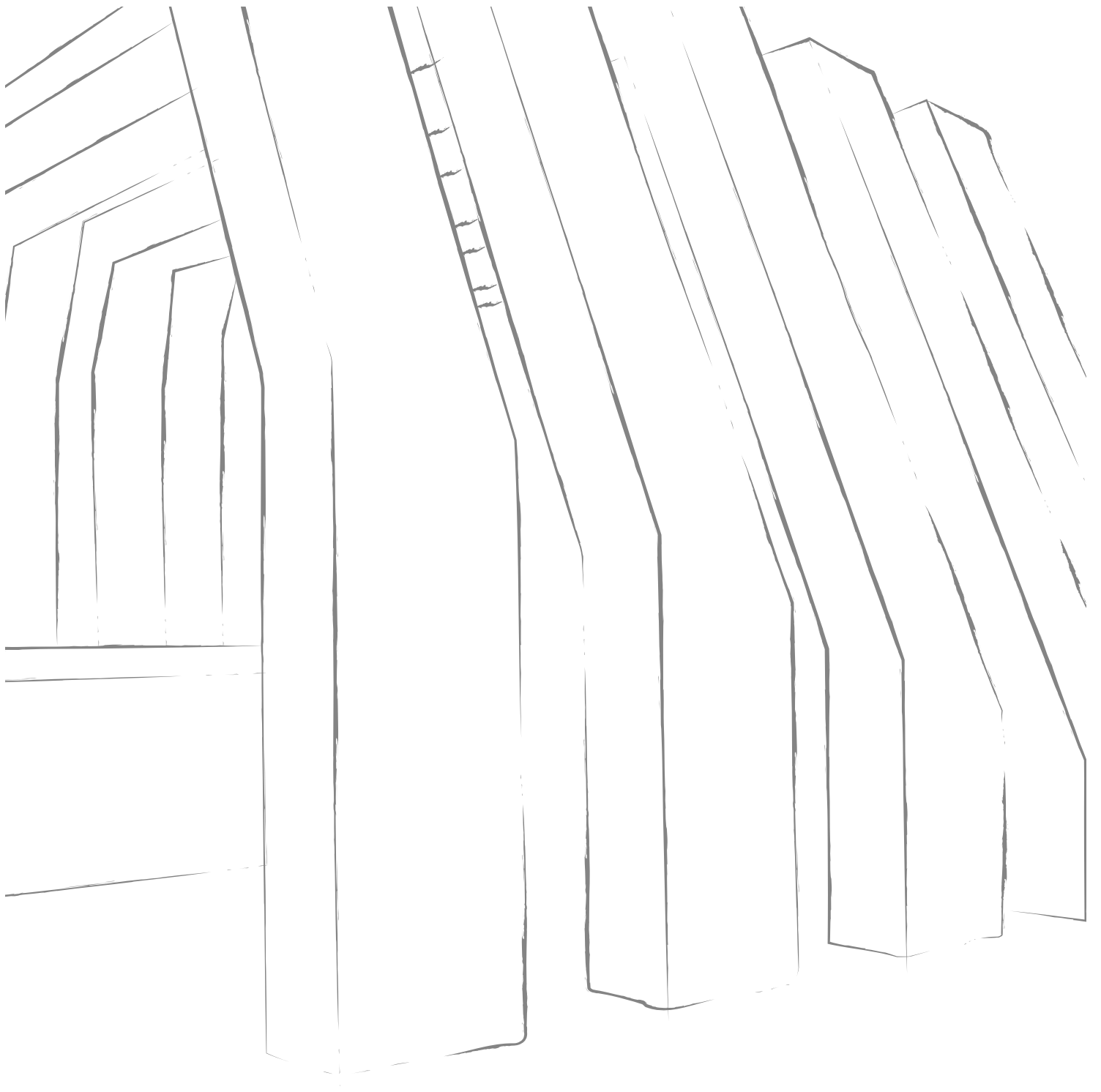


Ribble 6117



RIBBLE
6117

TRACE





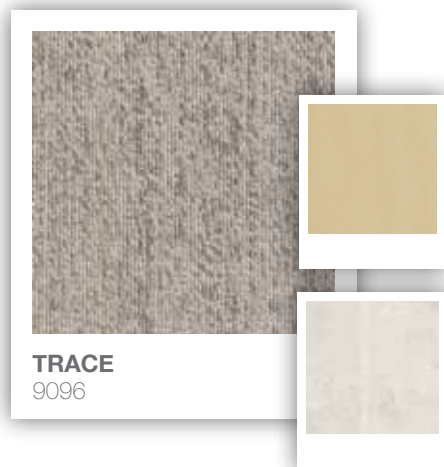
Trace 9096

TRACE

The key characteristic of Trace is its very specific Compactuft™ loop pile construction, which creates a clean industrial look. It shows a refined pattern of subtly contrasting stripes against a neutral background.

The colour line of Trace enforces the minimalistic, industrial character of the product. The range features clean, neutral colours in either warm beige, brown or grey tones or cooler shades ranging from light grey to anthracite. Tonal accent colours in blue, yellow or brown add a subtle touch whilst still maintaining an overall calm appearance.

Trace is available in **6 colours**.

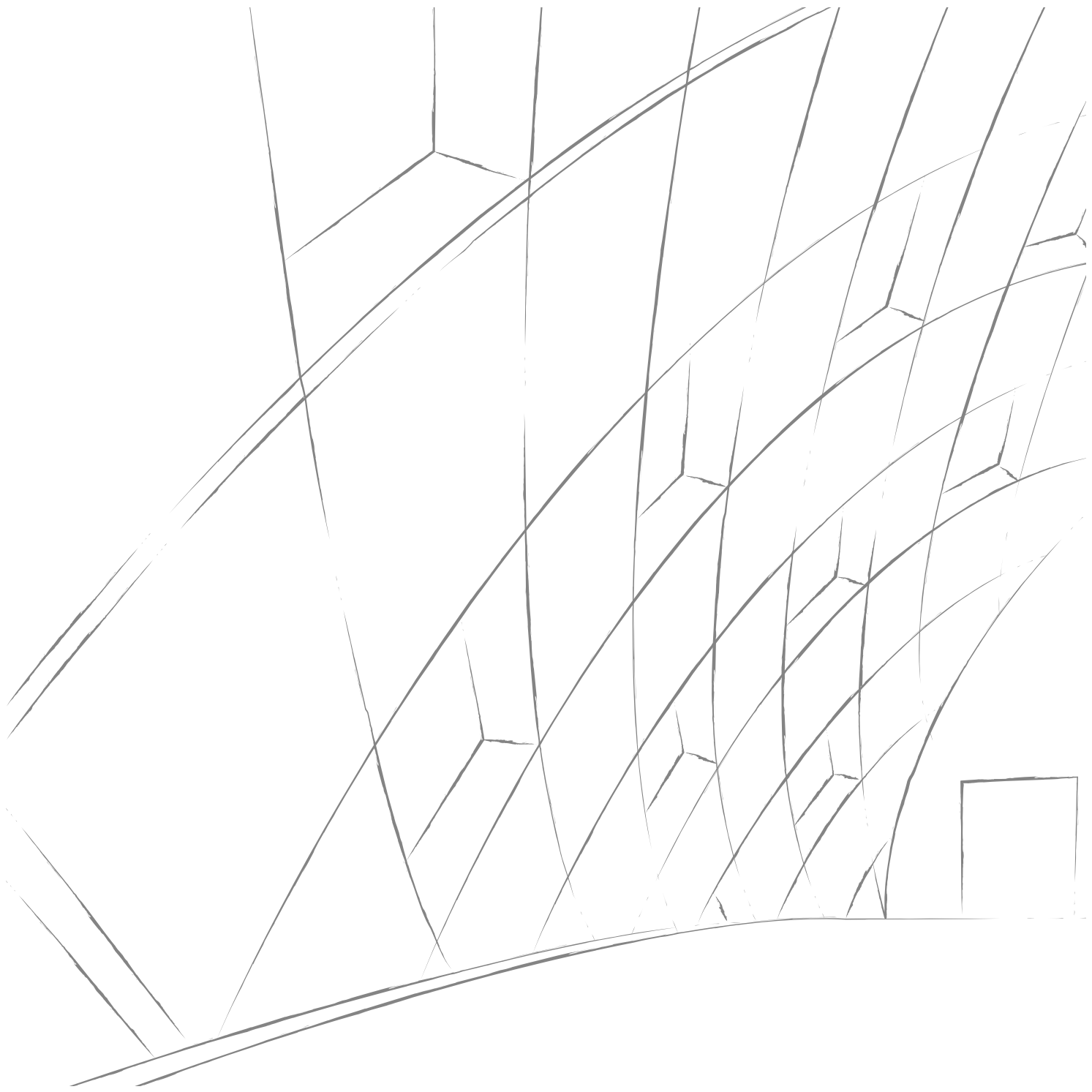






Trace 9521

TWEED





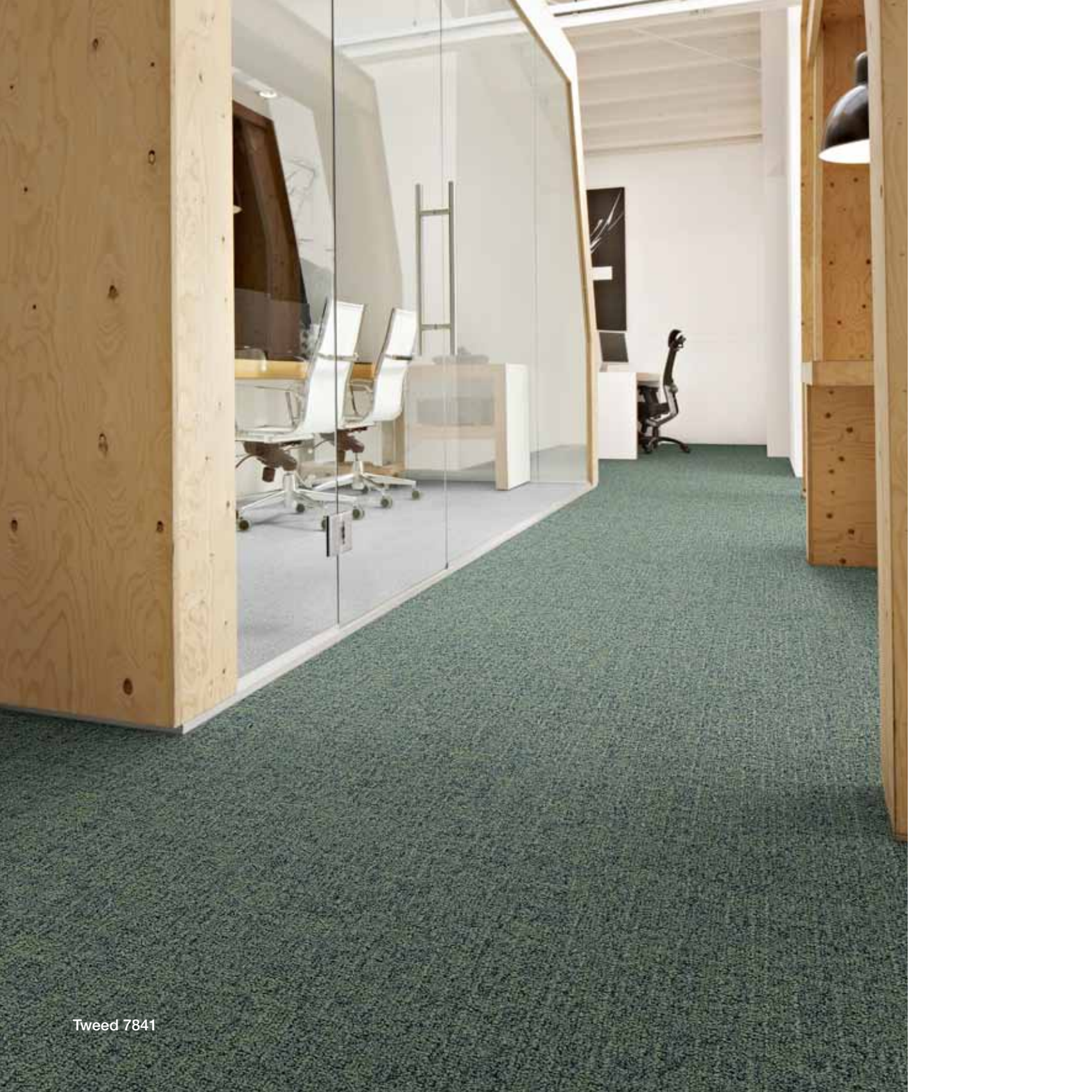
TWEED

Tweed with its two-directional pattern, creates an all-over design with the tactile character of fashion fabrics, defined by the organic pattern of irregular 'flecks'. It touches the senses and adds materiality to the indoor environment.

At the core of the colour line is a range of neutral colours, ranging from warmer shades of grey, beige and brown to cooler grays and anthracite. Brighter colours in red, blue and yellow tones bring liveliness to the overall appearance of the range.

The colour line consists of **13 colours**.



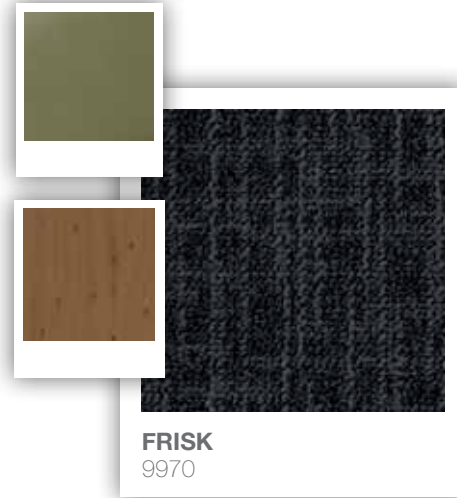


Tweed 7841





FRISK



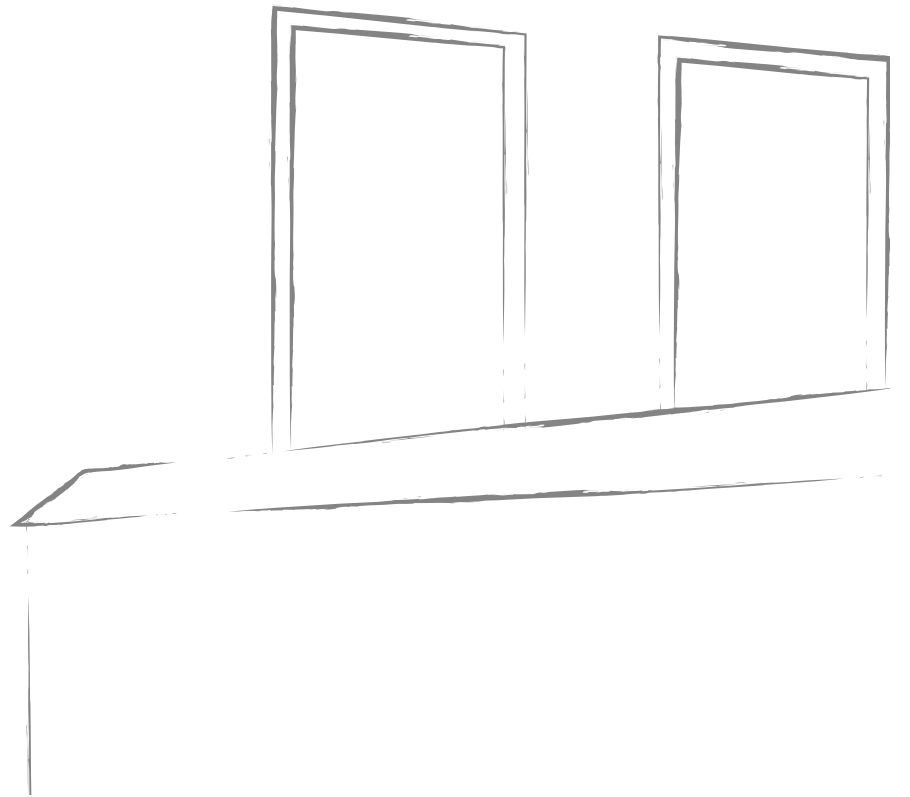
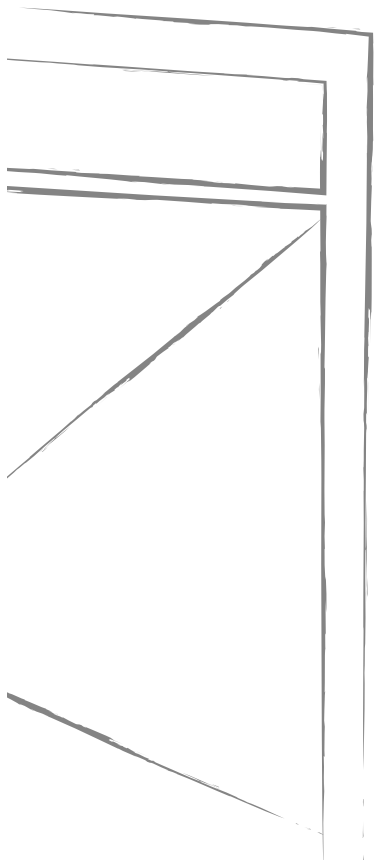
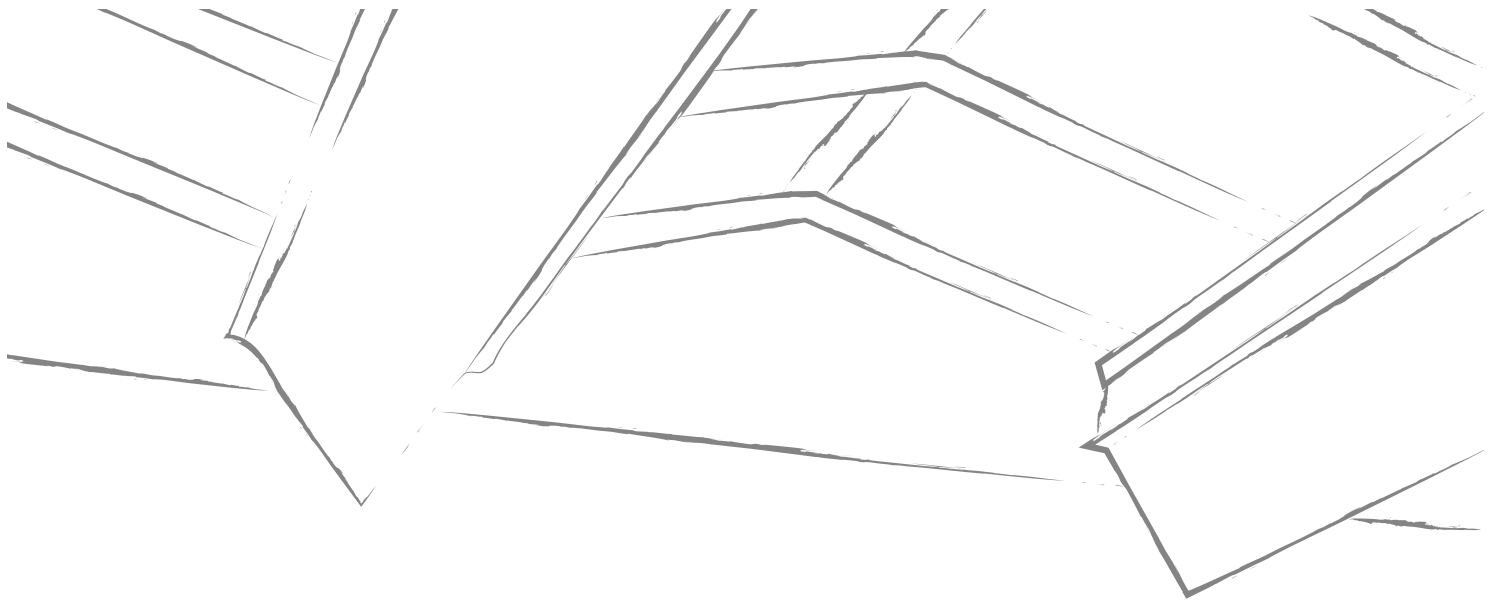
FRISK

Frisk has a rich structure and the smart use of tonal colours results in a distinct pattern with a calm and elegant appearance on larger surfaces. The design of Frisk refers to the natural irregularities of hand-woven textiles. The small stripes in both horizontal and vertical direction create a vivid look without being overwhelming due to the use of subtle colourations. This also allows the use of stronger colours to make a statement.

The range consists of **16 colours** with strong colours such as red, orange, pink, green, blue and yellow presented next to a strong base of neutral shades varying from warm to cool and from light to dark. The colour line is designed to offer many combination options, both with other colours as well as other materials.



ESSENCE STRUCTURE





ESSENCE STRUCTURE

To offer more creative possibilities to the popular Essence range, a new addition called Essence Structure is introduced. This next to Essence, Essence Maze and Essence Stripe.

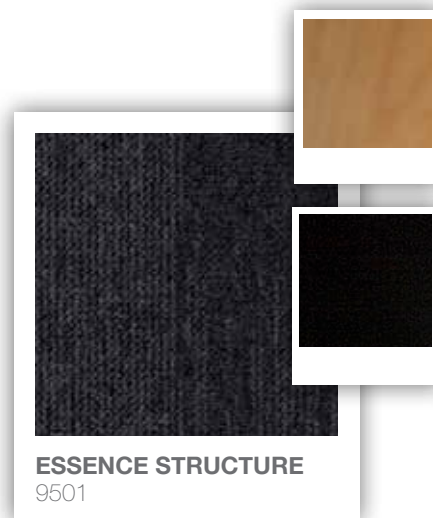
Essence Structure has an organic design of rhythmic fading lines in gently contrasting colours.

Each colour of Essence Structure can be combined with one or two plain Essence colours for creative floor plans. Essence Structure is available in **12 colours** of which 8 are included in the Materials in Touch collection.



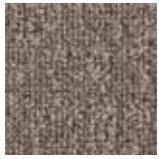


Essence Structure 9501

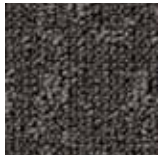


ESSENCE STRUCTURE
9501

FIELDS



2914



9093



9092



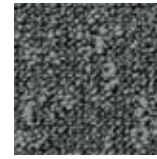
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9527



9525



9524



9022

Carpet tile 50x50 cm
Structured loop pile
8 colours
Checkerboard / Brick

RIBBLE



6117



2923



9001



4218



8902



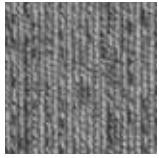
9111



9990

Carpet tile 50x50 cm
Structured loop pile
7 colours
Monolithic / Brick / Ashlar / Checkerboard

TRACE



9945



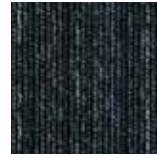
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9521



9111



9032



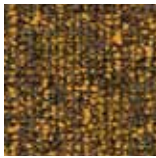
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Carpet tile 50x50 cm
Compactuft™ loop pile
6 colours
Ashlar

TWEED



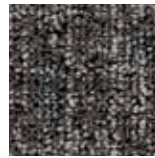
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6021



7841



2924



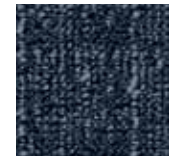
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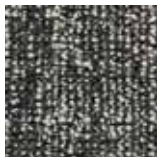
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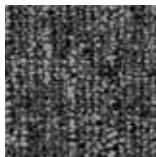
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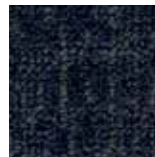
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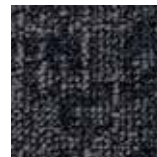
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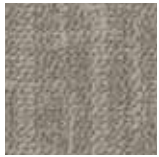
3831



9501

Carpet tile 50x50 cm
Structured loop pile
13 colours
Monolithic / Brick / Ashlar / Checkerboard

FRISK



2914



6102



2055



4301



4008



2942



7223



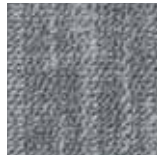
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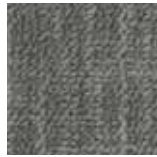
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8901



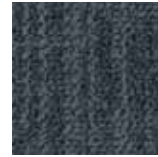
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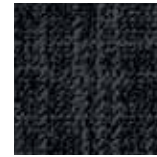
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9522



9512



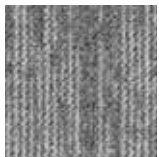
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9501

Carpet tile 50x50 cm
Structured loop pile
16 colours
Ashlar / Checkerboard

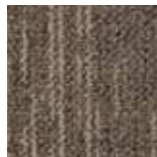
ESSENCE STRUCTURE



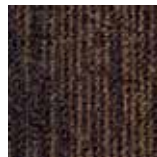
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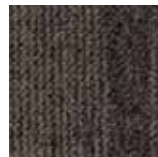
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9094



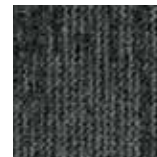
2051



9096



8802



9503



9501

Carpet tile 50x50 cm
Structured loop pile
8 colours
Checkerboard / Brick

Published by:

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About DESSO®

Desso is a global carpets, carpet tiles and sport pitches company, active in more than 100 countries. Desso products are supplied to corporate offices, education, healthcare, government, homes and also hotels, cruise liners and airlines.

It also produces world leading sports surfaces such as the DESSO GrassMaster®, which has been installed at the home grounds of premier football sides and at the football 'temple' Wembley.

Today, most people spend on average 90% of their time indoors which has led to the company's vision: 'How to make the floor work for our health and wellbeing'.

Our mission is to ensure that we develop unique products that deliver a much improved indoor environment that maximises people's health and wellbeing and ultimately their performance. This is driven by our innovation programme based on the three pillars of Creativity, Functionality and Cradle to Cradle® design.

For more information please visit: www.desso.com



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