



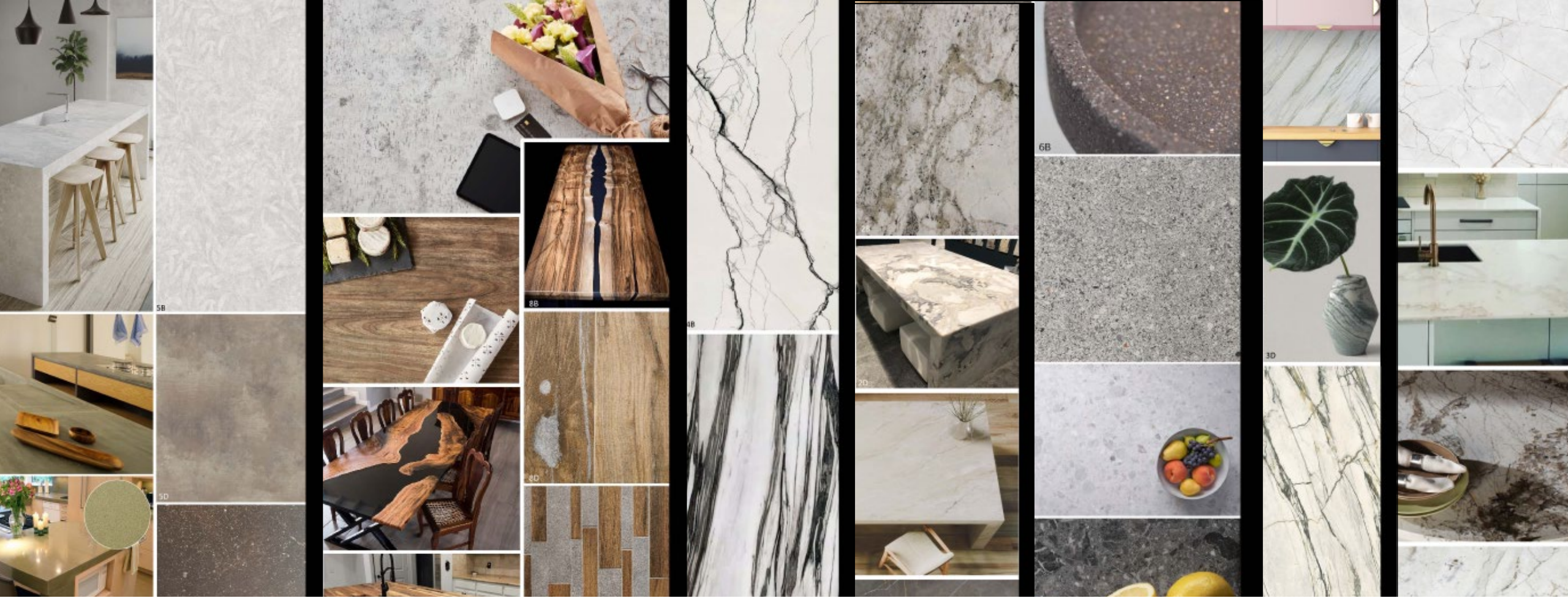
# Living Impressions<sup>™</sup> Collection

LAUNCH DATE: FEB 1, 2024



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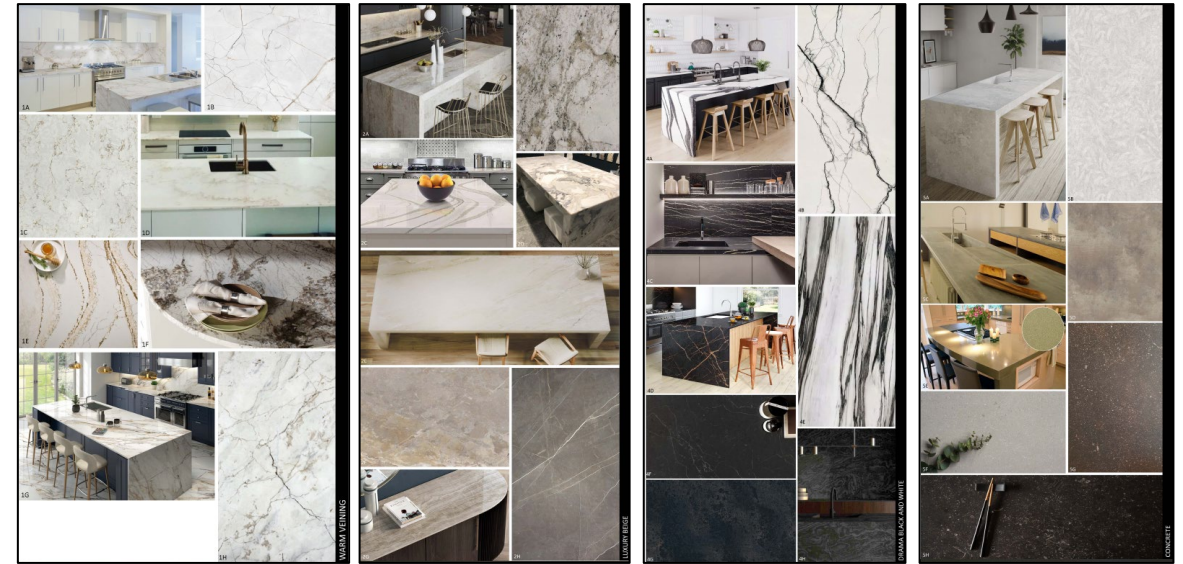


# THE RESEARCH



# CONCEPT RESEARCH

- Spring 2022
- Participants reviewed 9 design boards on an on-line bulletin board for potential use in laminate. Participants provided opinions about specific concepts and ranked their top 5 boards
- Feedback used to identify top contenders for development
- Respondents from US and Canada – mix of homeowners, residential designers, & customers

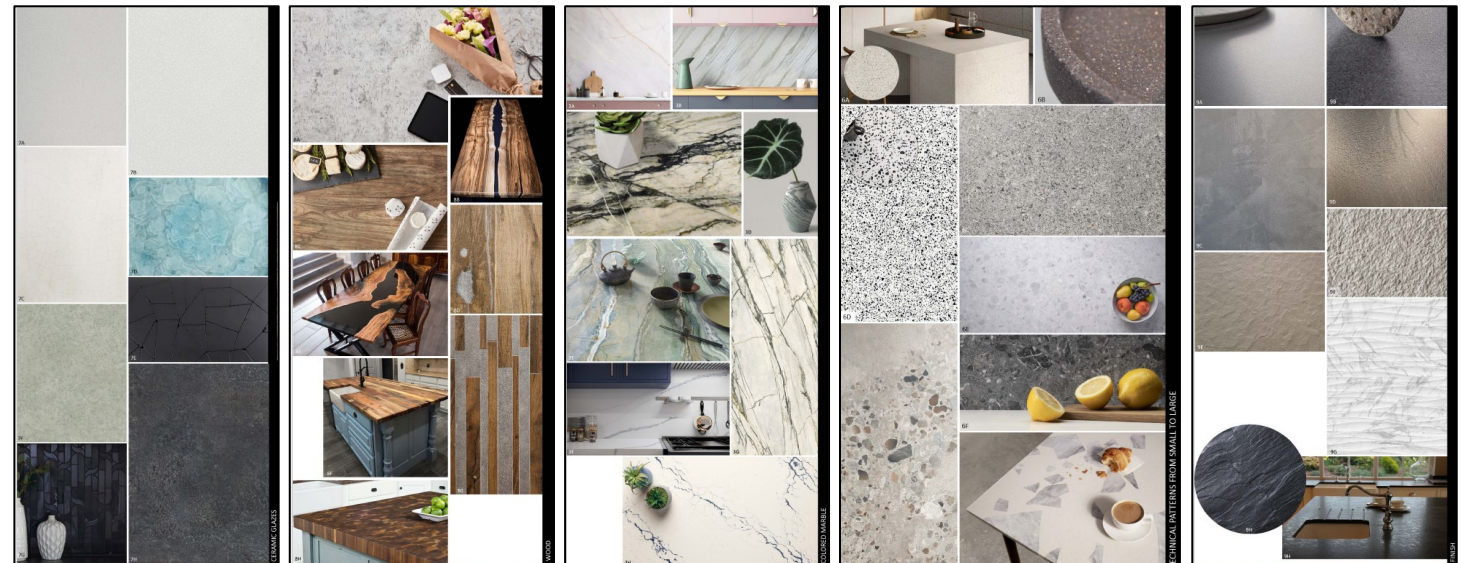


Warm Veins

Luxury Beige

Drama B+W

Concrete



Ceramic Glazes

Woods

Colored Stones

Technical Patterns

Texture

# 1. WARM VEINING

- Modern, classic and usable
- “Neutral and simple”
- “Realistic and not too busy”
- “Great color – has the look of luxury”



## 2. LUXURY BEIGE

- Appealing with a natural organic look
- “An elevated look”
- “I like the simplicity”
- “It’s very earthy - you can pull other materials in”



### 3. DRAMA BLACK AND WHITE

- Visually striking with bold and modern elevated stone looks
- “I love the copper veins”
- “Chic and modern without being overkill”
- “The sharp veining makes it look very appealing”



## 4. CONCRETE

- Designers appreciate the variety of color and pattern that make the concrete looks interesting, clean and sophisticated.
- “Contemporary, minimalistic, clean and inviting”
- “(I like that) it’s a bright concrete look with a muted but bold pattern”
- “I like (that) the texture adds interest without being overwhelming”



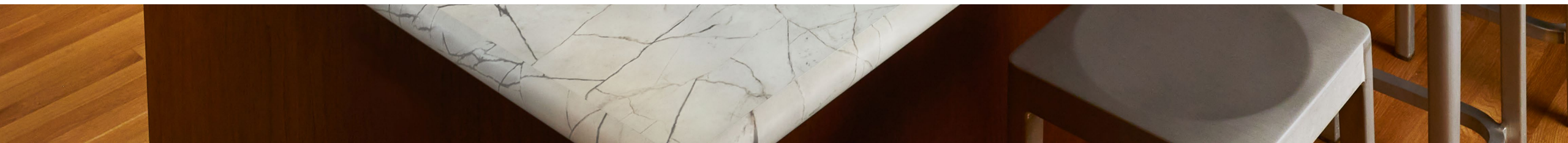
## 4. WOOD

- Homeowners find the wood options appealing and comforting
- “The (Luxe Mango) is modern yet simple”
- “The natural wood and grain pattern is beautiful”
- “This looks durable with a timeless style”





# THE INTRODUCTION





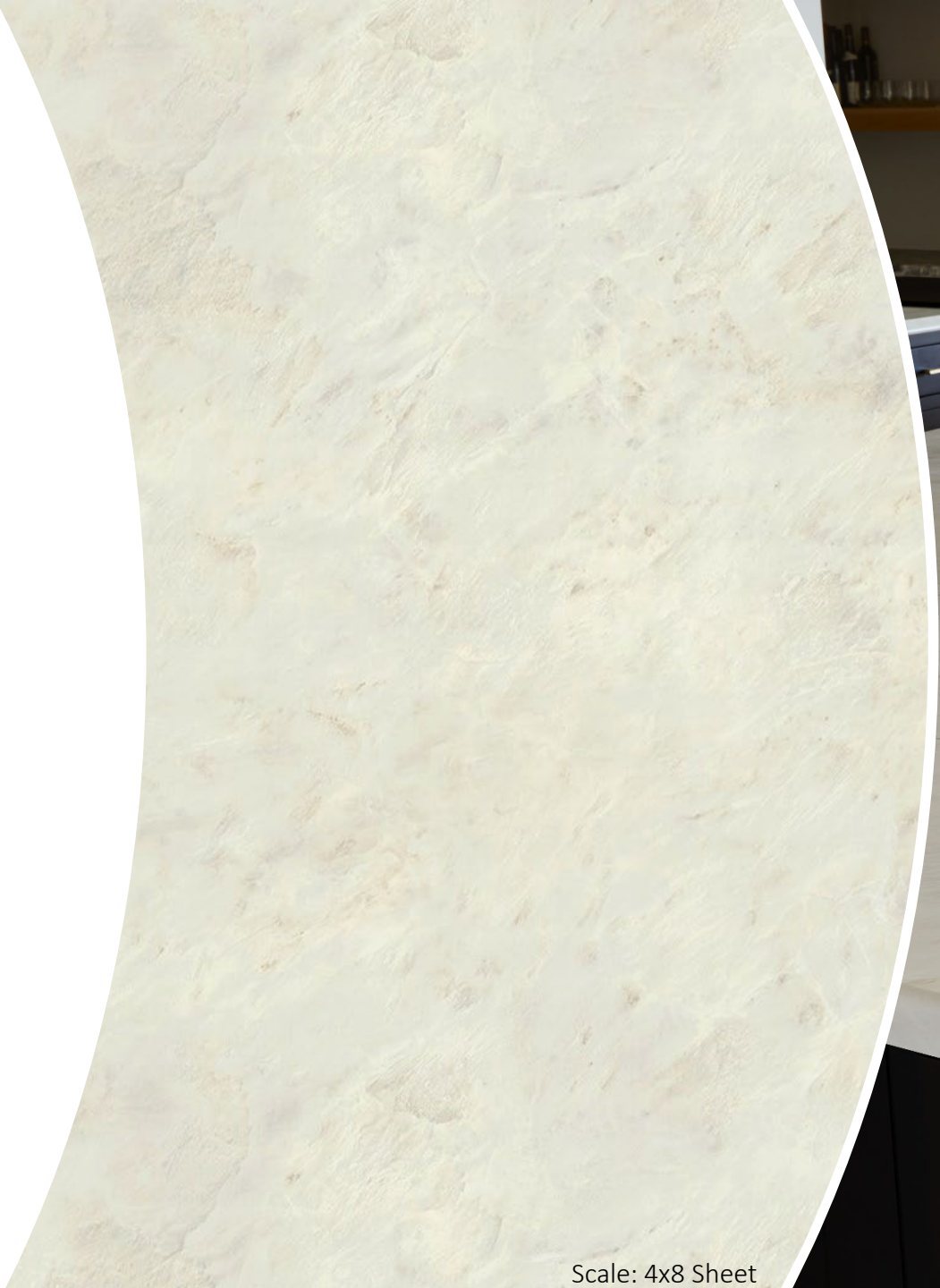
# THE INTRODUCTION

# PROSECCO QUARTZITE

9915-11

Sophisticated and elegant, this warm quartzite stone pattern is a blend of luxurious color enhanced by the soft surface of Satin Touch.

Cream and quiet gray swirl with tones of peach and beige while “barely there” white veining traverses diagonally throughout.



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180fx

Scale: 4x8 Sheet



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9918-ML

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Black and gray basalt fragments mix with soft terra cotta feldspar and quartz to create an impactful breccia pattern inspired by the beauty of the desert.

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Jatoba Brown features veins in shades from black to chocolate to red-brown, golden brown and beige.



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9921-43

A dramatic and unique marble, Sahara Noir features a dark black ground with soft warm gray mottling.

Clean strokes of terra cotta and warm gray-white veining create a highly graphic and sophisticated pattern that is breathtaking in its originality.



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9922-ML & -58

One of the most well-known quartzites in the world, Taj Mahal is quarried in Brazil, but named after the famous monument because of its color.

Taj Mahal features a creamy warm stone pattern filled with thick veining of quartzite crystals in gray, beige, and soft terra cotta. This understated stone is refined in its subtle color and pattern.



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# BIANCO ANTICO

6001-58

A beautiful and elegant white granite from Brazil, Bianco Antico features a soft warm white background with gray and golden-brown quartz crystals.

Hints of black mica punctuate the pattern adding depth and drama.



Scale: 4x8 Sheet

# PATINE CHALK

9923-ML & -58

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Patine Chalk has a clean white background dappled with layers of cool gray giving a porous visual texture.



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Inspired by the process of cyanotype, where the UV rays from the sun are allowed to expose and print a photogram, Foliage captures the silhouette of natural leaves against a subtle textured cool gray concrete background.

Soft gray-green and beige leaves are randomly placed and overlapped creating a subtle overall biophilic visual texture.



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# LUXE MANGO

8685-NG

Mango wood is increasing in popularity as it is a sustainable fast-growing tree.

This colorful and lively grained wood pattern is perfect for residential settings with its luxurious mid-tone brown coloring featuring curvy cathedral graining of golden beige, and green-gray.



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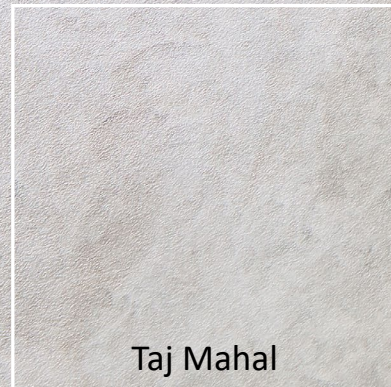
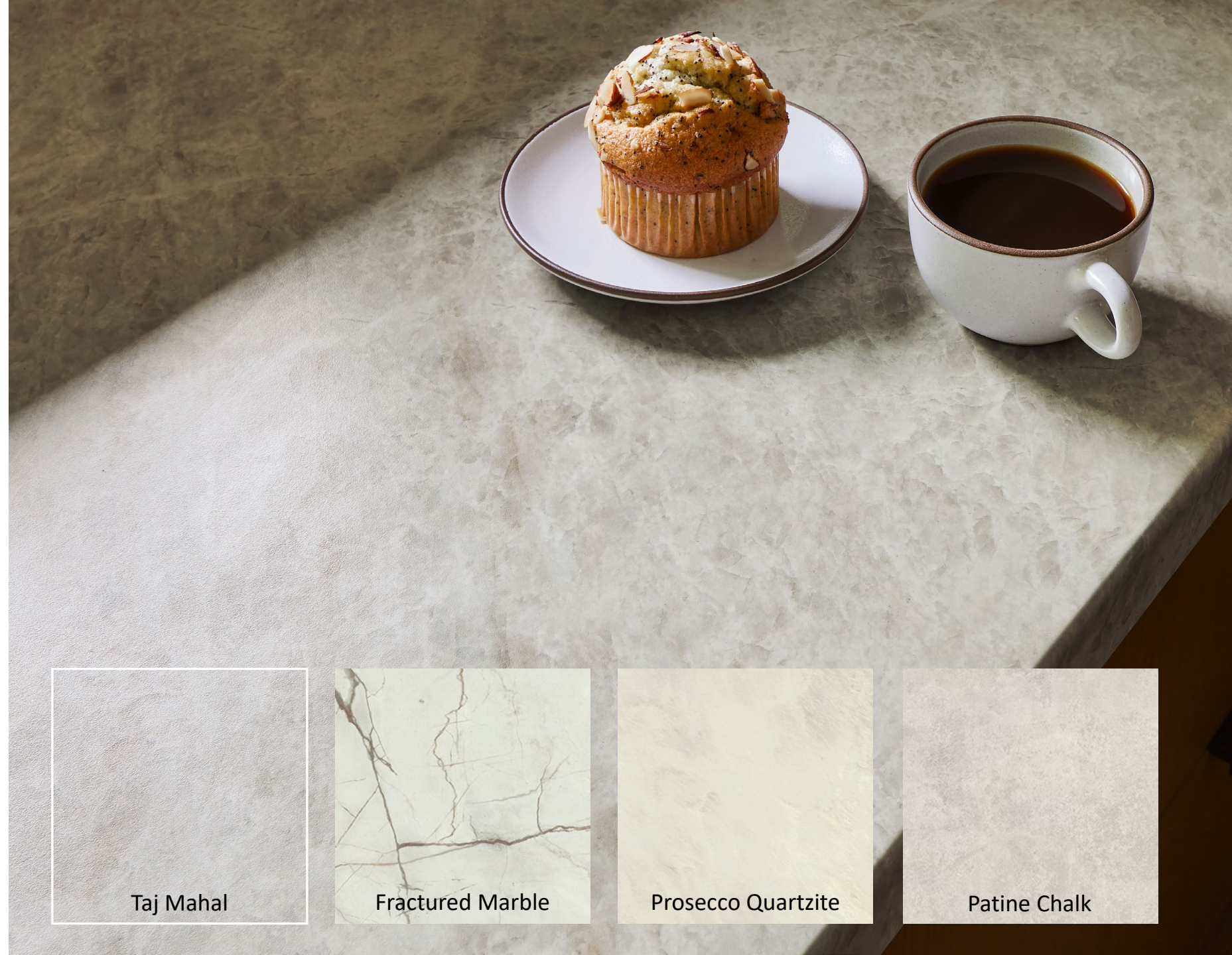


# THE TREND STORIES

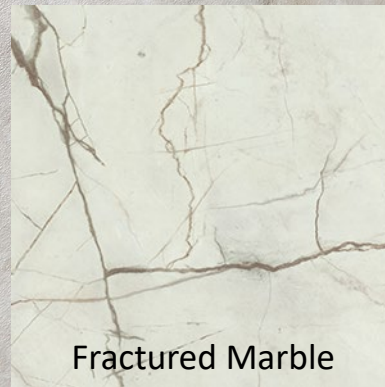


# MODERN MINIMALISM

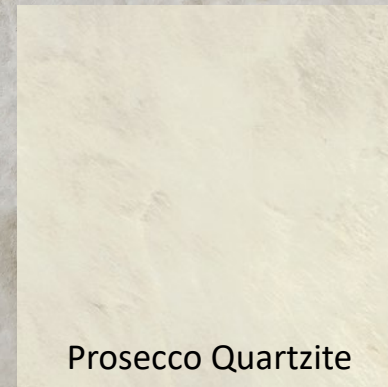
Warm whites and minimal patterns are understated and soft without losing their edge.



Taj Mahal



Fractured Marble



Prosecco Quartzite



Patine Chalk

# CASUALLY BIOPHILIC

A design movement inspired by nature, biophilic design helps bring natural elements and healing into indoor spaces.



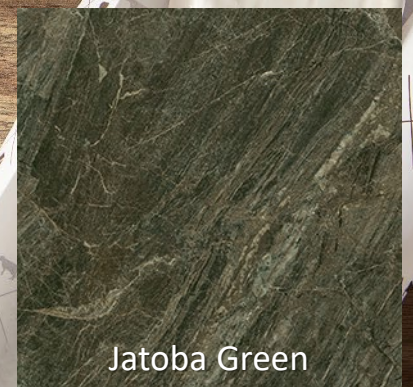
Luxe Mango



Foliage



Patine Stone



Jatoba Green

# CONTEMPORARY CLASSICS

Classic stone patterns once again re-emerge and are being used in a more modern way



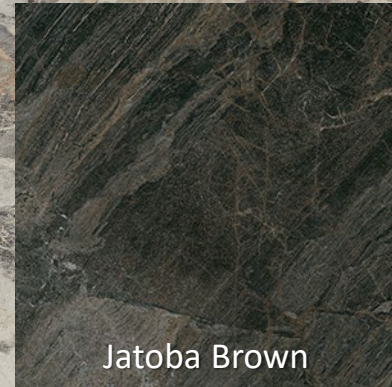
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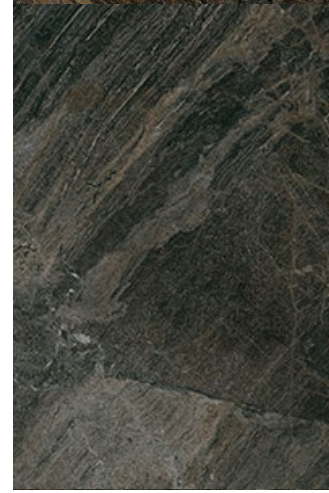
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