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SPOTLIGHT



Coverings '21 preview

Coverings is back in a big way after not being held in-person for more than 24 months. On tap are scores of exhibitors, new products and, new for '21, a partnership with NWFA.

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Karndean's Jenne Ross accepts the Best of Surfaces booth award from FCNews' Dustin Aaronson and Steven Feldman.

BEST OF SURFACES RECOGNIZES TOP SUPPLIERS AT TISE

LAS VEGAS—Five manufacturers were voted best of class in the 2021 Best of Surfaces competition, a contest cosponsored by Floor Covering News and Informa Exhibitions, which owns and operates The International Surface Event (TISE). The awards program, now in its 10th year, has become the benchmark for new product excellence and booth design.

The winners, announced on the show floor, are as follows:

- **Style & Design:** Johnson Hardwood
- **Innovation:** i4F
- **Technology:** Schönox
- **Sustainability:** Mohawk
- **Booth Design:** Karndean Designflooring

The judging was conducted by a panel of floor covering retailers who were tasked with selecting those they believe best represented the category in which they were entered.

Coverage can be found on page 10.

Surfaces 2021 welcomes dealers back to Las Vegas

By Ken Ryan

LAS VEGAS—If nothing else, the 2021 International Surface Event (TISE) here at Mandalay Bay signaled the return of business as we know it for a flooring industry clamoring for in-person, face-to-face meetings on a grand scale. Although smaller in stature compared with typical Surfaces events, TISE 2021 nonetheless provided the forum for exhibitors and retailers to spend quality time together after nearly a year and a half of being apart.

"It's nice to be the first show to bring the industry together, that a return to normal was OK," Dana Hicks, Informa show director, told FCNews. "That feeling will continue. People will leave this show and feel differently and go back to business in a way they did before the pandemic."

Scott Humphrey, CEO of the World Floor Covering

Association (WFCA), said it was a "big ringing of the bell" that we are open for business again. "Kudos to Informa for officially opening up our industry," he said.



Surfaces 2021 was the final stop on Mohawk's Momentum Roadshow for 2021.

That Las Vegas opened restriction-free to fully vaccinated individuals on June 1 added to the positive vibes at the show. At one point during the spring, it appeared as though attendees would be asked to mask-up while on the show floor, which

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Economic update

Commercial forecast calls for mixed bag of activity

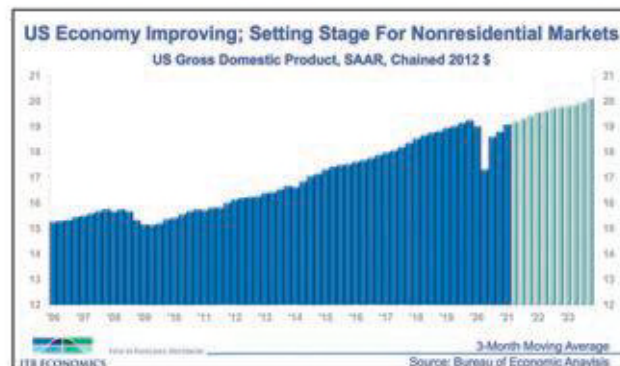
By Reginald Tucker

(Second of two parts)

In many respects, the residential and commercial construction markets can be viewed as a tale of two cities. Residential, on

one hand, has held steady as sequestered homeowners and renters opted to spend their disposal dollars on flooring, appliances and furniture as opposed to extravagant vacations. Conversely, several commercial end-use segments are still slow to get off the mat after the knockout punch from the pandemic—particularly corporate/office, brick-and-mortar retail and hospitality.

Thankfully, all is not gloom and doom. As the overall economy continues on its gradual recovery, there are a few bellwether



commercial markets that are expected to regroup. That's according to "Construction Market Trends—Mid-2021," a recent webinar presented by Connor Lokar, senior forecaster with ITR Economics.

Following are excerpts of the presentation pertaining specifi-

cally to the non-residential U.S. construction market. (See the June 7/14 edition of FCNews for the residential construction outlook.)

Retailers, contractors and other relevant parties serving both the commercial and residential flooring markets typically see the pendulum swing in opposite directions with respect to growth cycles. The current track of each of these key end-use markets is no different. "Whereas we expect housing starts to slow down a lit-

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DIGITAL ACCESS IS INCLUDED

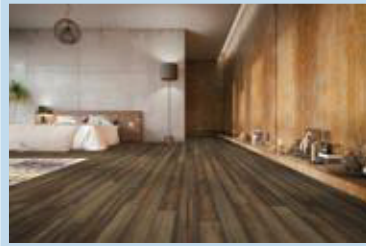
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STYLE & DESIGN

JOHNSON HARDWOOD PUBLIC HOUSE COLLECTION

The Public House Collection SPC from Johnson Hardwood—inspired by the real hardwood flooring collection that bears the same name—offers rustic looks that challenge even the most experienced designers. Featuring eight rich colors ranging from grays to browns, each plank spans 5 feet in length, boasts innovative rigid core technology and sports a thick, 30-mil wear layer that provides water-resistance and durability. Another standout feature is the registered embossing, which creates realistic and detailed wood texture.

"Nobody has this look out there," said Billy Ko, CEO of Johnson Hardwood. "There's not much maple in the SPC category these days—it's all predominantly European oak out there. Plus, it's a 30-mil wear layer—most products out there are 20-mil. This allows us to offer a longer commercial warranty."



INNOVATION

i4F DIGITAL PRINTING CAPABILITY

i4F continues to broaden its capabilities beyond locking systems to include digital printing technologies. The company recently entered into a patent partnership with Hymmen, a leading global digital printing systems provider specializing in flooring, in a move that gives i4F exclusive licensing rights for all Hymmen's digital printing patents and technologies for flooring production—including Hymmen's award-winning Digital Lacquer Embossing (DLE) technology.

This partnership represents an important addition to i4F's comprehensive digital printing portfolio, which already includes market leading technologies from Classen, Kronospan and Benchwick. "The ability to produce high-quality, digitally printed flooring has become strategically important for the future of our industry," said John Rietveldt, i4F's CEO. "i4F believes that Hymmen not only has the most innovative and highest quality technologies, it also maintains a fiercely strong IP position. This latest addition to our patent cluster concept reinforces our promise to licensees to receive the world's best, most cutting-edge technologies in the industry backed up by a robust patent protection infrastructure."



TECHNOLOGY

SCHÖNOX HS STURDY

Schönox HS Sturdy is a rapid-drying, repair and smoothing compound that incorporates the company's patented Hybrid Active-Dry Technology to create a powerful solution with versatility and strengths previously unseen in flooring. From featheredge to 2-inch depths, HS Sturdy repairs, patches and smooths, combining tasks for use on a wide variety of substrates including concrete and gypsum as well as diverse ones such as wood, vinyl and ceramic. Hybrid Active-Dry Technology allows Schönox HS Sturdy to dry independently of the jobsite's environmental conditions with minimal shrinkage or expansion.

Schönox HS Sturdy provides installers a fully integrated series of hybrid products that combine the versatility, strength and durability of synthetic gypsum with the speed of fast-curing cement. It has low pH, very low emissions and special dust-reduced properties delivering on the industry-leading safety goals the company has in place.



SUSTAINABILITY

MOHAWK RECOVER CARPET RECYCLING PROGRAM

This year, Mohawk Industries expanded its ReCover Carpet Recycling Program into the residential market. Already an established and successful program within the commercial market, ReCover now provides sustainable carpet solutions to specialty retailers and their customers.

Addressing a growing interest in sustainability, the ReCover program is a paid service that facilitates the recycling of used carpet from any manufacturer to repurpose it back into new carpet, padding and other useful products. By doing so, ReCover reduces flooring waste and provides a convenient and easy alternative for carpet recycling. Since the inception of ReCover, 159 million pounds of carpet has been diverted from landfills.

ReCover is part of Mohawk's commitment to making a positive impact on the world. The company strives to create sustainable manufacturing processes, products and programs that will help make the world a cleaner, healthier place.



BEST BOOTH

KARNDEAN DESIGNFLOORING

Karndean, which is known for its knack for product design, had several goals in mind for its award-winning Surfaces booth space this year. As Jenne Ross, the company's director of marketing, explained: "We really wanted to make that part of our culture be tangible for our business partners. To do this, we featured the development journey of three wood products by inseting the original source material into 15-foot vertical pillars fitted with the final running-line planks. We wanted our floor to highlight the capabilities of Karndean across all three product constructions, from the latest in our multi-formats and newest, trend-forward color tones, to one-off specialty layouts and original designs you won't find anywhere else in the industry. Overall, though, we aimed to create an open space with targeted retail- and commercial-specific areas that would cater to both our customer bases. It needed to have a warm, neighborhood experience for those in the industry looking to sell luxury vinyl a little bit differently."





2021 Best of Surfaces

STYLE & DESIGN - PUBLIC HOUSE SERIES (SPC)



A seamless transition of flooring throughout the entire house.

Ever fall in love with hardwood flooring and wish that you could install it throughout the entire house? Now, you have the potential to install similar colored and styled flooring without worrying about common "splash zone" sections like the kitchen, laundry room, and bathroom. Johnson Hardwood's **Public House Series** - winner of **Surfaces Best of 2021 Style & Design** was specifically created to match with **4 colors** of the Award Winning Alehouse Series engineered hardwood. The Public House Series has all the beauty of real hardwood with all the benefits of SPC flooring. Innovative technology such as a thick 30-mil wear layer, our WaterShield SPC Rigid Core Hybrid, and registered embossing (EIR), ensures durable, waterproof, and realistic low pattern-repeat flooring. These beautiful worry-free floors will match the bustle and joy of any lifestyle.

- 1.5mm IXPE Foam (High Density)
- 7"W x 60"L (5' Nominal)
- Thickness 7.5mm (6.0mm+1.5mm Pad)
- 30 mil Wear Layer
- WaterShield SPC Rigid Core Hybrid
- Valinge 2G (CLIC)

*Has matching Alehouse Series color (engineered hardwood); refer to website/QR code for more info.



STRAWBERRY BLONDE
AME-AHM19005
Alehouse Series
Engineered Hardwood

MANHATTAN PHS-17807
Public House Series
SPC Rigid Core

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