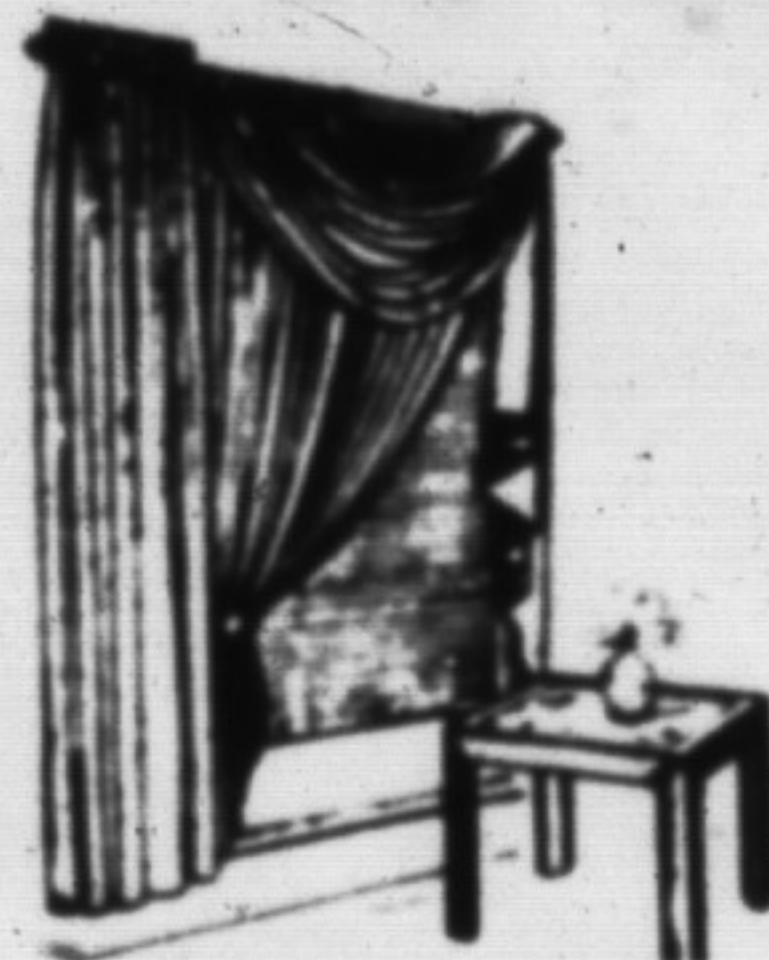




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## New vinyl tiles recreate folk art motifs and painted finishes for charming country floors

Painted decoration, in the form of faux finishes, stenciled borders and spongeware designs, is fueling the continued interest in the country look, one of the most popular interior design trends to hit the American home in decades.

These folk art motifs grace everything from lamp shades to country cupboards, wallcoverings to fine china. They are applied to furniture, walls and floors, by a burgeoning group of hobby enthusiasts who are learning the age-old techniques, and by smart home furnishings marketers who use advanced technology to recreate these painstaking crafts.

One such marketer is Tarkett Inc., a major manufacturer of vinyl flooring, that has used its patented printing processes to duplicate centuries-old stenciling and painting methods. The processes are featured in the new vinyl floor tile patterns now available in floor covering stores and home centers.

"Our process applies colors in layers, very similar to the way paint is applied by hand with a brush, sponge or feather," says Bruce Terwilliger, design director for vinyl floor tile at Tarkett. "Therefore, each tile has delicate surface characteristics of its own, just as hand painted tiles would."

"Country Geese" features geese silhouettes centered on each side of a 12-inch tile. A heart motif separates the facing geese; a satin ribbon border flows from a bow beneath the heart to surround the tile. A diagonal, broken-grid design with a scatter of stylized calico



A NEW ADDITION to the Tarkett Inc. Stylis® vinyl floor-tile collection, "Country Geese" features an early American folk art design of geese silhouettes, hearts and ribbons on a spongeware background. Patented Tarkett technology recreates centuries-old stenciling and painting methods in four popular color combinations.

flowers fills the spongeware background. "Country Geese" is available in three colors: Barn Grey with mauve, Hearth Clay with pastel green, and Berrystain Blue with mauve. Each color features apricot geese, said Terwilliger.

"This introduction marks the first time Tarkett has included an animal motif in a flooring design," said Terwilliger, "but initial response has been very favorable."

"Faux Marble" features the popular marbling design technique that has been used on walls, floors and ceilings for centuries, said Terwilliger.

"The Tarkett marble pattern was created by an expert in faux finishes," he said. "With our printing process we can capture the delicate veining that the feathering creates."

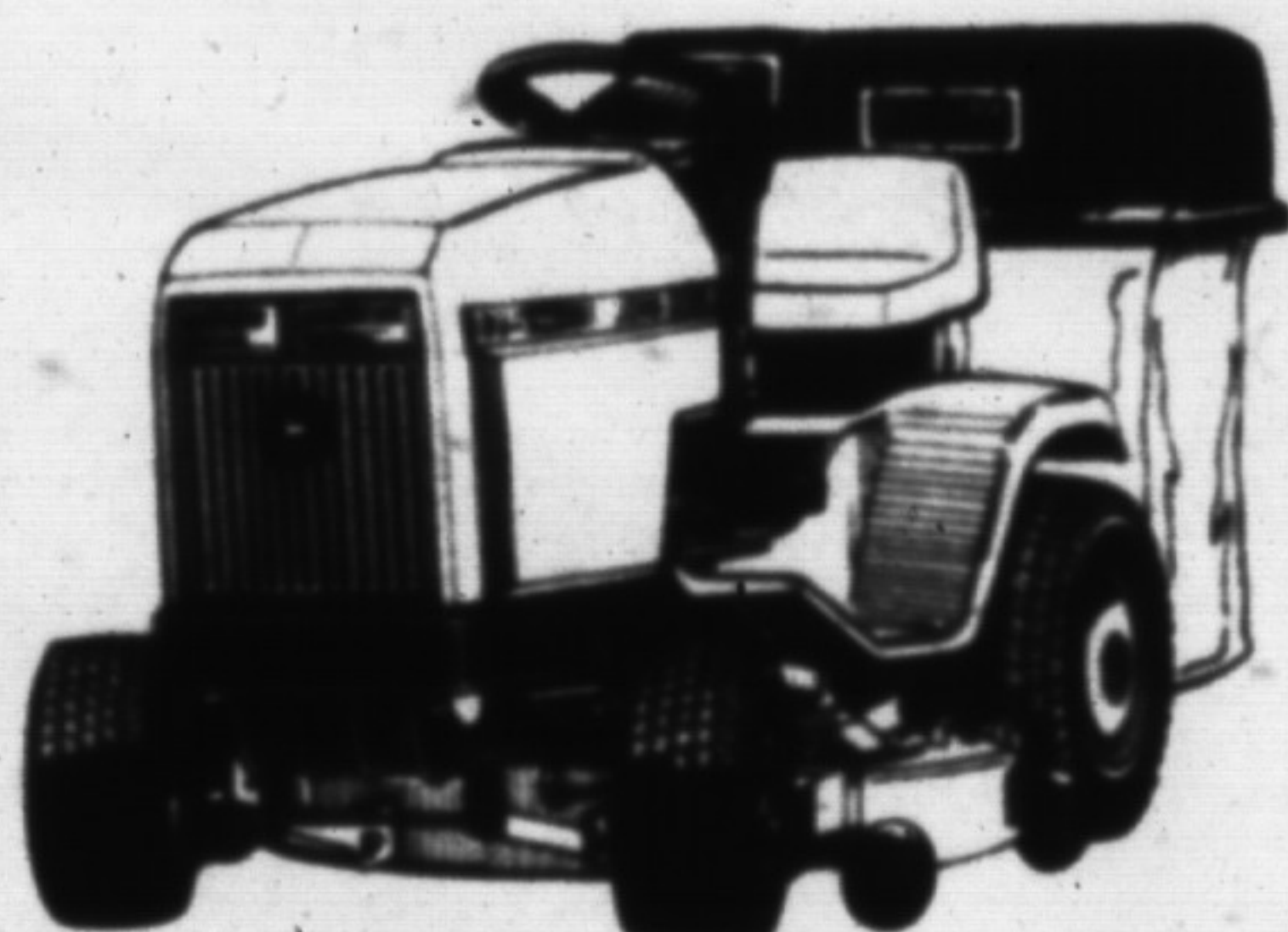
"It's the next best thing to having an artist handpaint a floor," added Terwilliger.

The "Faux Marble" pattern features four marbled squares set diagonally on a marbled background. The pattern is available in three colors that each offer a distinctive look, said Terwilliger.

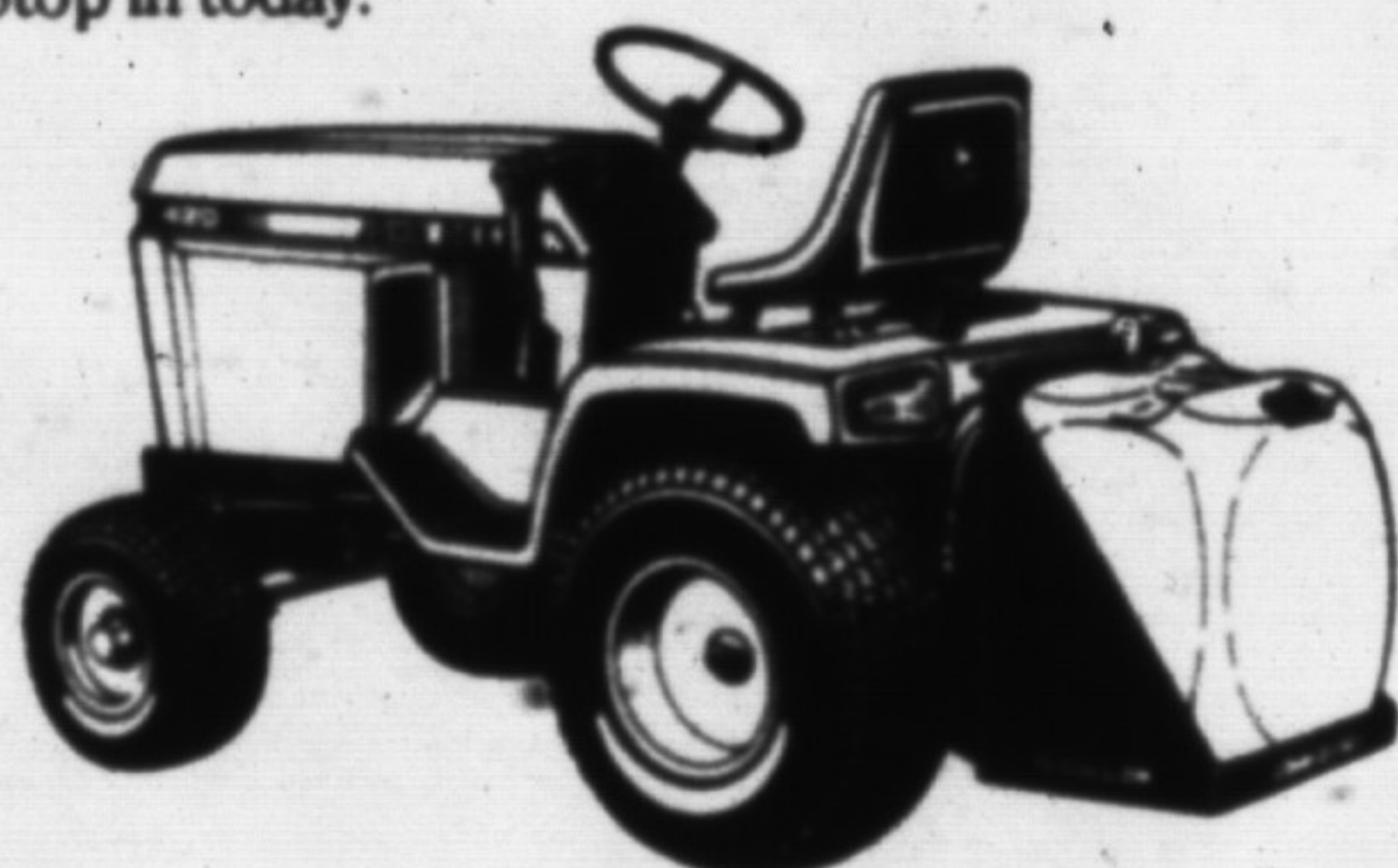
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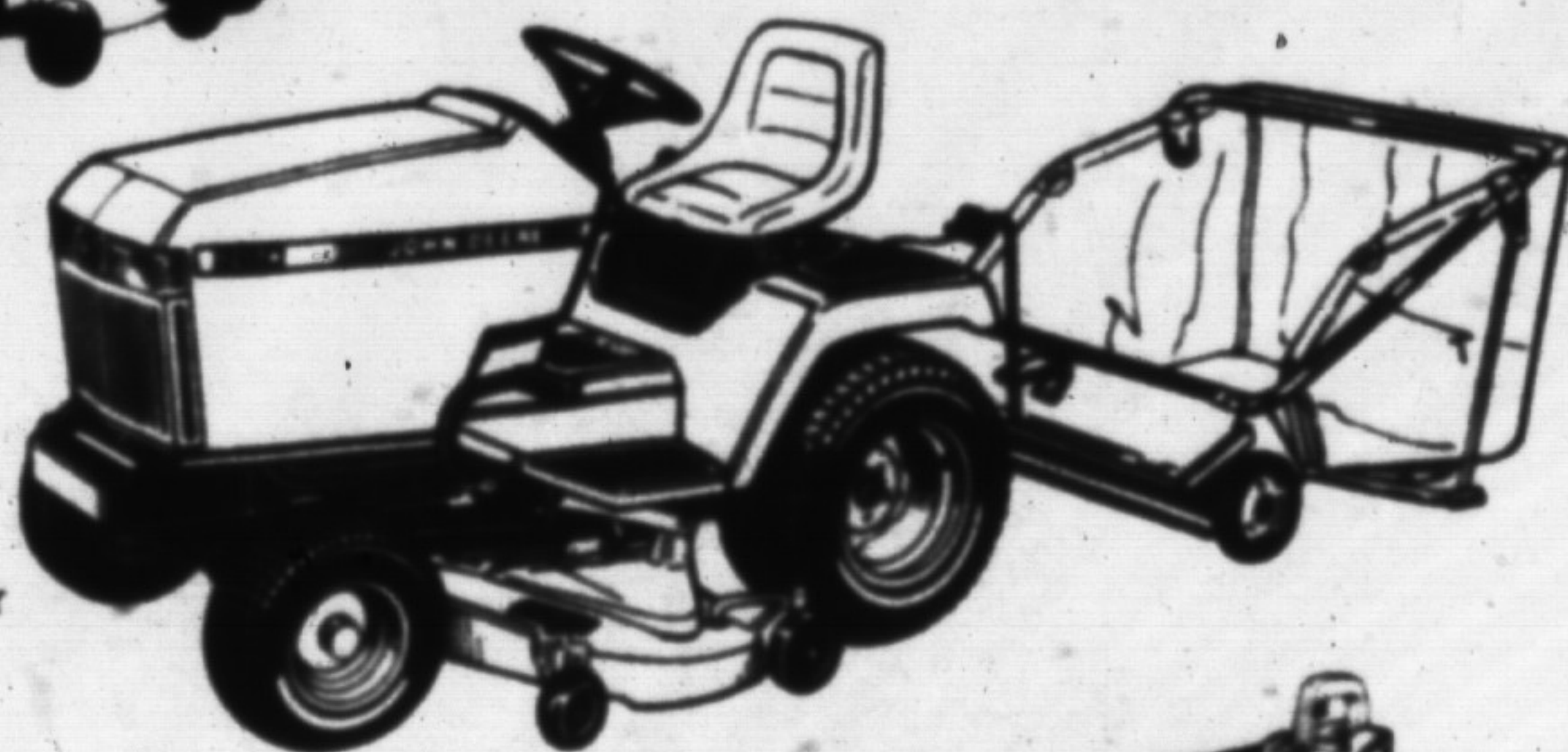
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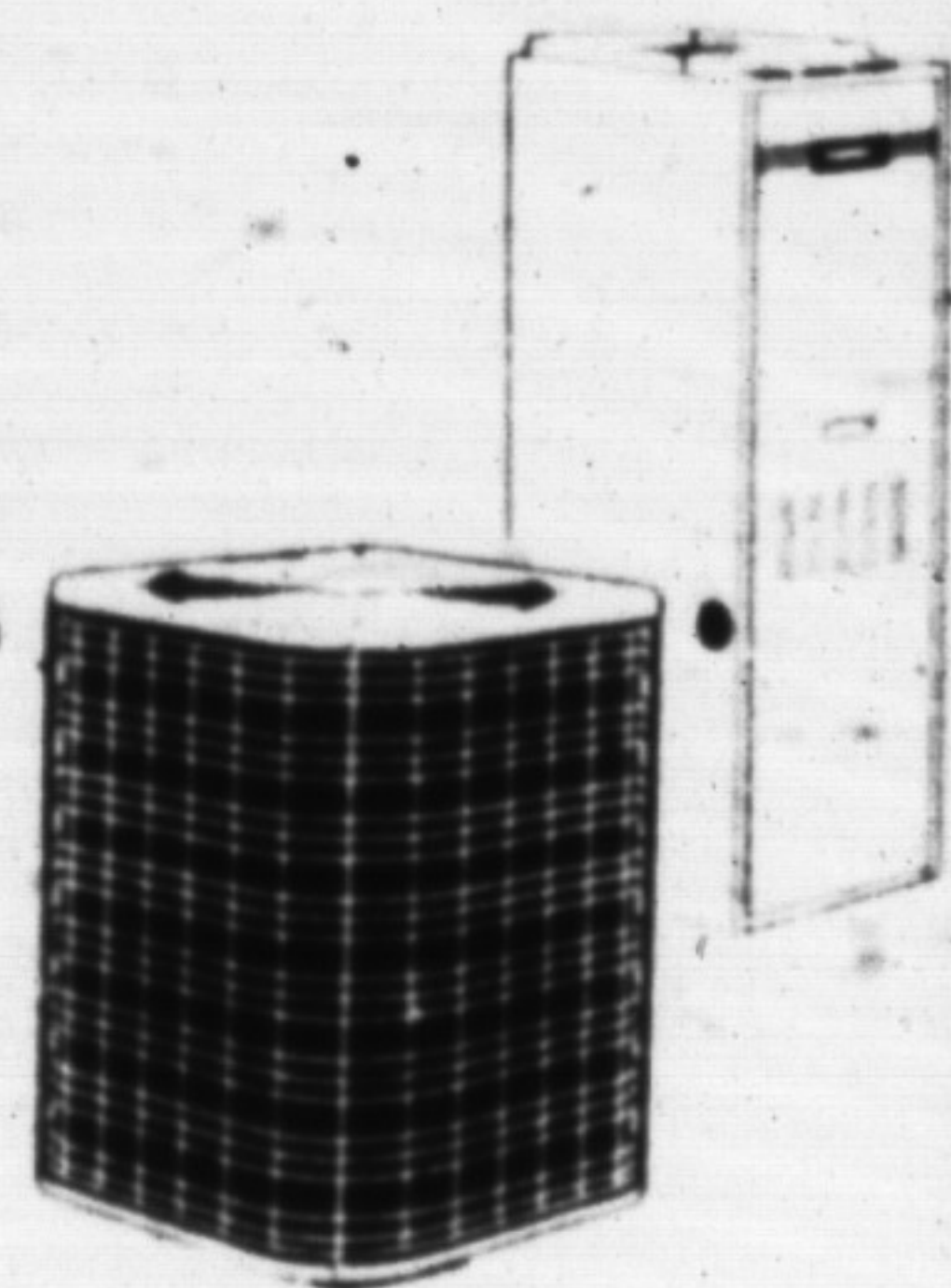
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