



**Contact:**

Laura Bartley 423.779.6974

[laura\\_bartley@mohawkind.com](mailto:laura_bartley@mohawkind.com)

**DURKAN INVITES HOSPITALITY DESIGN PROFESSIONALS TO “IMAGINE THAT” AT HD EXPO 2017**

*Customized design solutions feature innovative texture/pattern technologies*

**LAS VEGAS, NV. May 3, 2017** – Durkan, the hospitality brand of Mohawk Group, is set to debut new hospitality flooring solutions in every product category at HD Expo 2017. Opening today at Mandalay Bay, HD Expo is the premier trade show and conference for hospitality design professionals. Durkan’s new products, which include broadloom, carpet tile, enhanced resilient tile, and rugs for every hospitality environment such as lobbies, corridors, meeting spaces, guest rooms, will be on display at space 3821.

“Our new production introductions here at HD Expo reveal the compelling story of Durkan’s innovation and how we interweave product, design, community and sustainability into customized design solutions for the hospitality market. We’re inviting the hospitality design professionals here to ‘imagine that’ because we are confident that with our expanded product categories and wide range of innovative texture and pattern capabilities, Durkan is able to design any customized flooring solution imaginable,” said Mark Page, Durkan’s senior director of creative design and development for Mohawk Group.

Page explained that Durkan’s HD Expo introductions emerge from a wide range of design processes and inspiration. “From virtual reality experiences to artist collaborations on design, Durkan’s new product collections push the envelope on how we approach product development and consumer engagement,” said Page.

“What also sets Durkan apart is our proprietary manufacturing technologies that allow us to produce patterns and textures, particularly in our broadloom and rug collections, that are unmatched in the hospitality flooring category,” said Page.



Durkan's Synthesis™ technology is specially engineered for hospitality designers and clients who aim to create an exceptional guest experience. Synthesis is a patented technology that provides a three dimensional layering effect using a custom base and Precision Dye Injected (PDI) surface that enables unprecedented image quality. Durkan also offers products in Definity™, the advanced generation precision sculpturing technology capable of producing the highest definition of texture, pattern and color ever achieved in hospitality carpet. Durkan also offers Digital PDI™ and Computer Yarn Placement (CYP) technologies.

#### **D\*SCOVER Contest Winners Announced**

On Wednesday 3rd May, Durkan will announce the winners of the eighth annual D\*discover Contest at the NEWH (The Network of the Hospitality Industry), space L3 12:30 – 1:00pm. For the eighth year, Durkan has partnered with NEWH to celebrate the emerging design talent in the hospitality industry. Contestants designed and submitted carpet patterns characteristic of hospitality spaces.

This year's winners are:

Grand Prize: Megan Cook Turner – Utah State University

2nd Place: Bailey Haussler – University of Cincinnati

3rd Place: Ali Guymon – Utah State University

#### **About Durkan**

*From the hotel lobby and corridors to guest rooms and ballrooms, casinos and areas of assisted living facilities, Durkan is the world-renowned as an industry leader in innovative design solutions and high-style, high-performance hospitality flooring solutions. Durkan's products are offered in a wide range of exclusive innovative pattern and texture technologies, including Definity™, an advanced generation precision sculpturing technology that produces the highest definition of texture, pattern and color available in hospitality carpet; and Synthesis™, which provides a three dimensional layering effect using a custom base and Precision Dye Injected (PDI) surface that enables unprecedented image quality. Durkan is the hospitality brand of the Mohawk Group, a leading commercial carpet manufacturer and a pioneer in the design of sustainable carpeting. For additional information, visit [www.durkan.com](http://www.durkan.com) or [www.mohawkgroup.com](http://www.mohawkgroup.com) or call 800-241-4580.*

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