

FLOOR

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NEOCON HIGHLIGHTS

SURVEY 2018: WHAT THE RETAILERS THINK

TRENDS IN RETAIL: MANUFACTURER PERSPECTIVE



Tretford products are suitable for both commercial and residential use. They are available in 48 tones and do not fray, even when cut. The rug samples on display were design-forward and striking with geometric prints in bold color combinations.

Divine Flooring, which just last year joined the LuxeHome group of high-end showrooms on the ground floor of the Merchandise Mart, is best known for its higher end hardwood offering, but it also has lines of LVT and laminate flooring, across a broad range of price points. This year, the firm introduced six 12"x24" WPC tiles, focused on stone looks. Its WPC offering includes the Voyage II collection of planks in 8 1/2" widths and 5' lengths, including The Score, a near-black vintage painted wood design with heavy texture. This year the firm also showcased complex, large-scale medallions.



Unbroken, a large-scale medallion from Divine Flooring.

Altro, headquartered in the U.K., was founded in 1919 as the Adamite Company, and in 1955 it introduced Vynoleum, its first safety flooring product. In 1968, the firm changed its name to Altro. Now, just one year away from celebrating its 100th birthday, Altro manufactures a broad range of flooring and wall packages. In conjunction with its birthday celebration next year, Altro plans to launch several new products. At NeoCon this year, the firm showcased new color additions to its current collections.

Fifty-two year old, New Hampshire-based **Carlisle Wide Plank Flooring** was in its permanent LuxeHome showroom on the first floor of the Mart talking about its custom-made hardwood flooring. All products are manufactured at the company's mill, from furniture-grade lumber, and are available in solid and engineered formats, prefinished and unfinished.

At the show, the company launched its Carriage House Collection, which is available in four species—cherry, hickory, white oak and walnut. A prefinished collection, Carriage Oak planks are between 6' and 7' long and 8' wide.

The company emphasizes that all products are customizable,



Carlisle Wide Plank Flooring's Carriage House in Remington.

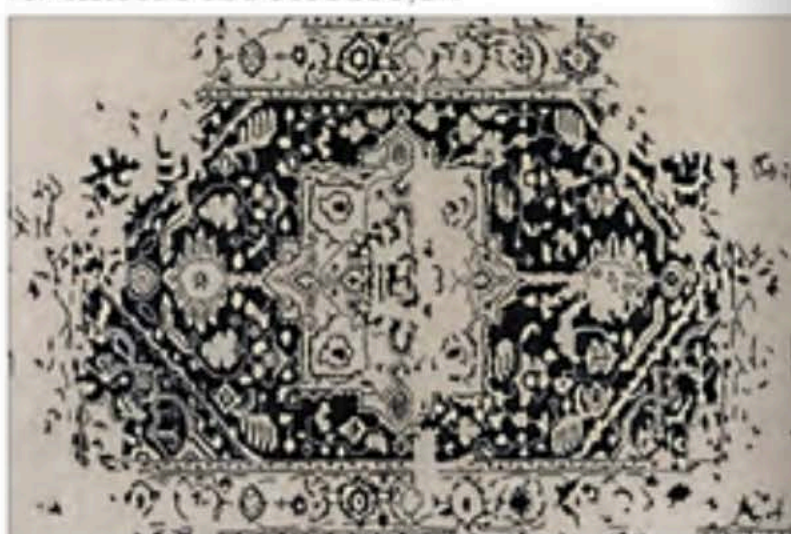
requiring only a six to eight week lead-time. Carlisle serves the high end of the hardwood market.

Surya held its grand opening for its new permanent Chicago showroom, located in the Merchandise Mart. Last year, the company built a one-million-square-foot warehouse that now supports product shipment within 24 hours. In addition to the 5,000 rug SKUs Surya offers, it sells accent furniture, textiles and over 500 lighting options.

Temple, an updated traditional rug collection, is new for 2018 with its two-color, distressed pattern. It is available in three colorways: black/khaki, dark blue/khaki and ivory/khaki. The hand tufted, viscose/wool blend comes in seven sizes, ranging from 2'x3' to 12'x15'.

Festival, another updated traditional collection, is a vibrant pattern containing multiple colors, such as eggplant, lilac, lime and violet. It is available in six hand-knotted patterns made of 100% wool.

A unique attribute to the new showroom is a design center located in the rear of the space where designers are exposed to natural lighting and the Chicago River while they discuss custom rugs for commercial use through the Surya Contract division. In addition to Surya Contract's yarn offerings, it has now added Sunbrella and Bella Dura yarn.



Surya's Temple updated traditional rug collection.

Summit International Flooring was at NeoCon with a booth dedicated to Object Carpet, a luxury brand from Germany that has been in the U.S. market for about eight