

Colour Me Beautiful

Black and white - the colours of choice by most who want to play it safe yet evoke a sense of sophistication, have fallen off the colour wagon to make room for 38 colours in Colour Me. The extravagance of colour comes across in this line adding a coat of vibrancy to the world of black and white. So add a splash of Smoke, Scarlet or Orchid and start redefining sophistication.

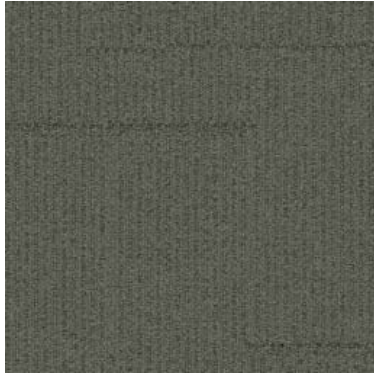
Colour Me



Scarlet



Standard Colours



Smoke



Aquarius



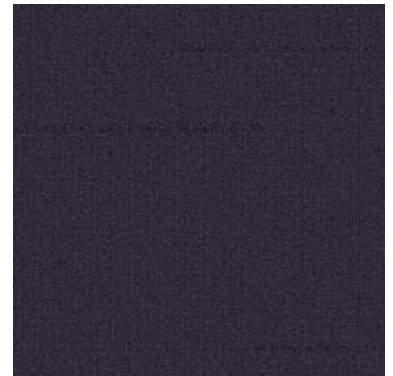
Savannah



Firebrick



Avocado



Mangosteen

Power Accents



Sunflower



Ruby



Mandarin

The standard range is made up from 32 colours right around the colour circle. Popular colour like browns and greys have been extended, and there are more vibrant reds and yellows. For those who really want a punch of colour, we have added a new 6 colour “Power Accent” range, which gives designers the opportunity to really make a colour statement.

Positioning

Why Colour Me?

Every great product portfolio needs a range of plain colours to use as coloured insets, borders, and accent pieces. Asia Paint Box has performed this position well for a number of years, but with Invista's decision to discontinue the manufacture of the the fibres used in the product, we had to look for an alternative. We looked at a straight switch to the OptimumRe yarn system. Although, OptimumRe is a great yarn for high textures at low weights, it really didn't deliver the colour "punch" we wanted for the new range. Aquafil Struttura with it vibrant colours and lustrous appearance seemed to be the perfect solution.

Our objective is to have every range sequel as an improvement of its predecessor. So, Colour Me has more colours - 38 in total, which is an increase of over 50%. We have also created the range in two pile weights, 16oz and 24oz. The 24oz version matches the original Asia Paint Box construction but you will see that Colour Me is more textured and luxurious thanks to the Aquafil yarn. The 16oz version has been created to give a closer match to our lower weight products such as the FIT range, Suits-U and Elements in terms of pile height and total thickness. This is something many of our customers have been asking for some time.

We also need to make sure we don't throw out what worked in the original range. So, we have retained the original paintbox pattern and the design team have spent a lot of time creating new versions of the popular Asia Paintbox colours.

COLOUR ME

There's Something Special about Colour Me

Creating solid colour ranges in carpet tile has always been a challenge to manufacturers. The absence of pattern means that hiding the seams is extremely difficult. In the past, we have recommended that solid colour tiles are never installed more than 2-tile wide to avoid any potential seaming problems. However, we do understand that this is not what actually happens in the real world and some customers want larger areas of solid colour.

To this end, we have selected colours that can be used in larger areas. We have used blended colour yarns that help soften the edges of the tiles visually. We have used a textured surface that also helps hide the seams. However, despite all of the design and colour tricks, the best way to reduce the tile seams in solid colour carpet tiles is to ensure that installation is extremely well executed.

This means fitting the tiles tightly together so there are no gaps, using the recommended installation method, and most importantly finishing the installation with a pile conditioner and a good quality vacuum cleaner with powered brushes.

Positioning

Presentation Tips

This finishing raises the pile and knits the fibres together at the tile edges (see pile conditioning document attached in the email). A period of wearing-in when the pile is allowed to condition itself to the atmosphere will also yield improvements. To ensure we have produced the most effective product we can, every colour has been trialed, installed and inspected in both 16oz and 24oz versions. Only those colours that we have deemed acceptable in terms of seaming after pile conditioning and vacuuming have been included in the standard range. There are however 6 exceptions - the Power Accents.

Power Accents - Lime & Blush



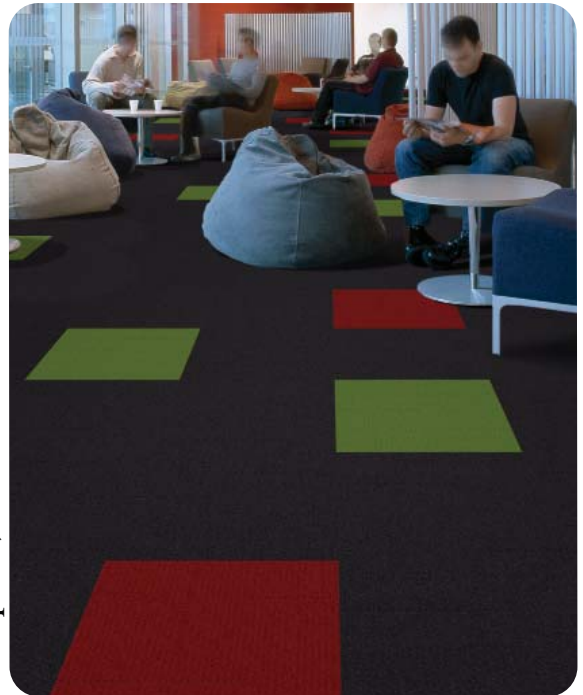
Power Accents

You will notice in the sample binder that 6 colours are shown under the title Power Accents. These are the brightest and smartest colours often used by designers to create special design features. They are an extremely important part of the range but due to their colour intensity, these colours will not produce a perfectly seam-free installation. The Power Accent colours should only be used for small accents, borders or tile insets up to a 2-tile width.

The sample book really speaks for itself with this product. 38 colours looks impressive and for the designers, we have a special chainset so they can mix and match colours without destroying the sample book.

Seaming on small mock-ups could be an issue during presentations. Storage of samples will almost certainly flatten the pile to some extent. As discussed in the positioning section, solid colours do show the seams unless properly installed. So when you are doing a mockup, you MUST pay attention to conditioning the pile. If it's a large mock-up, use a good quality vacuum cleaner with powered brushes or ideally use the pile conditioner. If it's a small mock-up like 4 tiles, a stiff brush will help raise the pile and simulate the finished appearance.

Graphite, Lime & Firebrick



Launch Date — Technical Specifications

Colour MTE

Yarn System

Aquafile Struttura Solution Dyed Nylon

Backing System

GlasBac® or GlasBac®RE

Installation Methods

Quarter-turn or Monolithic

Features

100% Solution Dyed Nylon
Intersept antimicrobial protection
Protekt2® anti soil and stain
15-Year Warranty

Mission Zero

Aquafile Struttura contains at least 15% recycled content and offers up to 10% recycled content by weight with standard GlasBac® backing and up to 45.9% with GlasBac®RE (see specs for details).

Sample Format

Colour card with a 12 page brochure
Designers chainset

Specification

	16 oz	24 oz
Machine Gauge	1/12	1/12
Pile Thickness	2.5mm +/- 0.5mm	4.0mm +/- 0.5mm
Total Thickness	6.5mm +/- 0.5mm	7.5mm +/- 0.5mm
Tile Size	50cm x 50cm	50cm x 50cm
Area of Use	Commercial - Heavy Duty	Commercial - Heavy Duty

Availability

December 2009

December 2009

Specifications

PRODUCT CODE	16 oz 9689100008 24 oz 9689110008
PRODUCT DEFINITION	Tufted Textured Tip Sheared Loop
YARN/FIBRE	Aquafil Struttura SD Nylon
COLOUR SYSTEM	100% Solution Dyed
MACHINE GAUGE	1/12
PILE WEIGHT	16 oz/yd ² or 543 g/m ² 24 oz/yd ² or 814 g/m ²
PILE THICKNESS	16 oz 2.5mm +/- 0.5mm 24 oz 4.0mm +/- 0.5mm
TOTAL THICKNESS	16 oz 6.5mm +/- 0.5mm 24 oz 7.5mm +/- 0.5mm
STANDARD COLOURLINE	32 Standard Colours & 6 Power Accents
GLASBAC® RECYCLED CONTENT	<10% recycled content
GLASBACRE® RECYCLED CONTENT	40>45.9% recycled content
TILE SIZE	50cm x 50cm
AREA OF USE	Commercial - Heavy Duty
BACKING STRUCTURE	GlasBac® or GlasBac®RE
ANTIMICROBIAL	Intersept®
SOIL/STAIN	Protekt2®
INSTALLATION METHOD	Monolithic, Quarter-turn

Colours

907748 Coal	907767 Sand
907749 Graphite	907768 Soil
907750 Charcoal	907769 Chocolate
907751 Storm	907770 Toffee
907752 Pebble	907771 Wheat
907753 Boulder	907772 Topaz
907754 Smoke	907773 Asphalt
907755 Silverfish	907774 Dusk
907757 Navy	907776 Scarlet
907758 Ocean	907777 Savannah
907759 Aquarius	907781 Firebrick
907761 Seafoam	907782 Burgundy
907762 Crete	907783 Claret
907763 Broccoli	907784 Adobe
907765 Avocado	907785 Orchid
907766 Forest	907786 Mangosteen

Power Accents

907760 Sky
907764 Lime
907775 Mandarin
907778 Sunflower
907779 Ruby
907780 Blush

InterfaceFLOR® reserve the right to change or modify specifications. Further specification details are available from your Account Manager.

Paint Box Colours Vs Colour Me Colours

Asia Paint Box		Colour Me Alternative	
Eggplant	903527	Mangosteen	907786
Cerulean	903528	Sky	907760
Baltic	903530	Navy	907757
Aquamarine	903532		
Mediterranean	903533	Crete	907762
Oregano	903535	Avocado	907765
Sherwood	903536		
Ochre	903580		
Marigold	903581	Sunflower	907778
Apricot	903583	Savannah	907777
Cayenne	903585	Mandarin	907775
Crimson	903591	Claret	907783
Cappuccino	903595	Wheat	907771
Chesapeake	903599	Topaz	907772
Chestnut	903601	Asphalt	907773
Taupe	903603	Sand	907767
Mushroom	903605	Soil	907768
Obsidian	903607	Coal	907748
Lime Sherbert	903610		
Thunderbolt	903611	Charcoal	907750

COLOUR ME