

## PRESS RELEASE

### **The case for considered design**

A sustainable office design is more than selecting green products from floor to ceiling, it is about providing a design that not only brings identity and considers the environment, but that also delivers aesthetic communication, answers the needs of the business and its employees and that offers functional performance on a day-to-day basis.

The floor can play a role in each of these aspects, promoting identity and aesthetic communication through its design; the needs of employees and the business through functionality and performance; and considering the environment through its manufacture and end of life treatment. Floors that fulfil on each and every point offer the best solution for office interiors.

Where appropriate for use, carpet can fulfil all of these criteria if chosen correctly. Considering not only the design of the carpet, but its performance, functionality and composition will help designers to maximise sustainability; specifying a carpet that not only fits with their scheme, but that brings a positive impact on the workplace, delivers longevity and that provides sustainability and the potential for end of life re-use.

Specifying the right carpet for the office is a case of considered design as Kate Burnett, Development and Marketing Manager, Milliken Contract, examines:

“The colour, pattern, texture and layout of the carpet all have a significant impact on the office space and are naturally of primary concern for the designer. It is a fundamental part of the carpet’s role to fit in with the interior and scheme, blending with it, if not acting as a feature of it. Yet carpet’s influence on the interior extends beyond design and it can impact heavily on functionality of the space too.

“A considered approach to the carpet you choose can provide positive benefits upon acoustics, bring high levels of underfoot comfort and raise perceived temperature within the workspace, all of which will make the space a more welcoming and comfortable place to work. Selecting the right carpet will also enhance longevity and reduce maintenance requirements, giving the client better value.



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“Choosing a carpet that delivers on all accounts, rather than just one or two, shows a considered approach to design and suggests a level of understanding of the client’s requirements beyond the purely aesthetic use of flooring and it is upon this foundation that we have built our modular carpet collection.”

Products such as the recently launched Consequence collection typify this approach, presenting modular carpets that not only achieve from a design perspective, but that also provide the functionality and performance to make them a sustainable solution for office floors.

The design of the modular carpet is created by Milliken’s proprietary Convergence technology, which fuses digitally placed colour to a textured loop pile construction creating a three-dimensional pattern. Available in a palette of shades suitable for most corporate interiors as standard, the modular carpet can also be re-coloured to work within schemes.

In terms of functionality, the Consequence collection utilises the Comfort Plus<sup>2</sup>® cushion backing that brings underfoot comfort and acoustic absorption. The backing is also made from 85% recycled polyurethane. At the face, feet are greeted by the high performing type 6.6 nylon of WearOn providing durability, recovery and appearance retention – the ideal candidate for tiles that can be re-used through schemes such as The Milliken Take Back Program.

Certified as Carbon Neutral, the Consequence collection is the ideal candidate for designers looking to create a sustainable floor for high-end environments and luxurious areas within offices. For less high-grade interiors, designers can turn to other products in the Milliken Carpets portfolio, without sacrificing the philosophy of considered design. In fact, whether selecting modular carpet from the Premium Cut Pile, High Performance Loop or the Essentials Value collections, designers can be assured of a floor that shows thought and consideration from every angle.

To discover how modular carpets can positively impact spaces in more detail, designers can request a copy of Milliken Contract’s Portfolio 2 in hard copy, or discover it online at [www.portfolio2.co.uk](http://www.portfolio2.co.uk).

**For further information contact Milliken Contract on 01942 612888 or visit [www.millikencontract.co.uk](http://www.millikencontract.co.uk)**

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Media Enquiries and production charge authorisation:

Select First

Tel: 01892 516500

Fax: 01892 615787

[tom@selectfirst.com](mailto:tom@selectfirst.com)

[www.selectfirst.com](http://www.selectfirst.com)