



Bramble Road  
Collection







Aesthetic Movement | Broadloom Installation, color 723  
Custom Pattern, minimum of 500 sq./yds.



Classical Order | Broadloom Installation, color 723  
Custom Pattern, minimum of 500 sq./yds.



Idyllic Charm | Broadloom Installation, color 723  
Custom Pattern, minimum of 500 sq./yds.



Classical Ideal | Broadloom Installation, color 723  
Custom Pattern, minimum of 500 sq./yds.



Elegant Aesthetic | Broadloom Installation, color 723  
Custom Pattern, minimum of 500 sq./yds.





Ideal Impression | Broadloom Installation, color 723  
Custom Pattern, minimum of 500 sq./yds.



Gilded Impression | Broadloom Installation, color 723  
Custom Pattern, minimum of 500 sq./yds.



Grand Narrative | Broadloom Installation, color 723  
Custom Pattern, minimum of 500 sq./yds.



Gilded Narrative | Broadloom Installation, color 723  
Custom Pattern, minimum of 500 sq./yds.



Narrative Gesture | Broadloom Installation, color 723  
Custom Pattern, minimum of 500 sq./yds.

# Mass Appeal Collection

Mass Appeal's luxury vinyl tile, 18"x36" plank format creates bold installations with innovative modern textures. Drawing inspiration from oxidized metal and natural linen textures, Metal and Matter are beautiful, versatile and eclectic. With pops of sheen, this flooring solution appears multi-dimensional and coordinates beautifully with the Iconic Earth collection, for textual layering and a total flooring solution that transitions seamlessly from space to space.



## Metal

The natural oxidation of metal when exposed to the elements inspires this pattern, which is available in 12 colors.



## Matter

The subtle striations of natural linen have evolved into this unique pattern, available in six rich neutral colors.

The Mass Appeal Collection contains a minimum of 8% bio-based renewable resource content by total product weight. It avoids harmful phthalates by substituting a new bio-based, rapidly renewable plasticizer without sacrificing performance, quality and maintenance.

- Floating LVT with a 20 mil wear layer and 0.20"/5mm gauge create durability that holds up under heavy commercial traffic
- M-Force™ Ceramic Enhanced Urethane finish provides the utmost in longevity and extends the life of the product
- Twice as thick as conventional LVT and heavy enough to keep tiles in place
- Built-in enhanced acoustical layer for sound reduction in high traffic areas, eliminating the need for underlayment
- Non-skid backing ensures post-installation movement is minimized
- Installs quickly with only perimeter glue
- Quick ship available
- Limited 10 year commercial warranty



## The Leader in Transparency and Red List Free Products

Durkan leads the building products industry in transparency with the largest selection of products with Declare Labels, Health Product Declarations (HPDs), and Environmental Product Declarations (EPDs). What's more, we offer over 490 Red List Free Declared products.

### OUR COMMITMENT

As a Gaia sponsor of the International Living Future Institute (ILFI), we are committed to revolutionary programs that are redefining the green building movement. These include the ILFI's Living Building Challenge and Declare programs.

Declare Labels are a 'nutrition label' for the building industry, providing ingredients, source and manufacturing locations. We offer you:

- The most products with Declare Labels
- The most Red List Free products

We have eliminated the mystery of product ingredients so you get total product transparency.\*

*Example of a Durkan Declare Label*



*Durkan utilizes multiple platforms for disclosing our transparency information, including: Designer Pages, Mindful Materials and the Declare Database."*

\* Transparency documentation can be found at [www.durkan.com](http://www.durkan.com)

BROADLOOM

Brand .....	<b>Durkan</b>
Style Name / Number .....	<b>Cultivated Revival / MH338</b>
Construction .....	Tufted
Surface Appearance .....	Textured Patterned Cut & Loop
Gauge .....	1/10" (39.37 rows per 10 cm)
Tufted Weight .....	36 oz/yd <sup>2</sup> (1221 g/m <sup>2</sup> )
Dye Method .....	Solution Dyed
Fiber Type .....	Colorstrand® SD Nylon
Stain Release Technology .....	Sentry Plus Stain Protection
Soil Release Technology .....	Sentry Soil Protection
Backing Material .....	Unibond Plus
Indoor Air Quality .....	Green Label Plus Certified # 3802
NSF 140 .....	Gold
Width .....	12' width (3.66m)
Pattern Repeat .....	72" (W) x 81.75" (L)
Flammability .....	ASTM E 648 Class 1 (Glue Down)
Smoke Density .....	ASTM E 662 Less than 450
Static Propensity .....	AATCC-134 Under 3.5 KV
Warranties: Lifetime Limited	Unibond Plus Warranty, Lifetime
Limited Colorfastness to Light,	10 Year Limited Colorfastness to
Atmospheric Contaminants,	10 Year Stain Warranty, Lifetime Static

BROADLOOM

Brand .....	<b>Durkan</b>
Style Name / Number .....	<b>Abstract Gesture / MH339</b>
Construction .....	Tufted
Surface Appearance .....	Textured Patterned Cut & Loop
Gauge .....	1/10" (39.37 rows per 10 cm)
Tufted Weight .....	36 oz/yd <sup>2</sup> (1221 g/m <sup>2</sup> )
Dye Method .....	Solution Dyed
Fiber Type .....	Colorstrand® SD Nylon
Stain Release Technology .....	Sentry Plus Stain Protection
Soil Release Technology .....	Sentry Soil Protection
Backing Material .....	Unibond Plus
Indoor Air Quality .....	Green Label Plus Certified # 3802
NSF 140 .....	Gold
Width .....	12' width (3.66m)
Pattern Repeat .....	144" (W) x 54.5" (L)
Flammability .....	ASTM E 648 Class 1 (Glue Down)
Smoke Density .....	ASTM E 662 Less than 450
Static Propensity .....	AATCC-134 Under 3.5 KV
Warranties: Lifetime Limited	Unibond Plus Warranty, Lifetime
Limited Colorfastness to Light,	10 Year Limited Colorfastness to
Atmospheric Contaminants,	10 Year Stain Warranty, Lifetime Static

For Custom patterns and LVT spec information, visit our website at [durkan.com](http://durkan.com)



Mohawk Industries, Inc. warrants its adhesives for the life of the original installation only when a Mohawk Industries style (product) is installed. Mohawk's floor preparation procedures must be followed to ensure that the substrate has been prepared properly. Failure to use Mohawk Industries adhesives or to follow Mohawk's floor preparation procedures will void all lifetime adhesive warranties. Please contact your local Sales Representative for installation guidelines.

**These patterns contain inherent characteristics which may result in pattern run off and/or pattern appearance variations at the seams or tile edges (darker or lighter pattern lines). These characteristics are inherent in the patterns and are not manufacturing defects. Consideration to these characteristics should be given when selecting an installation method.**

Chair pads are recommended under office chairs with roller casters to preserve appearance retention, act as a deterrent toward delamination and to prevent premature or accelerated wear. Walk-off tiles from the Moving Along Collection are recommended at entryways to reduce soiling.

Mohawk Group is providing this architect folder for the purpose of promoting our commercial business. This folder and its samples shall remain the property of Mohawk Group. Color may vary from dye lot to dye lot. Substitution of material may be made due to improved technology, supply limitations or other factors. The performance of this product is not affected by such variations.

**For current and complete specifications please visit [durkan.com](http://durkan.com)**

