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Tandus Flooring Transforms Flooring Design with Sero™

New philosophy shifts the paradigm of modular design

(Chicago, IL—June 16, 2011) Tandus Flooring chose NeoCon® 2011 to launch its pioneering design approach that changes the way styles are created—it's with Sero. Design is no longer limited to a modular tile—the entire floor plane becomes the canvas and the possibilities for design are now endless.

Tandus Flooring has been using the Sero design approach since the introduction of the award-winning Manufactured Landscapes™ collection in 2008. The collection is designed on the Powerbond® platform using Stratatec™ technology, transcending traditional design with the availability of the style in modular. The pattern spans the width of the Stratatec machine, creating unique installations—the Sero design approach changed the dynamic of the floor plane. These designs create a more fluid transition of pattern rather than the pattern fatigue historically with many modular styles where the design is limited to the square tile instead of the entire floor plane.

Following the success of Manufactured Landscapes, Tandus Flooring pushed the limits of the Stratatec equipment and the evolution of Sero quickly led to more sophisticated styles with much larger patterns. The progression of the Sero design approach from Manufactured Landscapes has led to styles with patterns spanning not only in width but in length. The Sero design approach offers greater design flexibility with patterns, textures and colors that flow, pool and shift from tile to tile, culminating in a unified design.

“Powerbond has proven to be one of the most unique flooring products on the market today...it keeps amazing the design community after 40 years,” said Tom Ellis, Vice President of Marketing, Tandus Flooring. “Sero takes Powerbond technology and transforms the design into a modular platform. Now, modular is more than just a square.”

The Sero design approach also introduced a new installation method—unidirectional. The unidirectional installation method for Sero-designed styles creates a unique design installation right out of the box. Unidirectional will prove to be easier, faster, and result in less waste.

“We have been at this for quite a while understanding we had to satisfy the design professional, the professional installer and the client with a fresh design for the floor plane,” added Ellis. “Integrating Stratatec technology and design intelligence gave us this solution. Sero is the solution.”



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About Tandus Flooring®

Tandus Flooring (www.tandus.com) creates innovative floorcovering solutions through a unique product line of Powerbond®, modular, broadloom and woven products that work in tandem to enhance spaces for learning, working, healing and living. Through inspired design and leading-edge technology, Tandus Flooring offers customers a single-source for innovative product design and technology, comprehensive services, and environmental leadership. For more than 40 years, Tandus Flooring has been examining all the ways to be a better corporate citizen and environmental steward — and then taking actions that lead to demonstrable, meaningful, quantifiable results.

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