



DEFINITY

Beyond Axminster





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**The future of luxury carpet is available now.**

Durkan introduces Definity Precision Sculpting Technology, capable of producing the highest definition of texture, pattern and color ever achieved in high-end hospitality carpet.

Definity surpasses traditional luxury carpet by offering incredible multilevel textures, more than twice the definition, superior performance, unmatched sustainability and stunning customization.

Create the luxury designs of tomorrow today with Definity, exclusive to Durkan.

**Definity. Beyond the Imagination.**

# A Higher Definition of Design

Definity lifts luxury design to the level it demands—where every detail of color and texture can be defined to the highest degree. With Definity, designers enjoy supreme creative flexibility across color, pattern and texture. Definity allows you to fully define and express your vision.

## **Precision Sculpted**

Only Definity technology allows for precise sculpting of the carpet's surface, producing a range of textural formations. The result is carpet with a truly dimensional presence, a fusion of visual effects and tactile reality.

## **Highest Definition**

Achieve the highest definition and most precise patterns with more than twice the tufts per inch versus Axminster products.

## **Fully Customizable**

Create complex designs of any scale, small to extra large, with precision sculpting that brings pattern and texture to life.

## **Richer Palettes**

Incorporate up to 24 color values into every design, for a distinctly rich palette.









# Design with Sculptural Beauty

Create the highest handcrafted  
feel and aesthetic.

With Definity, patterns and textures are sculpted in exquisite complexity. Capture dimensional designs with cut and loop, multilevel loop and multilevel cut and loop constructions. For design flexibility, cut pile is also available at 12th and 14th gauges.

## **Expressive**

Gain full expression through texture. Complex textures dovetail perfectly with patterns of any size, for a stunning effect that Axminster cannot match.

## **Handcrafted Feel**

Explore new dimensions of design. Constructions can combine cut, high loop and low loop to provide gradations of texture and a hand-carved feeling.

## **Bold & Rich**

Build incredible richness into patterns with double density techniques that work two yarns in the same area to create sumptuous depth and intricacy.

## **Smart**

Definity is available in face weights up to 60oz. and provides greater density for luxurious comfort underfoot, exceptional durability and flexibility in budgets.











# Design Without Compromise

The beauty of carpet made with Definity is more than skin deep.

Definity carpet is the ultimate union of performance and aesthetics. It is crafted to endure in every application, while offering greater value and sustainability benefits compared to other high-end hospitality carpet.

## High Performance

Made with Colorstrand® Solution Dyed Nylon to provide greater durability and colorfastness than the 80/20 blend of lower-quality wool and nylon in a typical Axminster product.

## Made in the USA

Manufactured in America with the highest quality standards and labor force in the world, while eliminating any import duties or time consuming Customs processes.

## Shorter Lead Times

Manufacturing in the U.S. enables drastically reduced lead times as well as quicker delivery with a smaller carbon footprint.

## Sustainable

All Definity products are Red List free and feature a Declare label for transparency in ingredients. Definity carpets are also made with 25% preconsumer recycled content and are 100% recyclable at end of life.





# DEFINITY

Beyond the Imagination

## An Enhanced Definition CYP

	AXMINSTER (Generic)	DEFINITY BY DURKAN
PILE FIBER	80% Wool / 20% Nylon	100% Solution Dyed Nylon
CUT & LOOP	Cut Only	Cut, Loop, Multilevel Loop, Multilevel Cut & Loop
NUMBER OF COLORS	12 Values	24 Values
DESIGN DEFINITION	Low	High
TUFTS PER INCH	7 through 10	10 through 24
LEAD TIMES	12 to 20 Weeks	9 to 12 Weeks
SHIPPING TIME	3 to 4 Weeks	Less than 1 Week
MADE IN USA	No	Yes
IMPORT DUTIES	Yes	No
WARRANTY	10 Year Wear	15 Year Wear
TARR RATING	Heavy	Severe
SOIL & STAIN TREATED	No	Yes
ATTACHED PAD OPTION	No	Yes
END OF LIFE	Landfill	100% Recyclable



# Grade Specifications

## 12x12 Definity Cut

GAUGE	1/12
STITCHES PER INCH	12.0
AVERAGE PILE THICKNESS	.253
TUFTED FACE WEIGHT	48.00
DENSITY	5,976
WEIGHT DENSITY	286,848

## 12x12 Definity Cut/Loop

GAUGE	1/12
STITCHES PER INCH	12.0
AVERAGE PILE THICKNESS	.245
TUFTED FACE WEIGHT	48.00
DENSITY	6,171
WEIGHT DENSITY	296,208

## 14x14 Definity Cut

GAUGE	1/14
STITCHES PER INCH	14.0
AVERAGE PILE THICKNESS	.349
TUFTED FACE WEIGHT	60.00
DENSITY	5,364
WEIGHT DENSITY	278,928

## 14x14 Definity Cut/Loop

GAUGE	1/14
STITCHES PER INCH	14.0
AVERAGE PILE THICKNESS	.275
TUFTED FACE WEIGHT	60.00
DENSITY	6,807
WEIGHT DENSITY	408,420

## Common Across All Grades

PILE YARN CONTENT	Colorstrand Nylon
BACKING	Woven Polypropylene
DYE METHOD	Solution
WARRANTIES	Lifetime Limited Wear, Lifetime Static

## Durkan's Sustainability and Total Product Transparency Commitment

Through third party verification, Durkan embraces transparency for the benefit of its customers and the company. Our products hold a range of certifications that illustrate our commitment to transparency and healthy interior spaces. Together with Mohawk Group, we lead the entire flooring industry with the largest and most varied selection of products that have associated EPDs, HPDs and Declare labels. We also offer a comprehensive selection of products that meet the rigorous NSF 140 standard. All of these certificates, along with recycled content and other sustainability features of our products, are available on [durkan.com](http://durkan.com).





DEFINITY | SYNTHESIS | PDI | TUFTED | CARPET TILE  
LVT | RUBBER | SHEET | LAMINATE | HARDWOOD | RUGS



DURKAN. IMAGINE THAT.  
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