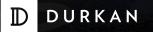


Beyond Axminster



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**Beyond Axminster** 

### 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

#### **Precision Sculpted**

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

Definity lifts luxury design to

your vision.

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.

Tulalip Resort Casino | Tulalip, WA

Tulalip Resort Casino | Tulalip, WA

# Design with Sculptural Beauty

Create the highest handcrafted feel and aesthetic.

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 handcarved 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.

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.

Argosy Casino Hotel and Spa | Riverside, MO

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The Galt House | Louisville, KY

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# Design Without Compromise

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

#### High Performance

Made with Colorstrand<sup>®</sup> 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 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.



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 STITCHES PER INCH AVERAGE PILE THICKNESS TUFTED FACE WEIGHT DENSITY WEIGHT DENSITY	1/12 12.0 .253 48.00 5,976 286,848
12x12 Definity Cut/Loop GAUGE STITCHES PER INCH AVERAGE PILE THICKNESS TUFTED FACE WEIGHT DENSITY WEIGHT DENSITY	1/12 12.0 .245 48.00 6,171 296,208
14x14 Definity Cut GAUGE STITCHES PER INCH AVERAGE PILE THICKNESS TUFTED FACE WEIGHT DENSITY WEIGHT DENSITY	1/14 14.0 .349 60.00 5,364 278,928
14x14 Definity Cut/Loop GAUGE STITCHES PER INCH AVERAGE PILE THICKNESS TUFTED FACE WEIGHT DENSITY WEIGHT DENSITY	1/14 14.0 .275 60.00 6,807 408,420
Common Across All Grades PILE YARN CONTENT BACKING DYE METHOD WARRANTIES	Colorstrand Nylon Woven Polypropylene Solution 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.



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

