



TARKETT WOOD
design EXCELLENCE



THE ULTIMATE
FLOORING EXPERIENCE

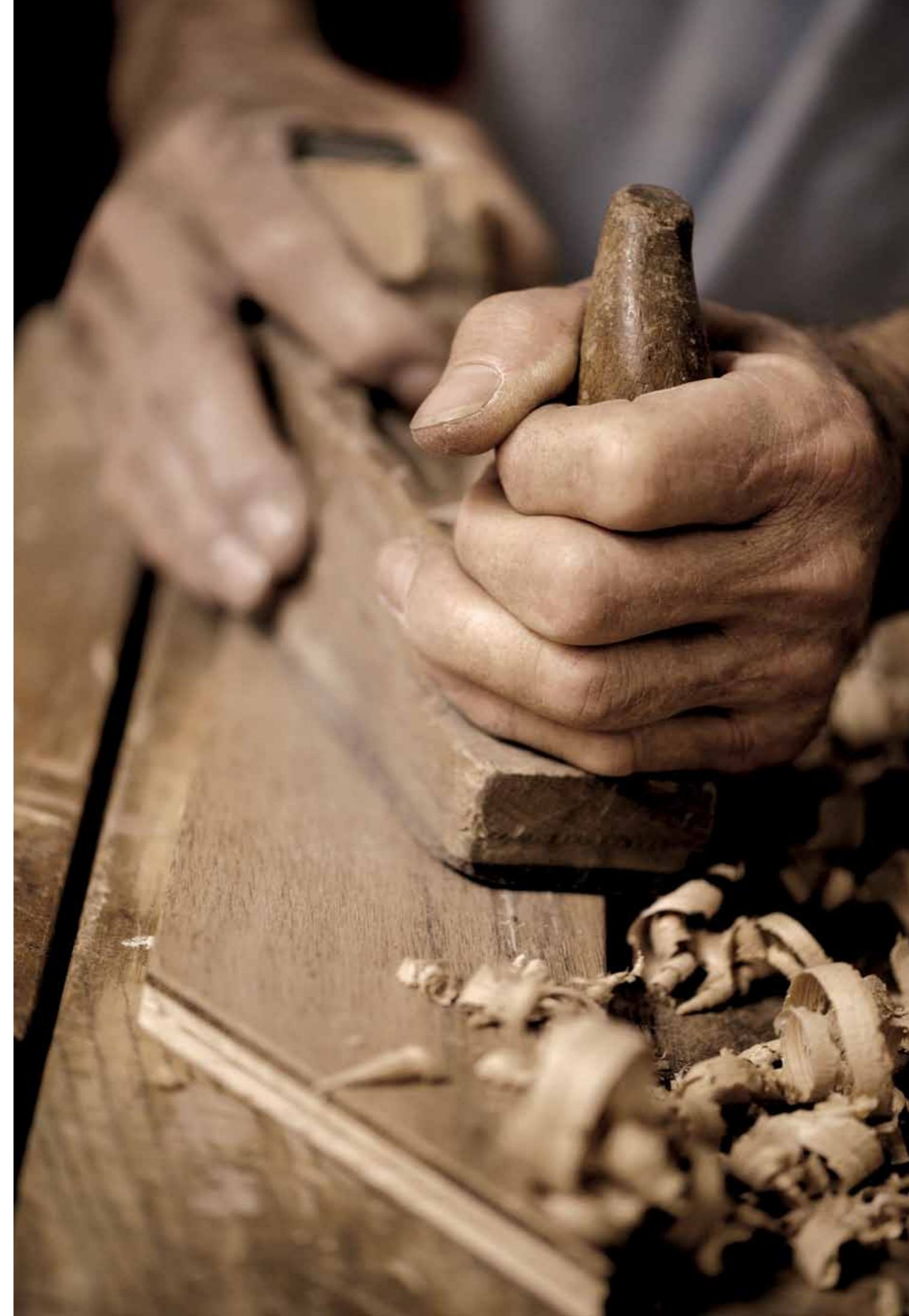


GENUINE CRAFTSMANSHIP SINCE 1886

The story of Tarkett began in the late 1800s in Malmö in Sweden, in a little carpentry workshop which was making solid strip parquet, while "multi-layer parquet" was invented some years later. Since then, making beautiful and quality floors has been our daily business. Thanks to our entrepreneurial spirit and innovative approach we have made it all the way up to here - 1,3 million square meters of flooring sold every day on a global level.



Our prefinished wood flooring designs became instant trend in interior decoration on all markets and set reference for wood decoration. This was just the beginning, driven by innovations we have reshaped industry once again by using digital printing technology on our wood flooring in order to create unique designs that could not be produced since wood was used as flooring. Not just the design, but the overall product quality was also something that formed our future as leader in wood flooring industry.



GOOD FOR YOU TO KNOW

By using digital printing, we are able to combine natural beauty of real wood flooring and infinite designing possibilities.

We have also introduced authentic Tango Vintage collection, with exquisite surface effects and exceptional beauty.

During all these years, we did not forget to think about the next generations and ensure them happier and healthier future by being environmentally responsible and committed to natural resource preservation.

WHAT DOES YOUR DREAM FLOOR LOOK LIKE?

Choosing a new floor is often a major event. It needs to be suitable for everyday use as well as for special occasions, and, not least, it needs to look good – for a long time. We believe that the most important thing is to choose a floor with an appearance that suits you and your lifestyle. That is why Tarket Wood Design Excellence is all about appearance, everything from different patterns to wood species and colours in different rooms and situations.





MY JOB IS CONTRIBUTING TO TARKETT'S EXCELLENT DESIGN

"I have been working at Tarkett for 10 years now and I am directly responsible for product design by sorting lamella into defined grades of wood. Apart from product visual appearance control, my daily task is to organize other employees at our production line and I have responsibility for final quality control – before taking further steps in production process. My work motivation comes from everyday contact with wood as natural, living material and the fact that a single lamella is not the same. For me, the most interesting part is sorting exotic wood species due to their vivid and pronounced structure. Also, I am inspired by the fact that I am creating a product which refines one's living space and contributes to warmth of their home. What I appreciate most about the company I work for is attention which Tarkett treats employees with, as well as respect for safety measures and environmental commitment."

MAJA JANJIĆ, operator at Lamella sorting line (at Tarkett since 2005)

Tarkett wood flooring is today manufactured in many different countries. The floors are manufactured in modern facilities for people and environments around the world. However, some aspects of production are still performed by hand in order to ensure the highest possible quality. This is why we strongly believe that there is nothing more perfect and capable of preserving natural and beautiful look of the wood than human eye.

WHY DO PEOPLE TRUST US?

MORE THAN

- 600.000 satisfied customers
- 200 products
- 10 surface effects
- 30 stains
- 10 additional effects
- 10 grades of wood





THE PSYCHOLOGY OF COLOR

Choosing combinations of colors in your room can sometimes be serious and hard-working task. Colors have the power to change the shape and size of furnishings as well as the shape and size of the room itself.

Generally, light colors are making rooms seem larger and brighter, while dark colors are sophisticated and warm - they give large rooms a more intimate appearance. Keep in mind that each color has a psychological value - some hues work better than others do at encouraging certain activities. For instance, blue increases productivity and creativity, objects painted in red look more attractive, while green colour means tranquility and has calming effect. Therefore, particular colors work better in certain rooms of your home because of the moods they create. Similar to the walls, flooring can set the tone for the rest of the room, so when choosing wood flooring draw inspiration from your current furniture, walls, finishes and choose a flooring that compliments these colors.

Here are some general tips and guidelines when it comes to using particular colour in different rooms, as well as combining colours of different parts of interior, such as floor, walls, furniture, etc.

WHAT MOOD DO YOU WANT TO CREATE? WHICH COLOR TO USE IN ORDER TO FEEL MORE COMFORTABLE?



GOOD FOR YOU TO KNOW

Make color count by using it on just one large object - for instance part of furniture or carpet.

For a bolder approach, try using two different colors in the same room. For example, paint a built-in bookcase or niche a shade of green in a room with blue walls, which will highlight the items on the bookcase or inside the recessed area. Of course, architectural elements can also provide continuity throughout a house if they are painted the same color in every room.



RED

Red raises a room's energy level. In the living room or dining room, red draws people together and stimulates conversation, as well as appetite. In an entryway, it creates a strong first impression. It has been proved that red color raises the blood pressure, speed respiration and heart rate. By combining red color with natural, lighter wood flooring, you can make your room look calmer and brighter.



GREEN

Green seem to be the most restful color for the eye. In the kitchen, green cools things down; in a family room or living room, it has enough warmth to promote comfort and togetherness. Green also has a calming effect and it is believed to relieve stress by helping people relax. In order to keep that tranquility in your room achieved by using green color, the advice is to use wood flooring in pastel, warm colors such as white, beige or grey.



YELLOW

LOW

Yellow captures the joy of sunshine and communicates happiness. It is perfect for kitchens, dining rooms, and bathrooms, where happy colors are energizing and uplifting. In halls, entries, and small spaces, yellow can feel expansive and welcoming. Since studies show that people are more likely to lose their temper in a yellow interior, wood flooring in yellow room should be of calm color – for instance beige or light brown.



BLUE

Blue is said to bring down blood pressure and slow respiration and heart rate. That is why it is considered calming, relaxing and serene, and it is often recommended for bedrooms and bathrooms. It also stimulates productivity and creativity, which is why it is often recommended for offices. When it comes to wood flooring, think of combining silvery greys, blues, natural wood tones and white.



PURPLE

Purple in its darkest values is rich, dramatic, and sophisticated. It is associated with luxury as well as creativity. Lighter versions of purple, such as lavender and lilac, bring restful quality to bedrooms and living rooms. Purple color can go along with both lighter and darker wood flooring – if you want to make room look bigger, then use lighter floor and if you want to maintain the level of elegance and luxury, then go for darker colors of floor.



ORANGE

Orange evokes excitement, enthusiasm and is an energetic color. It brings out all the emotions that you need released during your daily routine. Orange combines the energy of red and the happiness of yellow. Ideally, in terms of lighter hues of orange, it is advised to create contrast and depth by using dark brown wood flooring, while in terms of darker hues of orange, natural unstained flooring would be a good choice.



NEUTRALS

Neutrals (black, gray, white, and brown) are basic to the decorator's tool kit. All-neutral schemes fall in and out of fashion, but their virtue lies in their flexibility. Black is best used in small doses as an accent. Bring depth to a neutral room by using darker wood flooring. If color is not your thing, create some excitement with texture and brushed surface, which emphasizes wood grain and structure.



CHOOSE A WOOD FLOORING COLOR

When choosing wood flooring, think of your floor as a blank canvas and find inspiration in your current walls and furniture, play with lights, contrast and colors.

Light floors give a unique look and light and airy feel to a room. Open up a small room with light color of wood flooring or create dramatic look with dark flooring. Darker flooring will allow other colors in the room to pop up. If your room does not have enough light, dark flooring can make it look smaller.

CHOOSE A WOOD FLOORING STYLE

The good news is that there is a lot to choose from, when it comes to wood flooring. Choices today include not only old-fashioned wood strips in the usual ash or oak, but also flooring made from exotic wood species. Wood flooring can be as sleek and smooth with a high gloss finish or it can be rustic with natural grain and knots showing through the finish.

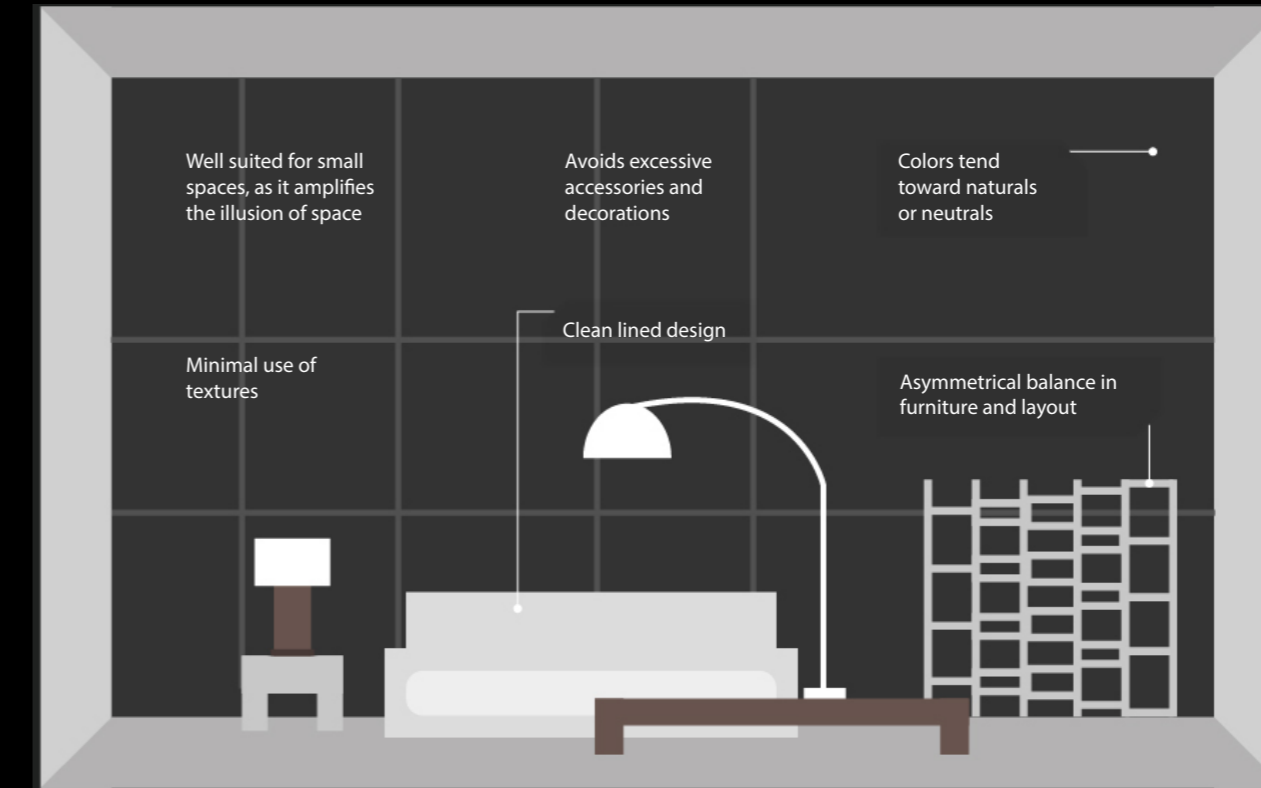
For modern home you may consider wood flooring that shows off the elegant lines of your home with lighter floors, while for traditional home you may consider dark wood floors that are reminiscent of the time period of your home. Choose a wood flooring that matches with your interior and brings out the best of your home.



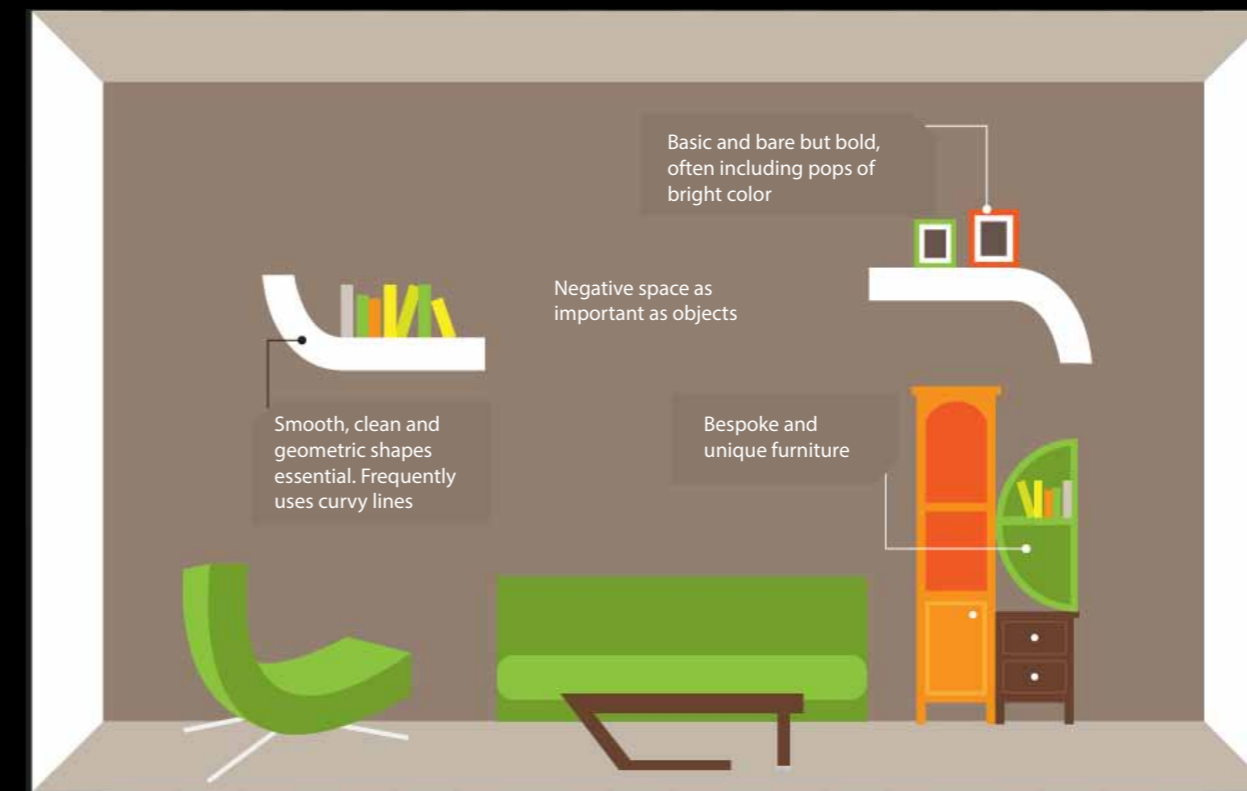
STYLE SYNOPSIS

TOP FIVE INTERIOR DESIGN STYLES

MODERN



CONTEMPORARY



GOOD FOR YOU TO KNOW

Contemporary, unlike its counterparts is not a definitive design style. Rather, the term is used contextually to mean the trends of a specific time. As a stand-alone, it refers to the design trends of the moment; thus with the upsurge in popularity of modern design, the two terms are often confused.

TOP

5

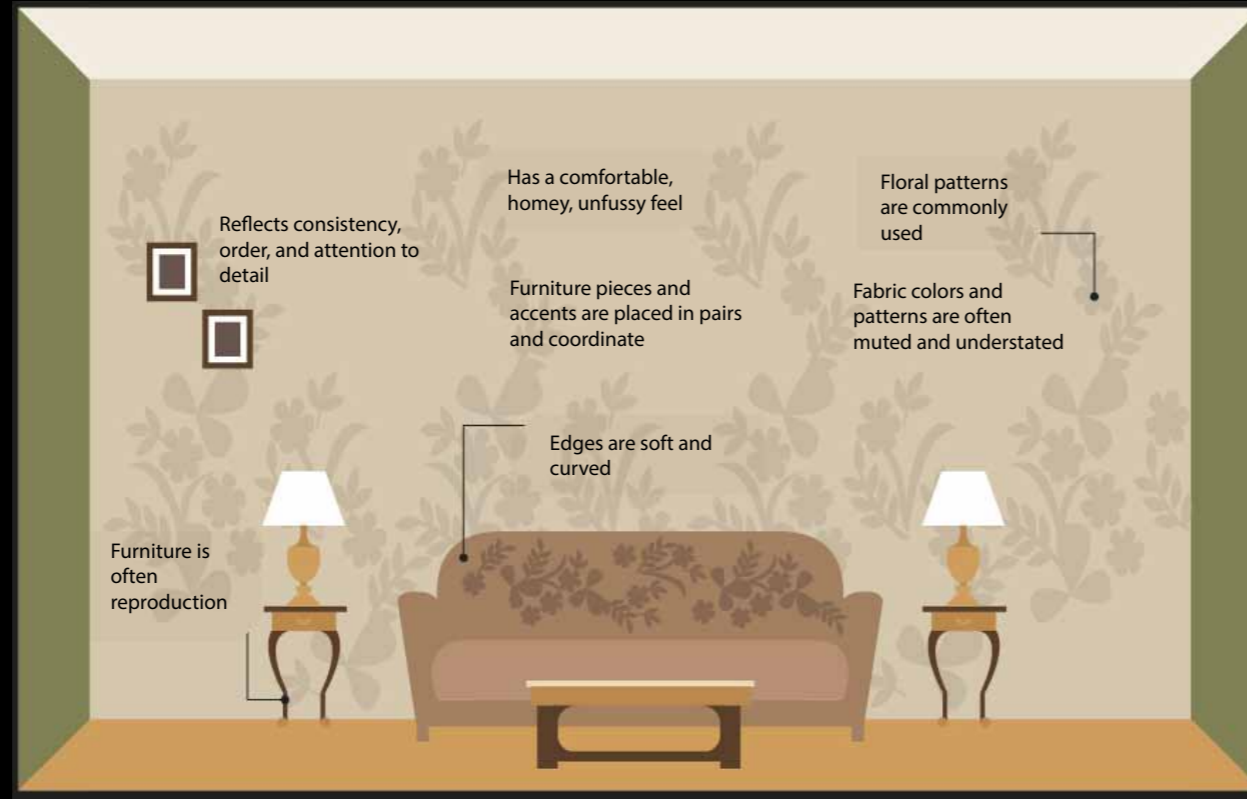
INTERIOR
DESIGN

styles

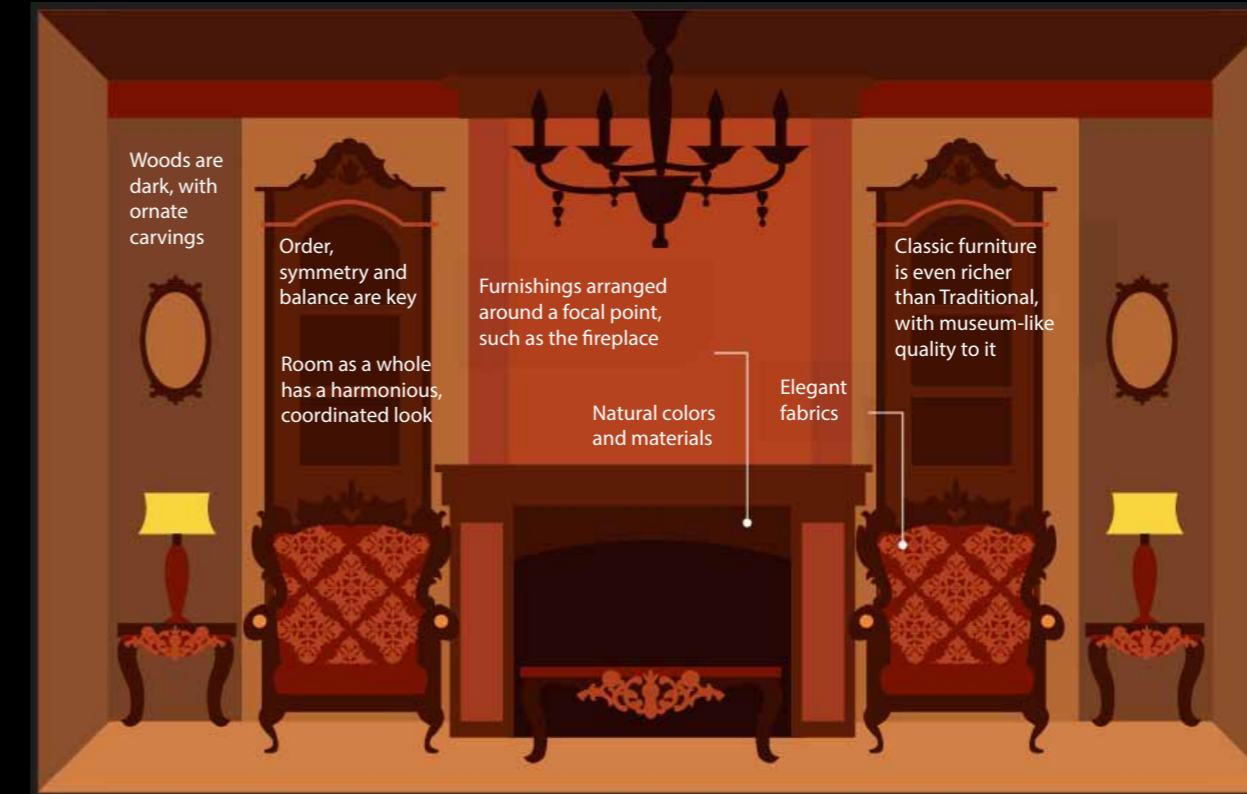
INTERIOR
DESIGN

styles

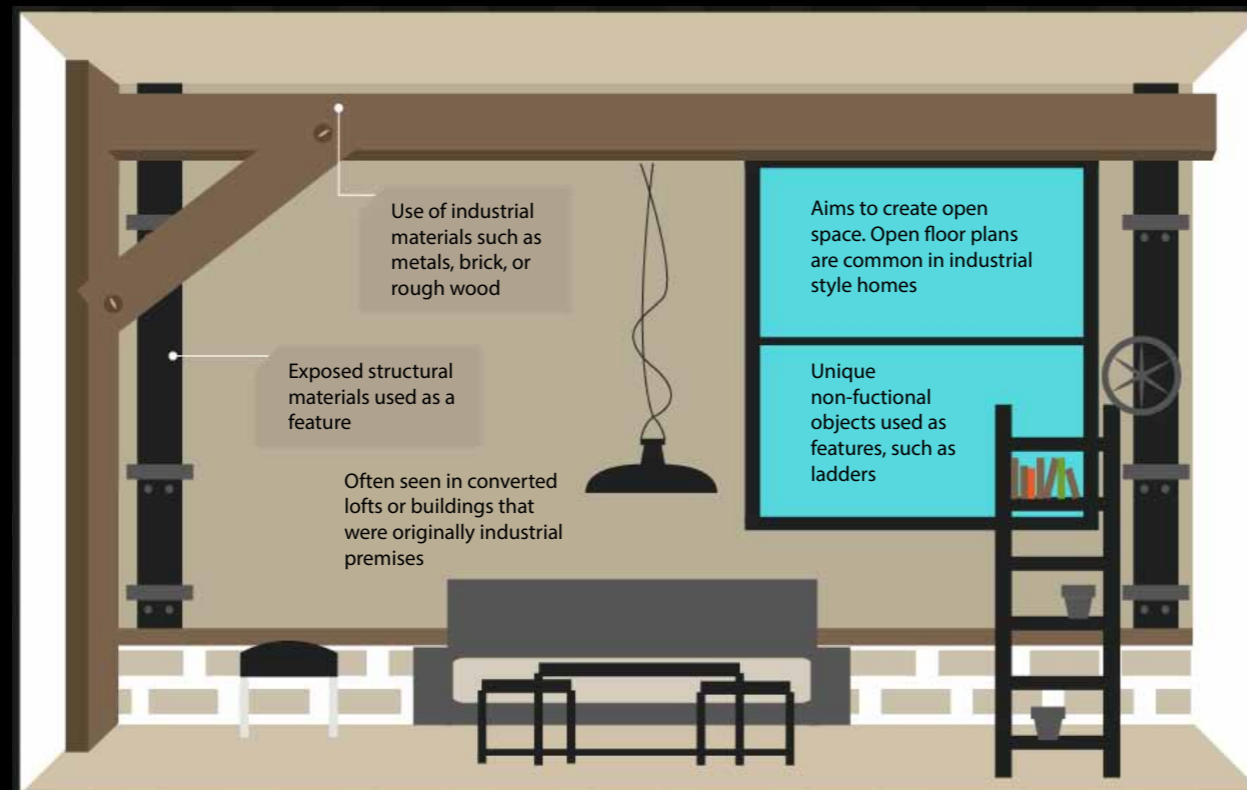
TRADITIONAL



CLASSIC



INDUSTRIAL/URBAN



SOURCES

http://www.onlinedesignteacher.com/interior_design/interior_design_styles.html#modern

<http://www.interiordesignpedia.com/interior-design-styles.html>

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<http://interiordec.abour.com/od/contemporarystyle/a/contemporarystl.htm>

<http://www.helioscreen.com.au/modern-traditional-interior-design/>

<http://www.mymove.com/resources/decorating/furniture/furniture-styles-modern-contemporary-tradeitional-and-classic.html>



FASHION FACT

There are no hard-and-fast rules when decorating your home! Feel free to mix and match design styles to create a look that is ec-lec-tic [ih-klek-tik] — derived from multiple styles/sources and reflects your personal style.



PORTO MONTENEGRO

CATEGORY
Apartments

COUNTRY
Montenegro, Tivat

INSTALLATION YEAR
2015

TARKETT SOLUTION
Tango, Oak Seashell

AREA
10200m²



REFERENCES
TARKETT



**MILANOVIĆ
INŽENJERING**

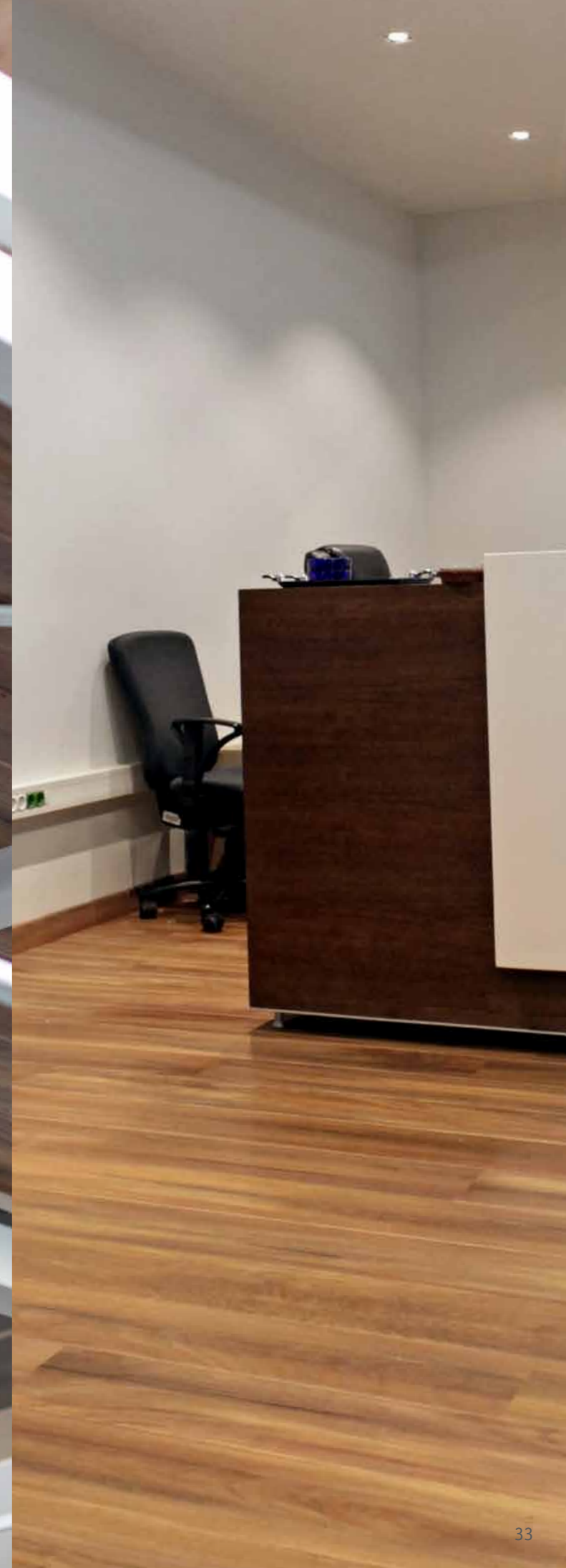
CATEGORY
Business offices

COUNTRY
Serbia, Kragujevac

INSTALLATION YEAR
2014

TARKETT SOLUTION
Tango, Oak Schwarzwald

AREA
200m²





ATERA

CATEGORY
Business hotel

COUNTRY
Serbia, Belgrade

INSTALLATION YEAR
2015

TARKETT SOLUTION
Tango, Oak Schwarzwald
Tango Vintage, Bordeaux

AREA
150m²



СЕРДЦЕ СТОЛИЦЫ

CATEGORY
Residential complex

COUNTRY
Russia, Moscow

INSTALLATION YEAR
2015

TARKETT SOLUTION
Rumba, Oak Snow
Salsa Art, Touch of Grey
Salsa Art, White Pearl

AREA
300m² - show room



DIGITAL PRINTING ON REAL WOOD

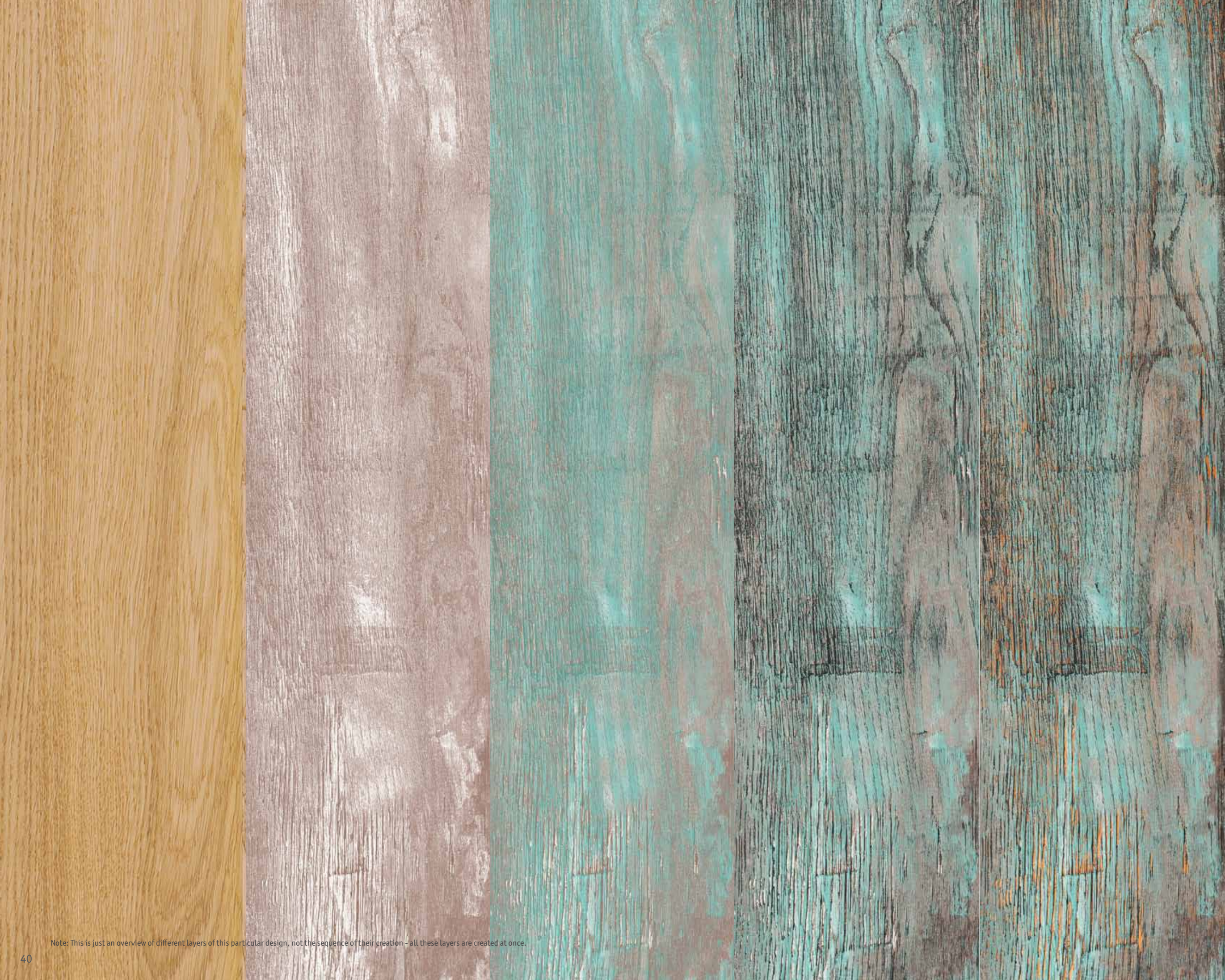
By using specially developed equipment for digital printing on real wood, Tarkett enhances natural wood beauty with unique and modern designs. Thanks to the innovative color application method and possibilities of changing colors and nuances combined with the individual grain of each board, Tarkett proudly offers a wide variety of exceptional wood flooring designs.

With digital printing technology, 130 years old tradition of creating quality wood flooring and the most modern production technology are being brought together. Tarkett sets whole new trend in decorating interiors, where wood flooring becomes part of your image and provides you with an opportunity to make your designing wishes come true. Tarkett`s wood flooring has never been so perfect.



GOOD FOR YOU TO KNOW

Each design with digital print is composed of several layers, whose color can be changed. This means that in order to create the desired design, we can choose literally infinite number of colors and nuances.



DIGITAL PRINT

COLLECTION NAME
Performance Fashion

PRODUCT NAME
Salvatore Eccentric

BOARD STYLE
1 Strip

BOARD SIZE
2215x164x14 mm

WOOD SPECIE
Oak

SURFACE PROTECTION
Proteco Strong Lacquer





CUSTOMIZED SOLUTIONS – FROM IDEA TO REALIZATION

Q: WHERE DID THE IDEA COME FROM AND WHAT WAS THE MAIN GOAL OF THIS PROJECT?

A: Design center at the level of Eastern Europe initiated this project based on experience in other flooring categories. Parquet industry has become saturated with products of different producers which are very similar to one another. We wanted to give our customers new opportunities when it comes to flooring design, uniqueness and interior decoration... in other words, "positive customer spirit", as well as to differentiate from competition. Besides, the idea was to introduce technology which will enable us to react more quickly to customers' demands and to develop designs in shorter time.

Q: WHAT ARE THE POSSIBILITIES OF DIGITAL PRINTING TECHNOLOGY?

A: It has great potential, since it allows either full product customization by order or making out-of-standard-range-products, when speaking project sales. Also, it helps us create such visual effects on board, which are not possible to make in standard staining process. One more advantage of this technology is the fact that the process of designs adaptation is much shorter.

Q: WHERE DO DESIGNERS FIND INSPIRATION FOR CREATING NEW DESIGNS?

A: Designers seek for the inspiration at different points in their environment, such as specialized magazines and fairs - « Maison Objet » in Paris, « Salone Mobile » in Milan, « 100% Design » in London. Apart from that, they are regularly visiting all important markets in Eastern Europe, in order to get insight into current market trends.



Q: HOW PROCESS OF DESIGN DEVELOPING LOOKS LIKE, FROM IDEA TO REALIZATION?

A: The ideas come from something that we see around our living environment, maybe even something that has nothing to do with floorings. Sometimes from a photo or a pattern seen in a magazine. Then we are going more into details how the final product design should look like – dimensions, colors, patterns,... After that, designer is developing the idea by printing developed design on the paper. As soon as the visual appearance aspect is satisfied, the design is being transferred to the floor board – this is the most important and complicated part of design development.

Q: HOW LONG DOES IT TAKE TO CREATE A DESIGN?

A: Depending on how demanding a particular design is, it can take up to 3 months.

Q: WHAT MAKES DESIGNS WITH DIGITAL PRINT DIFFERENT?

A: The effects that cannot be obtained in standard process of staining, such as, color gradient, the ability to print drawings on the board, endless combinations of colors in designs ...

Q: WHICH PART OF THE PROJECT WAS, IN YOUR OPINION, THE MOST INTERESTING?

A: First designs development. Namely, we developed and analyzed designs by printing them on paper, until the moment when the equipment was set. Then, everything was supposed to be prepared for printing on real wood. For us, it was the biggest challenge to manage that. After we made first tests, we were aware that we succeeded in creating unique designs on parquet, wherein the natural beauty of wood is preserved.

Q: WHAT ARE THE MOST IMPORTANT RESULTS OF THIS PROJECT UP UNTIL NOW?

A: We have proven technology which gives us aforementioned possibilities and we achieved what we desired in terms of design. Maybe the most important thing to mention is that we launched two new collections (Performance Fashion and Salsa ART Vision) with completely unique designs. For us, wood flooring has never been so perfect.

Q: HOW WILL DIGITAL PRINT TECHNOLOGY ON REAL WOOD CHANGE THE WAY IN WHICH INTERIORS ARE BEING DECORATED?

A: It brings important changes from the customers' point of view, as well. In the nearest future, it will represent the standard way of choosing and buying flooring, where customers have possibility to create their "dream floor" and where producer is able to deliver that kind of design.

Q: TO WHICH EXTENT DOES WOOD FLOORING INFLUENCE INTERIOR DECORATION?

A: Just as all other floor coverings, wood flooring takes a big part in interior decoration, since it makes one third of what is seen when you enter a room. Due to this, it has a lot of influence on creating a particular interior style.

Q: WHAT ARE THE TRENDS IN PARQUET INDUSTRY FOR 2016?

A: Wood flooring with matt, oiled, brushed surface, as well as rustical look.

DARKO ŽIVKOVIĆ, designer expert at TEE Design Center (at Tarkett since 1999)



DIGITAL PRINT

COLLECTION NAME
Performance Fashion

NUMBER OF PRODUCTS
20

BOARD STYLE
1 Strip

BOARD SIZE
2215x164x14 mm

WOOD SPECIES
Oak

SURFACE PROTECTION
Proteco Strong Lacquer



Vivienne New Look



Coco Shine



Louis New Look



DIGITAL PRINT

COLLECTION NAME
Salsa Art Vison

NUMBER OF PRODUCTS
12

BOARD STYLE
3 Strip

BOARD SIZE
2283x194x14 mm

WOOD SPECIES
Oak, Ash

SURFACE PROTECTION
Proteco Strong Lacquer

Gold Dust

Sugar Cinnamon

Ivory Dreams

True Blue

VINTAGE SPIRIT IN PARQUET BOARDS

The trend in interior design to mix old and new look continues. People like to mix different styles to create their own, personal style. The appearance of the floor may play an important role here - either by emphasizing a new, modern look or by appearing to be older than it is. Tango Vintage is a collection of wood floors with aged appearance - an appearance that brings to mind times gone by.

Inspired by tradition of the world most prominent wine regions and 130 years long experience of wood processing and manufacturing, Tarkett has created authentic and timeless Tango Vintage collection. Just like during the vintage, when grapes are being carefully picked and transformed into the wine of the finest quality, we have selected top quality natural resources and the most advanced production techniques in order to produce the unique wood flooring with exquisite surface effects such as hand scrape, saw mark and distress.

FEEL
THE SPIRIT OF
RICH TRADITION
AND BEAUTIFUL
PAST!

GOOD FOR YOU TO KNOW

The use of wooden barrels plays a significant role in winemaking and can have a profound effect on the resulting wine, affecting its color, flavor and texture.

The use of oak has been prevalent in winemaking for at least two millennia - the porous nature of an oak barrel allows evaporation and oxygenation to occur in wine. Wines can be barrel fermented in oak or placed in oak after fermentation for a period of aging or maturation. Wine matured in oak receives more oak flavors and properties than wine fermented.

A distinct characteristic of Rioja wine, for instance, is the effect of wood aging, which enhances the taste of wine.



SPECIAL EFFECTS

COLLECTION NAME
Tango Vintage

NUMBER OF PRODUCTS
8

BOARD STYLE
1 Strip

BOARD SIZE
2215x164x14 mm

WOOD SPECIES
Oak, Ash

SURFACE PROTECTION
Proteco Hardwax Oil



Andalucia



Porto



Rioja



TANGO VINTAGE, Bordeaux

VINTAGE INTERIOR STYLE

'Vintage Interior Design' is about 1940's glamor and the end of World War II. It is extremely nostalgic and looks to an elegant time in history for influences.

It is all about creating a sense of charm and history through old eclectic pieces - embracing the things of the past and enjoying them just as they are by repairing or refinishing them. Vintage interior design may have kitsch but it is also classical.

For vintage interior design, it is best to have a beautiful hardwood floor stained to a mid-tone.



TANGO ART, Violet Tokyo

USED, BUT STILL NEW AND TRENDY

In the late 80`s fashion designer Rachel Ashwell first introduced the term "shabby-chic". It is a form of interior design where furniture and furnishings are either chosen for their appearance of age and signs of wear and tear or where new items are distressed to achieve the appearance of an antique. Most pieces of "shabby chic" furniture are in average or poor condition, but it is their condition that makes them endearing and fashionable.

Shabby chic items are suitable for virtually any room, but it's important that the entire room is decorated in this style. If not, the shabby chic item will stand out in a negative way.

Items used in decorating shabby-chic style may be visibly or intentionally distressed and/or vintage in appearance. These items are often heavily painted through the years, with many layers showing through obviously timeworn areas. Besides white, the shabby chic style also includes soft neutral colors such as sky blue, rose pink and beige tones. The feel is warm and welcoming and in order to create that shabby-chic feel start with the floor. Distressed hardwood covered in old lace or floral throw rugs is a great place to begin your decorating. The floor should be telling to guests "walk-on-me."



TANGO, Oak Antique BR



SKIRTING - PERFECT MATCH

Skirting boards are an essential element for a finished, subtly sophisticated look of the interior. This detail gives final touch to the interior design and provides finished look of the floor. Skirting boards have not just the pure function of covering the junction between the floor and wall, but nowadays, give a wide variety of choices for expressing individuality in terms of decorating interior.

When developing skirting boards, Tarkett takes into account customers demands to have perfect match between wood flooring and skirting designs. At the same time, Tarkett skirting boards are developed in the way to satisfy not only aesthetics, but also performance criteria. Tarkett skirting helps emphasizing the character by adding a subtle highlight to an interior.



GOOD FOR YOU TO KNOW

The height and color of skirting boards can influence our sense for space. For instance, if your wall is lower than usual wall is, skirting should be lower too - because higher skirting decrease sense of room height. This sense is much more emphasized if there is contrast in color between wood flooring and skirting.

HIGH PROFILE SKIRTING

White color in terms of interior design means exclusivity and sophistication. When it comes to skirting, if you add white color to high profile with curved look, then the result is classy with style. Tarkett developed white skirting boards in high profile just for that purpose – to enrich the most modern interior and to make a home look more 'stylish'.



MODULAR

Modular skirting gives an opportunity to make a kind of two-tone skirting board, so that the color of module enhances the basic white color and transforms this skirting board into a real design feature. Several module colors allows you to, either make contrast or to make calm combination for your interior.

WOOD - PERFECT ELEMENT OF EVERY INTERIOR

Wood is a multifunctional material. History reminds us of the importance of wood, which has provided us with practical tools, helped us cross the seven seas and given us a roof over our heads. It's of much use in home decor, as well as architecture and outdoor decoration and design.

Wood has a unique character and it lends an air of permanence and character to a home. If it is crafted with attention, it will endure many years and can be passed down through the generations. One of the most important things about decorating with wood is how well it blends with the rest of your interior design - draperies, area rugs, furniture and accessories.

FEEL
THE SPIRIT OF
THE NATURE!

GOOD FOR YOU TO KNOW

Walnut is grown in different countries and climates and therefore has many different shades and temperaments. It is well-known to be resistible to expanding or shrinking, as another wood would do in normal circumstances. This is a good thing, considering that airplane propellers are structured out of one walnut specie.

Whether high in the air, or firmly grounded on a floor, walnut is a great ally in design.



WOOD DETAILS

Wood floors, ceilings and walls are the most traditional ways to use this natural material in home design. Wood furniture is another inspiring way to involve environmentally friendly element in a home décor.





WALL COVERING

Wooden wall coverings are one of the earliest forms of interior decoration. Throughout the history, the walls of European castles were decorated in that way – not only to keep the room fresh, but as status symbol - to show off the wealth and luxury.

Walls made of natural wood connect the interiors to the peace-giving outdoors, by reminding to be surrounded with simple, natural materials. Also, if combined with wood flooring design, you have opportunity to emphasize the individuality of your living space. Wooden wall coverings create a cozy atmosphere, give an interior a noble look and depending on direction the boards are installed, these can make a room look more spacious.





ENVIRONMENTAL COMMITMENT

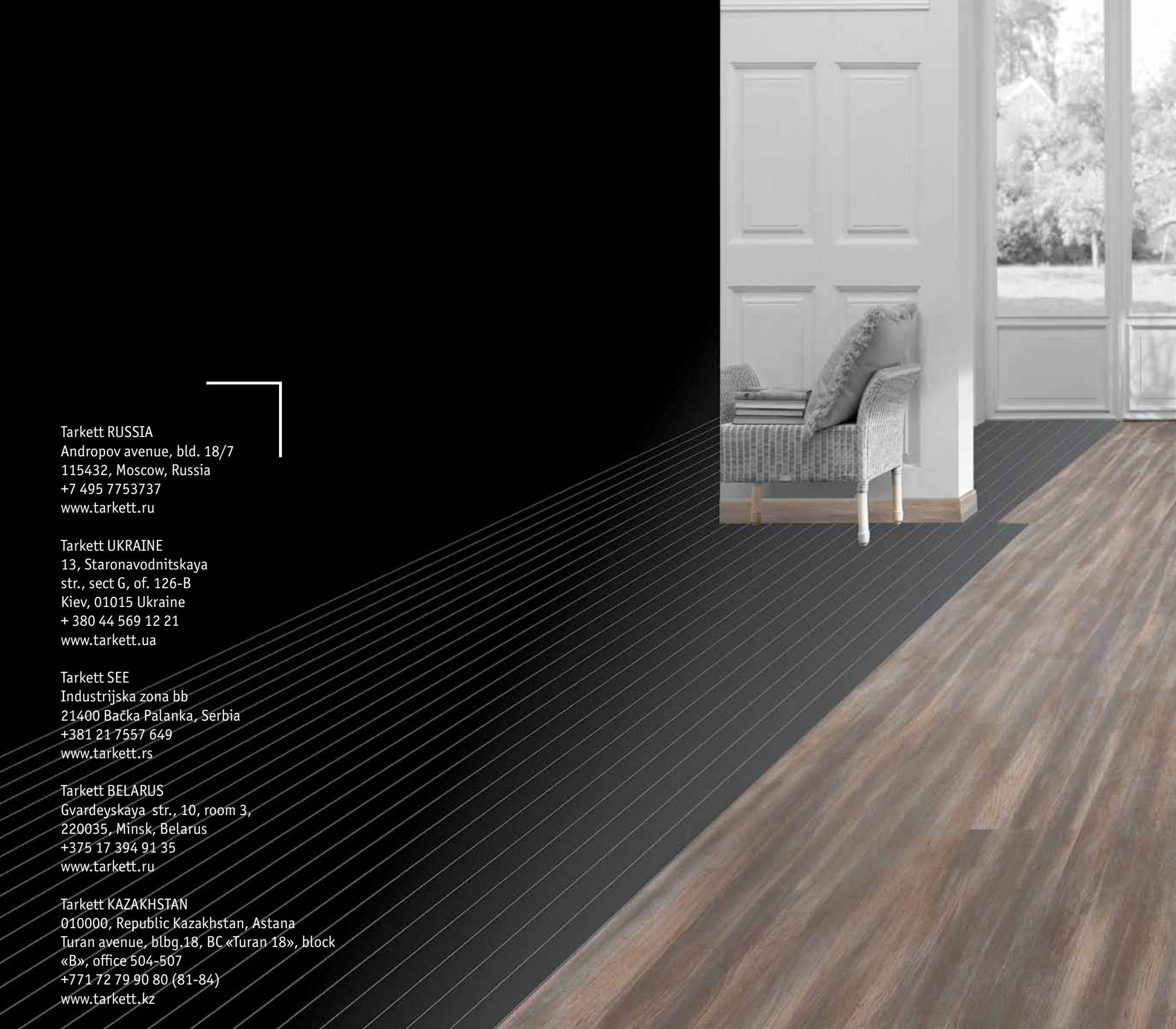
Tarkett is strongly committed to the environmental responsibility throughout all processes – from purchasing and using certified forest resources to producing and delivering eco-friendly products to the end consumers. We developed a strong sense of responsibility for the environment and therefore manufacture products in modern recycling society, without making compromises regarding product design and function. In our production, we reuse wood waste for making energy. Tarkett is devoted to promoting environmental excellence which can be trusted.

Our commitment to maintaining sustainable environment has been proved by several certificates.



SUSTAINABILITY

Long-term sustainability means making smart choices – getting the right balance between technical quality and performance, different ecological aspects and aesthetics, while considering expense. Tarkett is working towards sustainable development in cooperation with different organizations. Our wood flooring has been awarded with Silver level of Cradle-to-Cradle™ certification program, which evaluates environmental characteristics of a product throughout its life in circular economy. Our wood flooring factory is also FSC™ certified.



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THE ULTIMATE
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