



**FOR IMMEDIATE RELEASE**

**Subtractive Layers wins Best of NeoCon Silver Award  
Patcraft Premiers LVT Collection Inspired by Original Paintings**

**Cartersville, Ga.** – Patcraft is pleased to announce that its upcoming LVT collection, Subtractive Layers, which was previewed at this year’s NeoCon, also won a prestigious Best of NeoCon 2017 Silver Award. Using foundational methods of art to explore new ground, the Subtractive Layers collection includes two styles, Remove and Withdraw. Available in 12” x 24” tiles and 20 colors, Subtractive Layers is a dryback product that provides a unique and dynamic aesthetic across all markets.

The collection was designed by Kelly Stewart, Patcraft’s Hard Surface Designer, who worked from her original acrylic paintings, inspired by artists Harry Morgan and Pierre Soulages, creating an authentic process for this collection’s design. For the paintings, Stewart used a broken comb to achieve a linear texture that became an integral part of the Remove and Withdraw style designs. Both tiles within the collection were made by manipulating scans of Stewart’s original paintings and layering them over one another. The final tiles showcase both a simpler and then more complex design that stand alone beautifully or can be coordinated together.

"I loved the textures that both of the artists created," said Stewart. "For the paintings that inspired Subtractive Layers, I chose to work with acrylic paints and used a palette knife and a comb for the process. A simple stroke of the comb created a beautiful, rich texture and removed the paint, letting the canvas shine through, while also creating peaks and valleys that added depth, shadows and highlights."

Subtractive Layers is designed to withstand physical demands, and products feature a 20-mil wear layer to enhance product durability and performance in high demand environments. This collection supports human performance with the roller mobility of hard surface, ease of installation and maintenance, and clean, modern aesthetics to improve the overall occupant experience.

"Kelly’s designs give life to a layered, modern texture and striations of contrast come from removing paint intentionally to create color shifts in individual tiles," said Shannon Cochran, Patcraft Vice President, Creative and Design. "This painterly quality adds to its visual and layered colors are reminiscent of painted canvas."

Patterns are inspired by a subtractive process and texture is added by removing material. With every subtraction, texture is multiplied, color magnified, and composition unified. With Subtractive Layers, Patcraft explores ways to add less and reveal more.

**About Patcraft**

Part of Shaw Industries, Patcraft is a leader in high-performance commercial flooring, delivering performance carpet tile, broadloom and resilient with innovative design and superior service to meet the needs of every market sector.

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