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Tandus Flooring Showroom at NeoCon® Is More Than Meets The Eye

Showroom 3-391 is designed to show beautiful product and to tell a story

(Chicago, IL – June 13, 2010) Each year the Tandus Flooring permanent showroom at the Merchandise Mart in Chicago is designed to showcase stunning products and it's done with understated and tasteful storytelling about the company through imagery, technology and sustainable design.

Jon Otis and his team at New York-based Object Agency have been charged with the design of the Tandus Flooring showroom for the fourth year ensuring the design highlights the new products while the spirit of Tandus Flooring is captured in the space.

“The showroom is intended to be like an art gallery in that we view the product displays as ‘installations,’” said Jon Otis, Object Agency, Principal. “This serves as the perfect medium to tell the story of the designer, to tell the story of Tandus Flooring. This year’s design hones in on the company’s heritage of innovation using visual graphics as well as cutting-edge technology to communicate this message.”

Sustainability and design are combined throughout the showroom beginning with the built environment—a permanent space that saves energy and costs. Every element within the showroom is carefully considered for sustainable attributes with the highest level of aesthetics to enhance the overall experience.

Guests are able to get closer to the products as the floor isn't the only place to see Tandus Flooring products as they also are found on elevated platforms. This year's platforms are constructed of 92 percent post-consumer recycled content aluminum and are 100 percent recyclable. The furniture is constructed of recycled cardboard tubes used for last year's product platforms. The material is 100 percent recyclable and will be used in future Tandus Flooring showroom designs.

As guests wander through the showroom the story of Tandus Flooring is told through visually stunning graphics, which are 100 percent recyclable, and with the touch of a button via iPads. Tandus Flooring will feature four of this year's hottest gadgets in the showroom as a medium to see new product images, access the Tandus Flooring showroom, watch video or simply explore this new device.

“Whether it's through visuals, technology or personal communication, we narrate our story throughout the showroom's customized design,” said Tom Ellis, Vice President of Marketing at Tandus Flooring. “While new products are the stars of the show, collaboration made it all possible. Two exceptional textile designers, Jhane Barnes and Suzanne Tick, are showcasing innovative product designs in Powerbond®, modular carpet and broadloom. Object Agency



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captured their inspiration and our heritage of innovation perfectly to help communicate how design, technology, innovation and the environment all work in tandem.”

For updates and information on this year's new products, log onto our Tandus at NeoCon website at TandusatNeocon.com and follow us on Twitter @TandusatNeocon.

About Tandus Flooring

Tandus Flooring (www.tandus.com) creates innovative floorcovering solutions through our unique product line of Powerbond[®], modular tile, 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 its 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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