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## **Tarkett Hospitality Introduces "Texture Lab": An Artful, Value-Driven Broadloom Collection Inspired by the Rhythm of the Handmade**

**DALTON, Ga. (June 2, 2026)** – Tarkett Hospitality has announced the launch of **Texture Lab**, a new running-line broadloom carpet and custom area rug collection designed specifically to bring high-end, tactile craftsmanship into hospitality guest rooms at an exceptional value.

The Texture Lab collection is rooted in organic artistic exploration. The design process began by layering paint, manipulating everyday materials and allowing patterns to form through chance as much as control. These tactile experiments became the foundation for a series of sophisticated, repeating designs that embrace the organic feel, rhythm and depth of handmade artistry. Texture Lab was engineered to solve a common challenge for hospitality designers: delivering a premium, memorable aesthetic while strictly adhering to property budgets.

"Today's owners and designers are looking for flooring that feels bespoke and deeply comforting, but guest room renovations require a highly disciplined approach to value," said Kim Drautz, president of Tarkett Hospitality. "With Texture Lab, we've struck the perfect balance. We're delivering a sophisticated, design-forward collection specifically scaled and priced for guest rooms, ensuring properties can elevate their guest experience without compromising their bottom line."

The collection features eight distinct styles that beautifully capture the essence of raw, hand-manipulated materials, including Channeled, Crinkled, Flocked, Folded, Hatched, Scored, Slubbed and Waffled. Each style is available in four softened, versatile colorways—Tinged Mink, Peacock Patina, Shadow Glaze and Peppered Enamel—allowing for seamless integration into various interior palettes.

"The entire collection began with genuine tactile experimentation in our design studio—layering paint, folding materials and embracing the imperfections that happen

when crafting by hand," said Amber Osiecki, Tarkett Hospitality's creative director. "We wanted to translate that raw, human rhythm into carpet. The result is a series of patterns that bring an artful sense of depth and authentic craftsmanship to a space, giving guest rooms a warm, grounded and residential feel."

Understanding the evolving layout needs of modern hospitality spaces, Tarkett Hospitality has built maximum flexibility into the release. While engineered as a high-performance running-line broadloom, every pattern in the collection can also be ordered as a custom area rug to accent hard-surface or mixed-material flooring layouts. To complement the eight core styles, Tarkett has introduced a series of custom companion patterns. Designers can visit the interactive Custom Design Studio on the Tarkett Hospitality website to recolor these patterns, visualize them in a variety of room settings and save designs by project to perfectly realize their unique vision.

Texture Lab does not sacrifice durability or sustainability for its budget-friendly price point. Built with Tarkett's Dynamics Multi-Level Cut/Loop construction, the collection delivers robust performance engineered for moderate hospitality traffic. Furthering Tarkett's dedication to eco-innovation, the manufacturer has begun using low-carbon nylon with a 100 percent recycled content resin for the Lextron™ SD fibers of its hospitality carpet products. This cutting-edge solution will lead to an increase of over 2,500 tons per year in recycled raw materials and a reduction in greenhouse gas (GHG) emissions of over 11,000 tons CO<sub>2</sub>e per year.

The collection also aligns with Tarkett's commitment to a circular economy. Texture Lab qualifies for Tarkett's ReStart® flooring take-back and recycling program, ensuring that old flooring can be diverted from landfills and recycled. The collection carries a 10-year limited warranty and is CRI Green Label Plus certified, guaranteeing strict adherence to indoor air quality standards.

For more information about the Texture Lab Collection, to explore custom coordinates, or to contact a local Tarkett Hospitality representative for product samples, please visit [www.tarketthospitality.com](http://www.tarketthospitality.com).

### **About Tarkett Hospitality**

With more than a century-long heritage of flooring innovation and best-in-class custom design, Tarkett Hospitality helps you create unforgettable guest experiences. Our unmatched custom design capabilities for carpet and LVT help you showcase each property's signature style, while our global footprint makes it easy to carry a consistent brand vision throughout the world. Tarkett Hospitality's portfolio of flooring solutions for every space includes tufted broadloom

carpet, Axminster woven carpet, area rugs, LVT, rubber tile, and wall base, just to name a few. Whether you build around our running-line products and accessories or customize one of our patterns, you'll find the right blend of industrial innovation, artful craftsmanship, and lasting performance.

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