



**FOR IMMEDIATE RELEASE**

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**Tarkett Hospitality Postcard Collection  
Launching at BDNY 2021 (Booth #1635)**

**DALTON, GA, November 1, 2021** — Like many companies during the pandemic, Tarkett Hospitality has been finding new ways of working remotely. For the creative team, this was especially challenging since the close-knit working family drew inspiration from their camaraderie and creative thinking sessions. As a way of keeping their connection strong, the team started mailing handcrafted postcards to each other. These mini works of art are now celebrated in Tarkett Hospitality's new Postcard Collection.

"No matter how many hours we collaborated on Zoom, it couldn't replace the creative workshops we used to do together," says Amy Jaekel, creative director for Tarkett Hospitality. "We missed experiencing the color and texture of each other's work in person. Postcards became a way to visually and tactically share our ideas. We expressed ourselves through drawings, paintings, and words of encouragement. Some were abstract, others realistic, or a combination of the two. The result was a collection of 49 cherished compositions that have been translated into carpet patterns by the receiving designers."

Any pattern in the Postcard Collection can be tailored to fit specific budget and project requirements. Designers can choose from Axminster woven, Digital Dye Injection (DDI), or tufted constructions, along with a variety of fiber types, textures, colors, and pile weights. Postcard styles can also be made into custom rugs to enhance guest rooms, lobbies, and other open spaces.

The Postcard Collection will be on display at BDNY New York 2021 from November 14-15 in Tarkett Hospitality Booth #1635.

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**Photos are available in the following Dropbox:**

<https://www.dropbox.com/sh/kosf91cxkalgxq5/AABkM9sfu78LyQQgxyDDbyZga?dl=0>

**Photo Captions: Pattern Photos:** *Pattern AX1084-9, Pattern INJ661 and Pattern V1494 from Tarkett Hospitality's Postcard Collection. Room Scene Image: INJ661 from Tarkett Hospitality's Postcard Collection.*

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### **About Tarkett Hospitality**

With more than a century-long heritage of leading innovation, best-in-class custom design, and an unwavering commitment to circular economy, 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 Axminster woven carpet, tufted broadloom carpet, LVT, rubber tile, wall base, just to name a few. Whether you combine our running-line products and accessories in new and unexpected ways, or customize one of our patterns, you'll find the perfect blend of industrial innovation and artful craftsmanship, lasting performance and beautiful aesthetic.