

VOLUME 3

# SHIFT





S I M

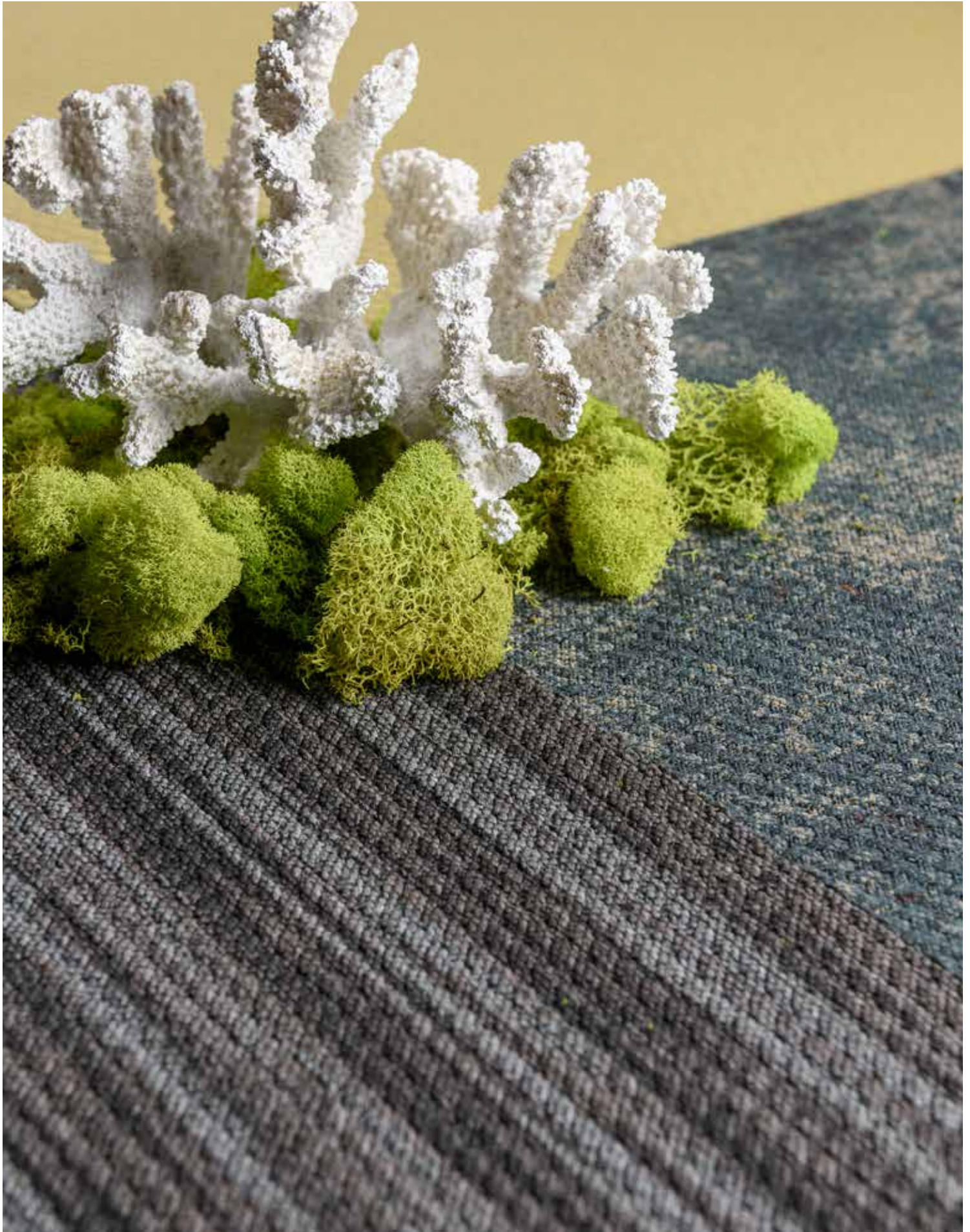
P A T

An exploration of inspiration from J+J Flooring Group. Designed to change perspectives and spark new ideas, Shift is about color and creativity, bold decisions and beautiful statements. It challenges us to see flooring as a blank canvas, limited only by the stretches of our imagination. We hope it does the same for you.

I C O

This volume of Shift takes on Simpatico: the quiet moment when the unknown becomes the trusted familiar. Here, harmony springs from unexpected pairings of pattern and texture, tone and color, movement and emotion, like the unspoken, yet shared experience, of a stranger turned friend.





S I M  
P A T  
I C O

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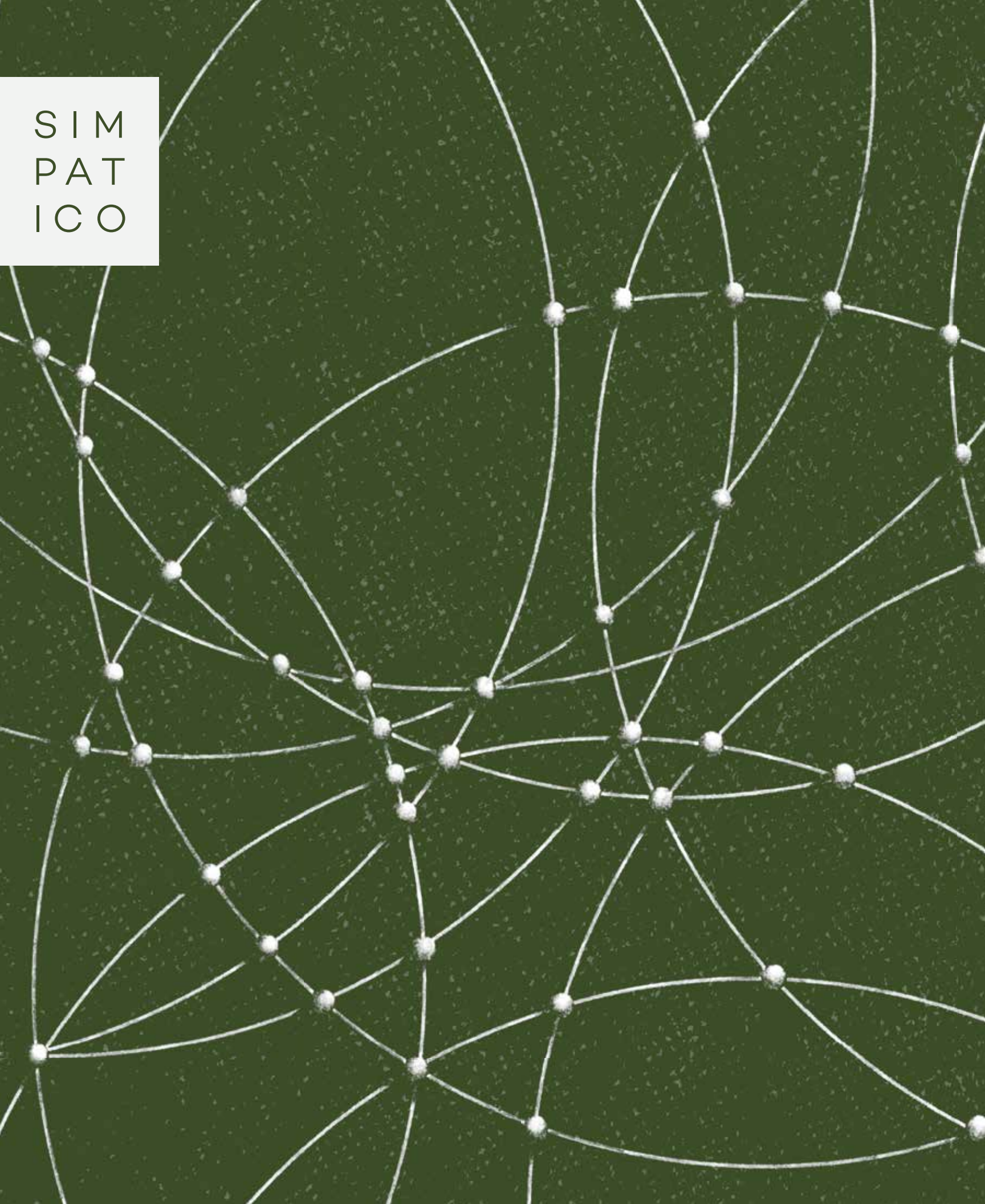
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## [ SYMBIOTIC ]

Moss on a wet forest floor, inching toward the base of a towering tree – they choose to grow in coordinated harmony.

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We begin as one, only to overlap in our shared experience. At times orchestrated, but often unexpectedly, we collect others as others collect us, to emerge out of the soil and grow beyond the forest canopy.













7019 Inception | 1742 Generate  
7019 Inception | 1739 Plan  
Z061 Median | 1744  
7031 Chroma | 1977 Electric



7092 Sketch | 2113 Offset  
7091 Schematic | 2113 Offset  
Z062 Patina II | 201  
7031 Chroma | 1982 Brilliant



1830 Put a Cork In It | 2182 Stein  
1822 Analog Mono | 1553 Link  
1817 Propel | 1707 Advance  
1816 Pop | 1716 Esmeralda







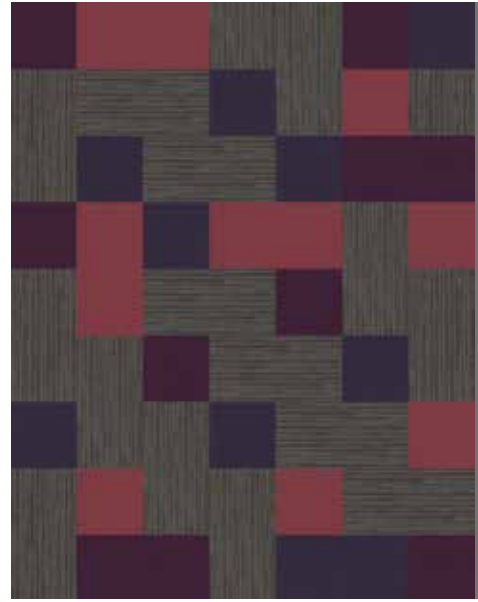








1825 Timber | 1926 Buckthorn  
 1816 Pop | 1710 Mostaza  
 1813 Accelerate | 1594 Gain  
 1813 Accelerate | 1593 Increase



1825 Timber | 1926 Buckthorn  
 1813 Accelerate | 1600 Quick  
 1816 Pop | 1713 Violeta  
 1816 Pop | 1714 Morado



1825 Timber | 1923 Aspen  
 1816 Pop | 1712 Rojo  
 1816 Pop | 1719 Azul  
 1816 Pop | 1717 Cielo



1825 Timber | 1923 Aspen  
 1816 Pop | 1714 Morado  
 1816 Pop | 1719 Azul  
 1813 Accelerate | 1594 Gain













1816 Pop | 1717 Cielo  
1829 Foundry | 2079 Workroom  
1829 Foundry | 2080 Studio  
1825 Timber | 1926 Buckthorn



1816 Pop | 1715 Verde  
1829 Foundry | 2082 Mint  
1829 Foundry | 2079 Workroom  
1825 Timber | 1925 Cypress



1813 Accelerate | 1600 Quick  
1829 Foundry | 2079 Workroom  
1829 Foundry | 2080 Studio  
1825 Timber | 1925 Cypress











V5001 Framework | 1014 Partition  
V5001 Framework | 1015 Beam  
V5001 Framework | 1011 Header



V5000 Classics | 1001 Archetype  
V5000 Classics | 1008 Paradigm  
V5000 Classics | 1003 Heirloom



V5000 Classics | 1001 Archetype  
V5000 Classics | 1008 Paradigm  
V5000 Classics | 1000 Notable 1000



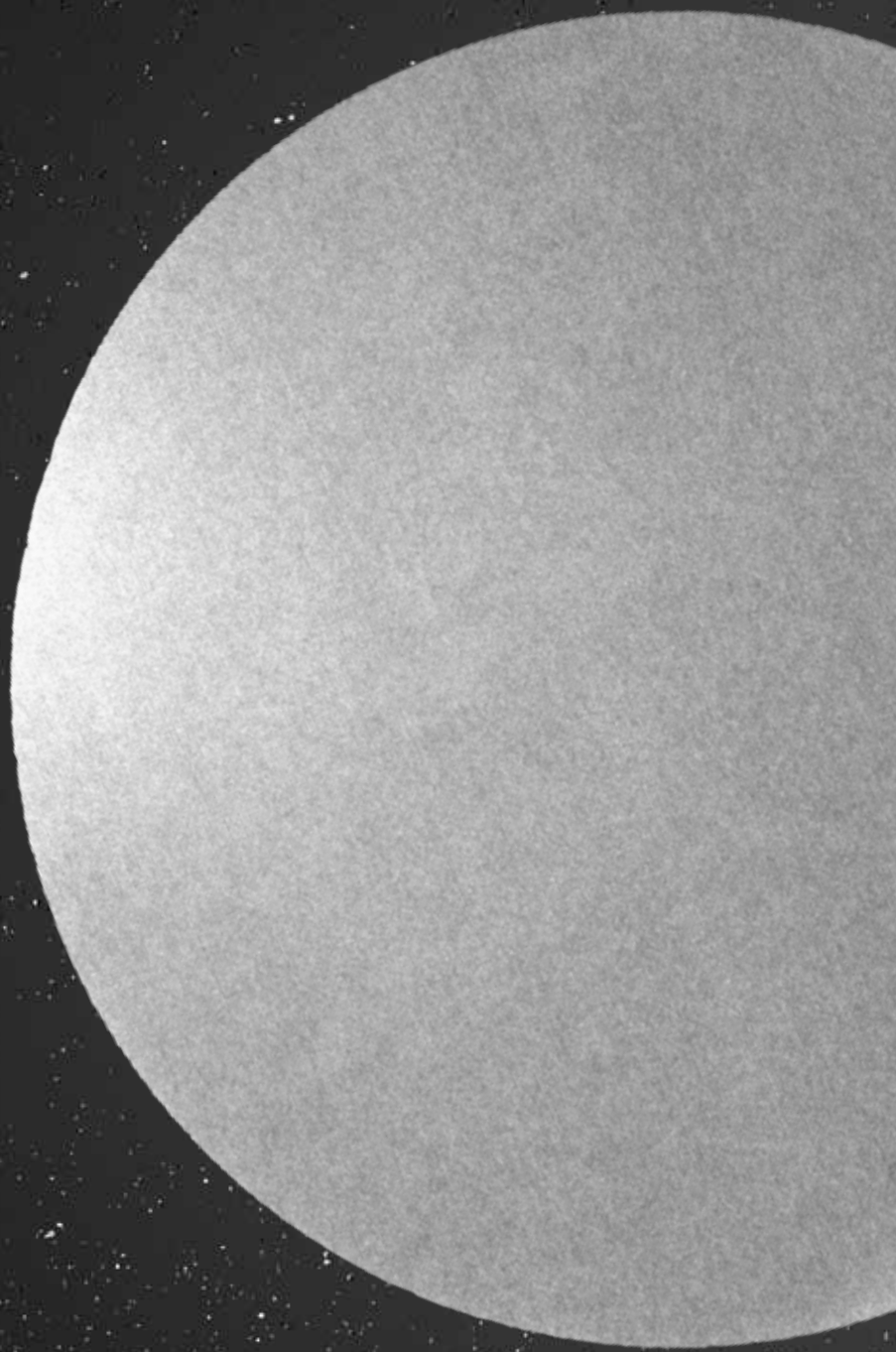
V5000 Classics | 1003 Heirloom  
V5000 Classics | 1008 Paradigm  
V5000 Classics | 1006 Legacy



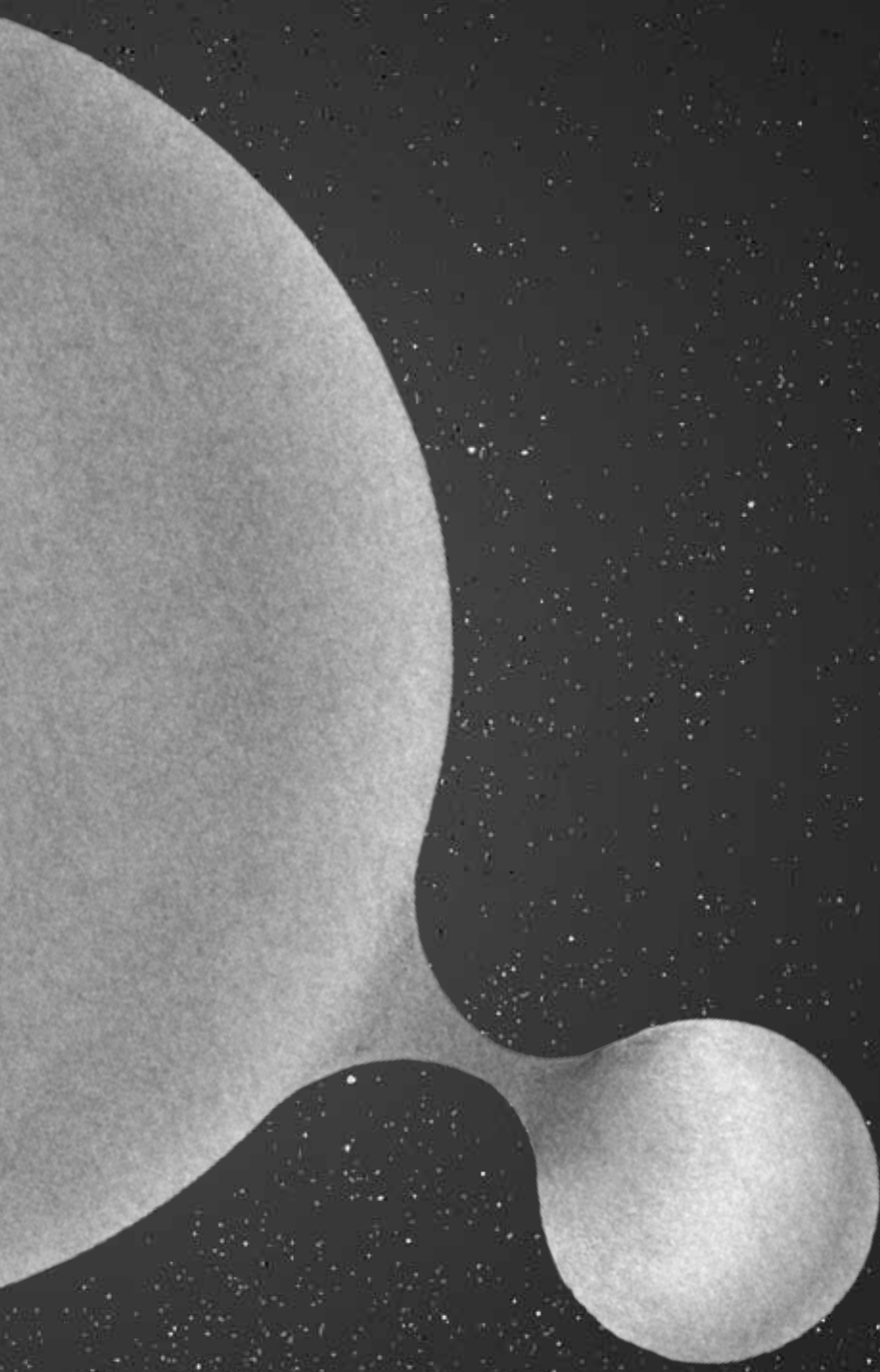




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# [ SYZYGY ]

Light and dark. Fire and water.  
The moon and the sun.  
Inseparable contrasts steadied  
by the magnitude of the other.  
Yin balanced by yang.

---

But how can we be sure the yin we  
encounter today will not outweigh the  
yang of tomorrow? Will one always align  
with the other in a single choreographed  
dance of opposing, yet equal and inspired  
movements? To open our eyes, don't we  
first have to close them?

















1813 Accelerate | 1593 Increase  
 1822 Analog Mono | 1555 Equivalent  
 1822 Analog Mono | 1552 Correlate  
 1822 Analog Mono | 1559 Match  
 1822 Analog Mono | 1558 Resemble  
 1816 Pop | 1717 Cielo



1813 Accelerate | 1594 Gain  
 1832 Tri-Plex | 2289 Ring Circus  
 1829 Foundry | 2084 Co-op  
 1817 Propel | 1702 Guide  
 1817 Propel | 1705 Nudge  
 1816 Pop | 1712 Rojo



1817 Propel | 1708 Outpace  
 1825 Timber | 1920 Ironwood  
 1829 Foundry | 2084 Co-op  
 1817 Propel | 1707 Advance  
 1816 Pop | 1710 Mostaza



Z062 Patina II | 201  
 7246 Impulse III | 1432 Give It A Whirl  
 7008 Index | 1837 Publication  
 7074 Elevated | 2060 Landmark  
 7031 Chroma | 1979 Tinge









1826 Strata | 1853 Volcanic  
1826 Strata | 1854 Silt  
1819 Umbra | 1766 Eclipse



Z061 Median | 1743  
Z063 Bramble | 201  
7031 Chroma | 1979 Tinge



7019 Inception | 1748 Concept  
7019 Inception | 1733 Thought  
Z061 Median | 1743



7062 Organic Raku | 2350 High Fire  
7035 Embossed | 1988 Stipple  
7031 Chroma | 1957 Luminance









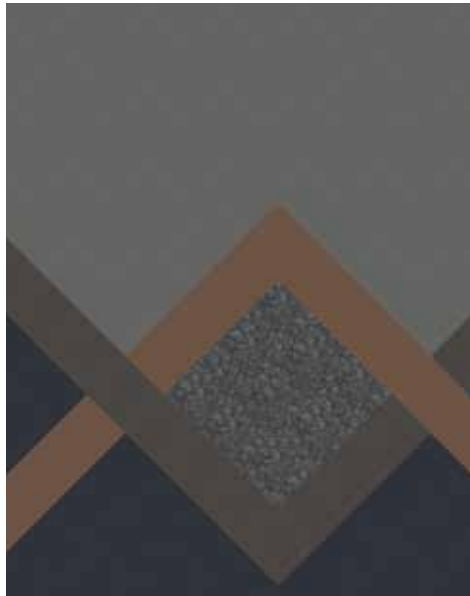




7037 Passages | 2042 Corridor  
 7037 Passages | 2044 Aisle  
 7058 Terra Coloris | 2307 Vermilion  
 7058 Terra Coloris | 2311 Hematite  
 7031 Chroma | 1982 Brilliant



7027 Mineral | 1792 Topaz  
 7037 Passages | 2040 Avenue  
 7092 Sketch | 2110 Feature  
 7958 Terra Firma | 2011 Panamint  
 2305 Terra Coloris | 2305 Cadmium



1817 Propel | 1709 Breakthrough  
 1813 Accelerate | 1593 Increase  
 1832 Tri-Plex | 2293 Dog Night  
 1813 Accelerate | 1598 Speed  
 1817 Propel | 1707 Advance



V5000 Classics | 1005 Venerable  
 V5000 Classics | 1006 Legacy  
 V5000 Classics | 1008 Paradigm  
 V5000 Classics | 1007 Curio

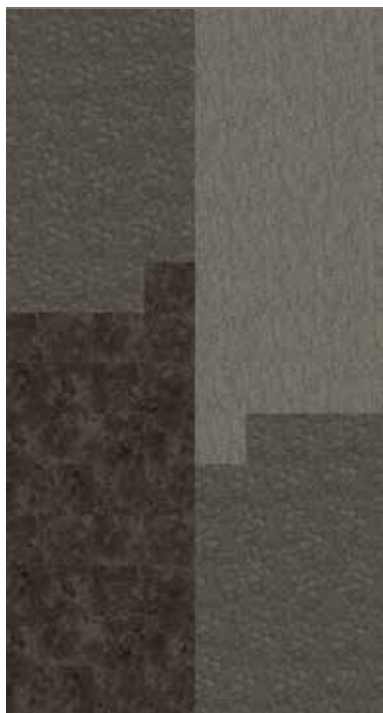












1829 Foundry | 2080 Studio  
1830 Put a Cork In It | 2197 Drum  
1832 Tri Plex | 2295 Musketeers

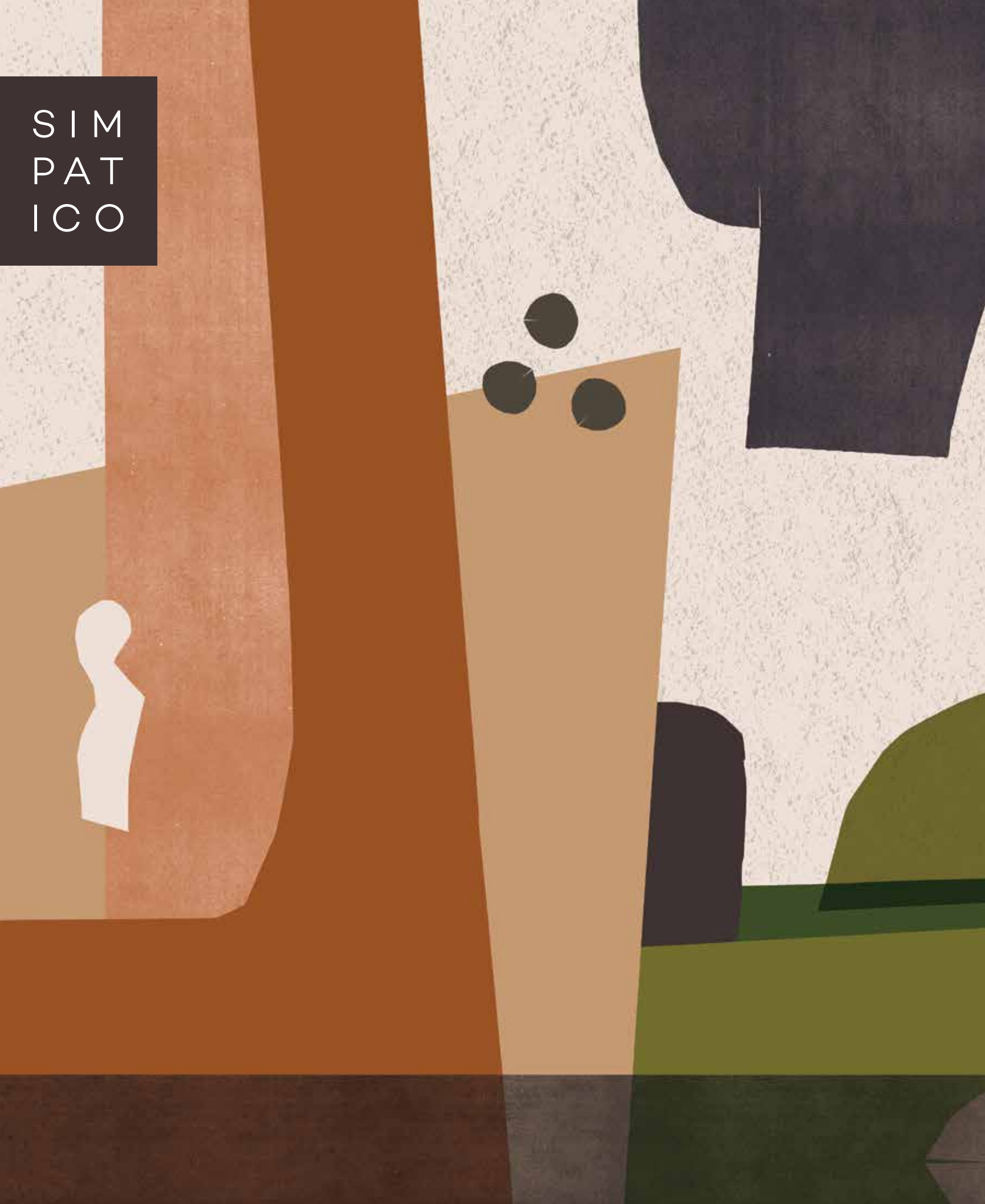


7712 Emulsion | 2319 Vitreous  
7030 Etched | 1990 Emulsion  
7030 Etched | 1992 Chisel





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# [COMPATIBILITY]

Is it all by chance or can we inspire harmony? Can we predict whether two will someday become one?

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Wasabi paired with soy sauce – two textures, two colors, two flavors lead to one unexpected, inspired outcome. Two only become one when we realize affinity isn't out of our control, it's a result of each small decision we make.













1830 Put a Cork In It | 2183 Beaker  
7711 Amorphous | 2317 Oxide  
V5000 Classics | 1009 Heritage



1830 Put a Cork In It | 1830 Cask  
7711 Amorphous | 2315 Bisque  
V5000 Classics | 1009 Heritage



9722 Aperture | 2262 Neutral Density  
7711 Amorphous | 2312 Glazed  
V5000 Classics | 1000 Notable



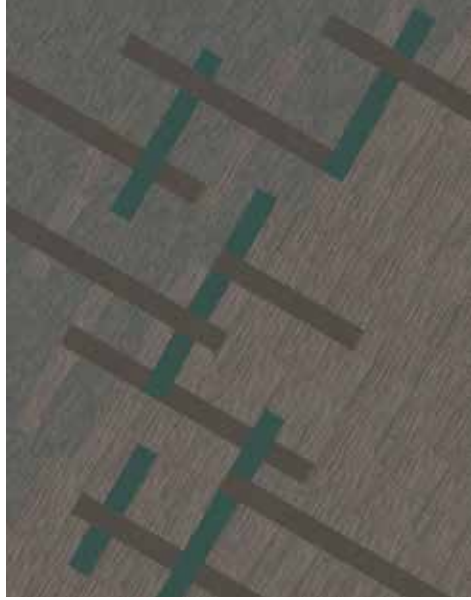












1825 Timber | 1924 Catalpa  
7098 Grassland | 2092 Clear  
1817 Propet | 1702 Guide  
1816 Pop | 1718 Turquesa



1830 Put a Cork In It | 2185 Bottle  
1822 Analog Mono | 1554 Associate  
1816 Pop | 1717 Cielo  
1813 Accelerate | 1596 Proceed



7009 Index | 1835 Issue  
7009 Index | 1833 Album  
7031 Chroma | 1954 Delicate  
7031 Chroma | 1973 Vivid



7009 Index | 1832 Catalog  
2066 Falling Leaves | 2093 Stillwater  
7031 Chroma | 1954 Delicate  
7009 Index | 1834 Version













7091 Schematic | 2114 Scale  
V5000 Classics | 1001 Archetype  
V5000 Classics | 1004 Exemplar



1830 Put A Cork In It | 2197 Drum  
V5001 Framework | 1014 Partition  
V5001 Framework | 1014 Beam



V5001 Framework | 1012 Anchor  
V5001 Framework | 1011 Header  
1822 Analog Mono | 1554 Associate



V5000 Classics | 1001 Archetype  
V5000 Classics | 1000 Notable  
Z065 Flora | 2093 Stillwater













7019 Inception | 1748 Concept  
7019 Inception | 1742 Generate  
Z061 Median | 1744



Z064 Briar | 200  
Z064 Briar | 201  
Z063 Bramble | 200



7062 Organic Raku | 2344 Silica  
7062 Organic Raku | 2345 Kiln  
7062 Organic Raku | 2353 Iridescent

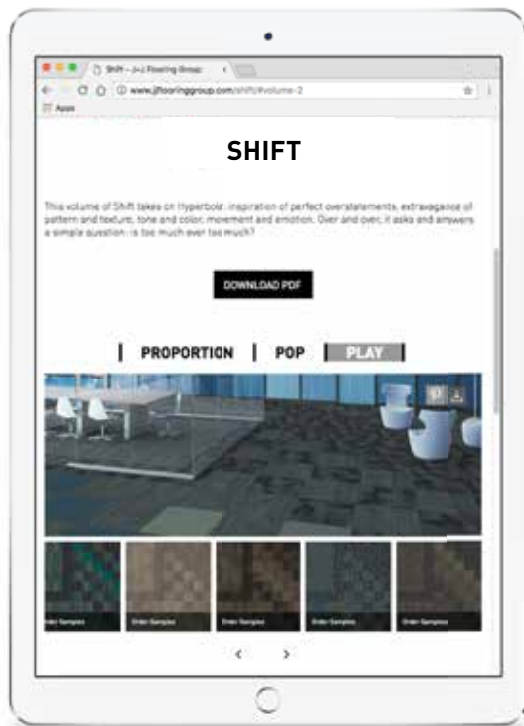


1826 Strata | 1848 Feldspar  
1826 Strata | 1846 Jasper  
1826 Strata | 1847 Clastic



Simpatico is where the unfamiliar align, the trusted complement one another, and shared experiences lead to transformation. Our portfolio of products brings harmony of pattern and texture, tone and color, movement and emotion, to any space.

Explore, and be inspired.



## FIND YOUR SIMPATICO

Visit [jjflooringgroup.com/shift](http://jjflooringgroup.com/shift)

Experiment with unique flooring patterns and select products within our interactive visualizer.

## [SYMBIOTIC]



7956 Milky Way | 2007 Salt Creek  
7065 Madras | 2391 Mustin  
2065 Flora | 2086 Bliss  
7031 Chroma | 1971 Crisp



1825 Timber | 1926 Buckthorn  
1816 Pop | 1710 Mostaza  
1816 Pop | 1715 Verde  
1816 Pop | 1716 Esmeralda



7030 Etched | 1987 Mordant  
7030 Etched | 1988 Stipple  
7030 Etched | 1991 Erode  
7035 Embossed | 1987 Mordant  
7031 Chroma | 1967 Chameleon



V5000 Classics | 1009 Heritage  
V5000 Classics | 1001 Archetype  
V5000 Classics | 1000 Notable



1825 Timber | 1921 Sassafraas  
1816 Pop | 1710 Mostaza  
1829 Foundry | 2074 Works  
1829 Foundry | 2082 Mint



V5001 Framework | 1011 Header  
V5001 Framework | 1012 Anchor  
V5001 Framework | 1015 Beam



## [SYZYGY]



7099 Craftwork | 2203 Basketweaver  
7956 Milky Way | 2019 Zabriskie  
7958 Terra Firma | 2016 Darwin Wells  
7058 Terra Coloris | 2305 Cadmium  
7031 Chroma | 1970 Bright



7030 Etched | 1983 Impression  
7035 Embossed | 1984 Engrave  
7035 Embossed | 1985 Inscribe  
7035 Embossed | 1993 Ingrain  
7031 Chroma | 1963 Hue

## [COMPATIBILITY]



7062 Organic Raku | 2344 Silica  
7711 Amorphous | 2324 Blue Kashi  
1825 Timber | 1926 Buckthorn



7009 Index | 1830 Postscript  
7009 Index | 1837 Publication  
7009 Index | 1838 Essay  
7031 Chroma | 1846 Jasper  
7031 Chroma | 1846 Jasper



7037 Passages | 2040 Avenue  
7058 Terra Coloris | 2302 Rose Madder  
7099 Craftwork | 2210 Blacksmith  
7099 Craftwork | 2199 Sculptor  
7008 Index | 1840 Listing



7713 Atmospheric | 2318 Alumina  
1825 Timber | 1926 Buckthorn  
V5001 Framework | 1015 Beam



9722 Aperture | 2262 Neutral Density  
1830 Put a Cork In It | 2183 Beaker



7958 Terra Firma | 2007 Salt Creek  
7958 Terra Firma | 2013 Stove Pipe  
7058 Terra Coloris | 2304 Azurite  
7031 Chroma | 1977 Electric  
77581 Stacked II | 2232 Bungle



7721 Emulsion | 2312 Glazed  
7008 Index | 1828 Volume  
7958 Terra Firma | 2007 Salt Creek



V5001 Framework | 1011 Header  
V5001 Framework | 1012 Anchor  
7025 Fiction | 1767 Foreshadowing  
7026 Non-Fiction | 1767 Flashback



1826 Strata | 1846 Jasper  
1826 Strata | 1847 Clastic  
1826 Strata | 1849 Lithic







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## S I M P A T I C O P L A Y L I S T

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I'll Be Your Mirror The Velvet Underground  
Happy Together The Turtles  
Cherry-Coloured Funk Cocteau Twins  
Stuck In The Middle With You Stealers Wheel  
Eclipse João Gilberto  
We're Going To Be Friends The White Stripes  
Let's Stay Together Al Green  
Mr. Blue Sky Electric Light Orchestra  
Bein' Green Frank Sinatra  
Starman David Bowie  
Across The Universe The Beatles  
Only To Trip And Fall Down Again Katie Dey  
Dancing In The Moonlight King Harvest  
Riga Black Chuck Johnson  
22 (OVER S ∞ ∞ N) Bon Iver

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