

# Urban Avenue

kinetex

24"x24" MODULAR

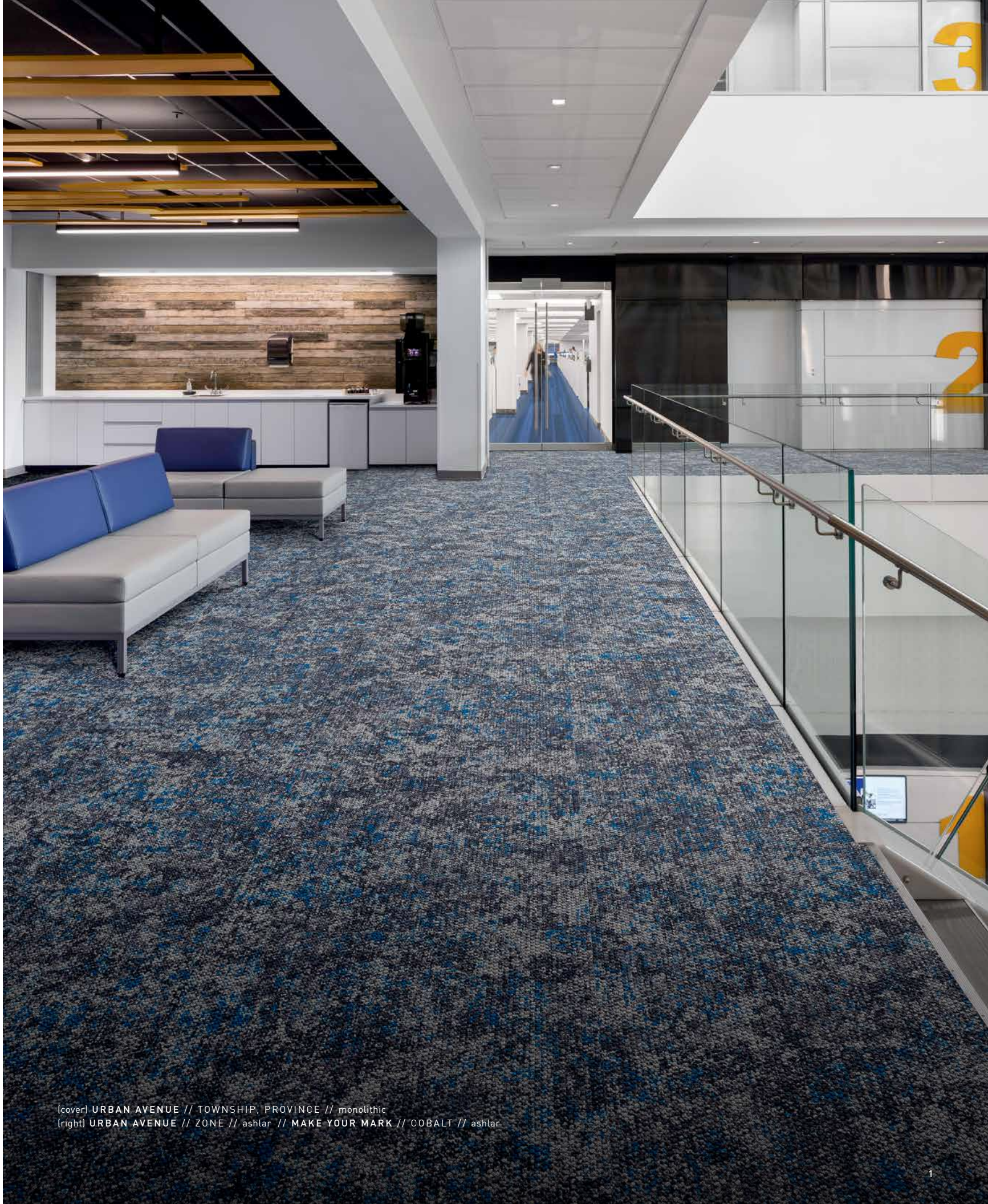


# Urban Avenue



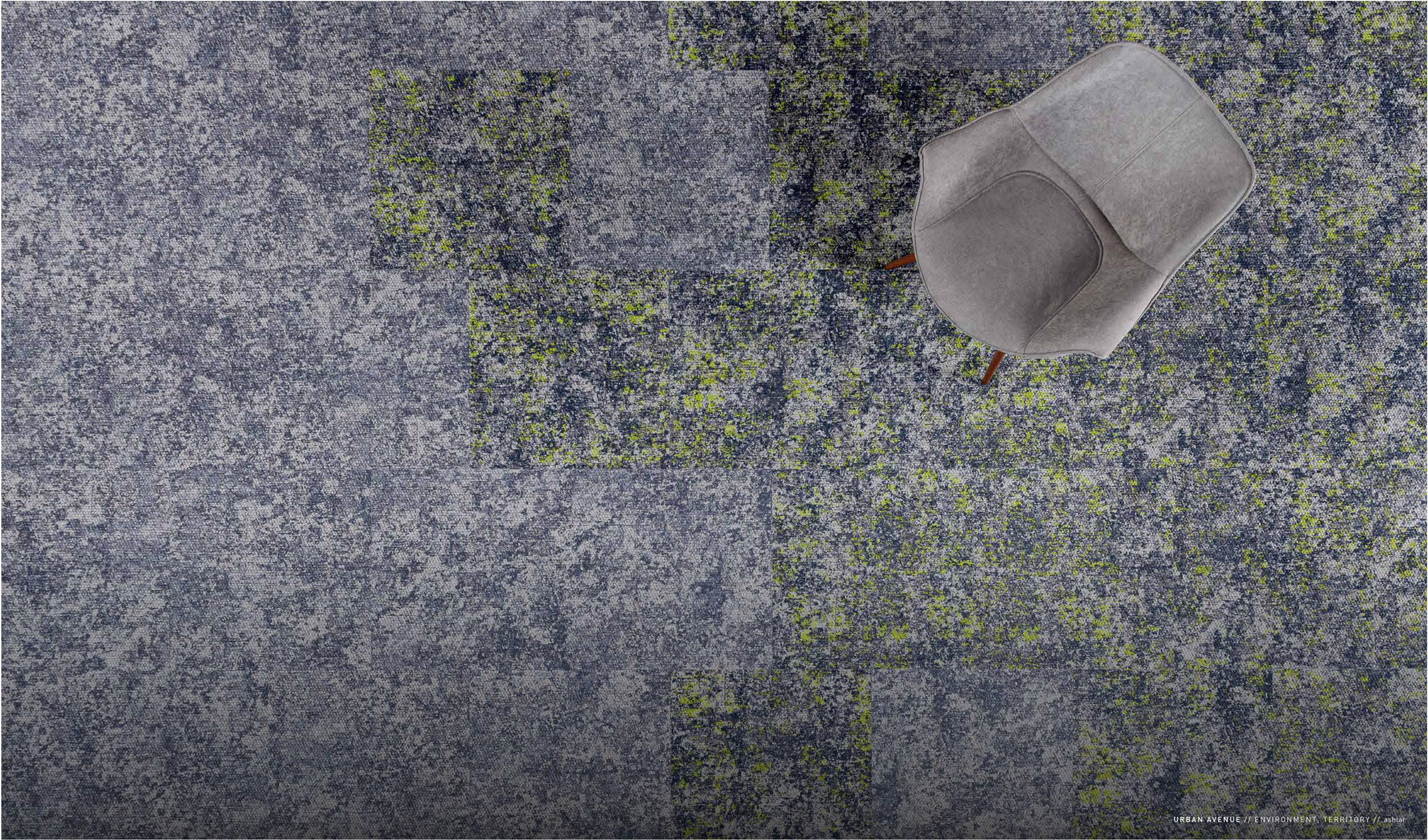
## INSPIRATION

The history of a city is told through its streets. Traversed by tourists and locals alike, the many layers and vistas of an urban landscape can be perfectly chronicled through the earthy, imperfections of its concrete and asphalt. Urban Avenue pays homage to this industrial sophistication, providing a weathered canvas centered around neutral hues with overlays of bright, fresh accent colors. Urban Avenue’s distressed patterning—with a modern moxie—will elevate the ambience of contemporary interiors.



(cover) URBAN AVENUE // TOWNSHIP, PROVINCE // monolithic  
(right) URBAN AVENUE // ZONE // ashlar // MAKE YOUR MARK // COBALT // ashlar









URBAN AVENUE // TOWNSHIP // PROPEL II // NUDGE // brick



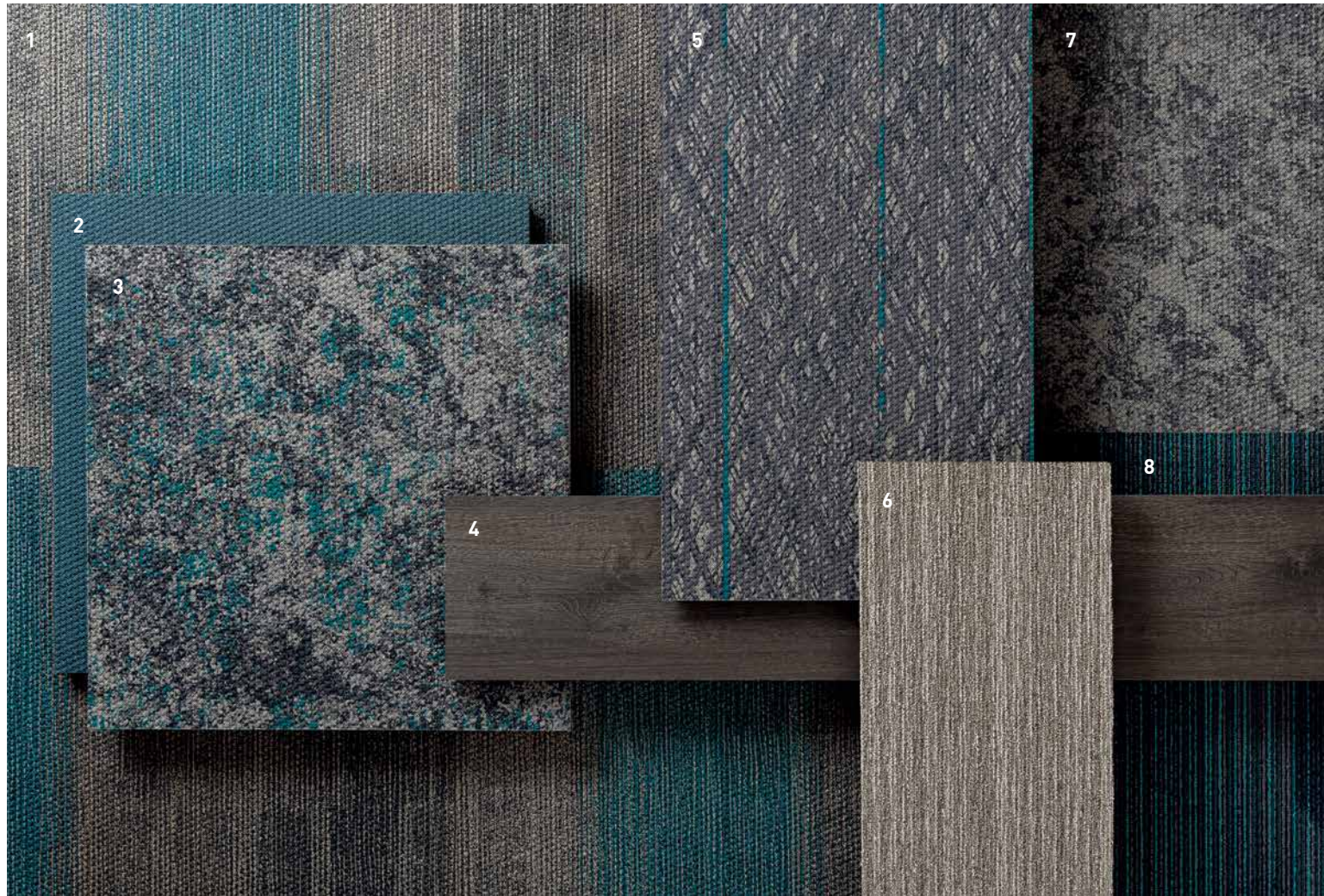






URBAN AVENUE // LOCALE // monolithic // PROPEL II // DRIVE // quarter turn  
(back) URBAN AVENUE // METROPOLITAN // ashlar





## COORDINATES

Beyond the beauty of individual products, our flooring coordinates effortlessly across all of our product platforms - modular carpet tile, broadloom, LVT and Kinetex textile composite flooring. This offering enables you to blend a range of designs with tonal simplicity to create palettes that reflect the demands of each unique space.

1. DOWNTOWN // 1850 // #3161 Ocean // Kinetex

2. PROPEL II // 1817 // #2373 Drive // Kinetex

3. URBAN AVENUE // 1843 // #1556 Locale // Kinetex

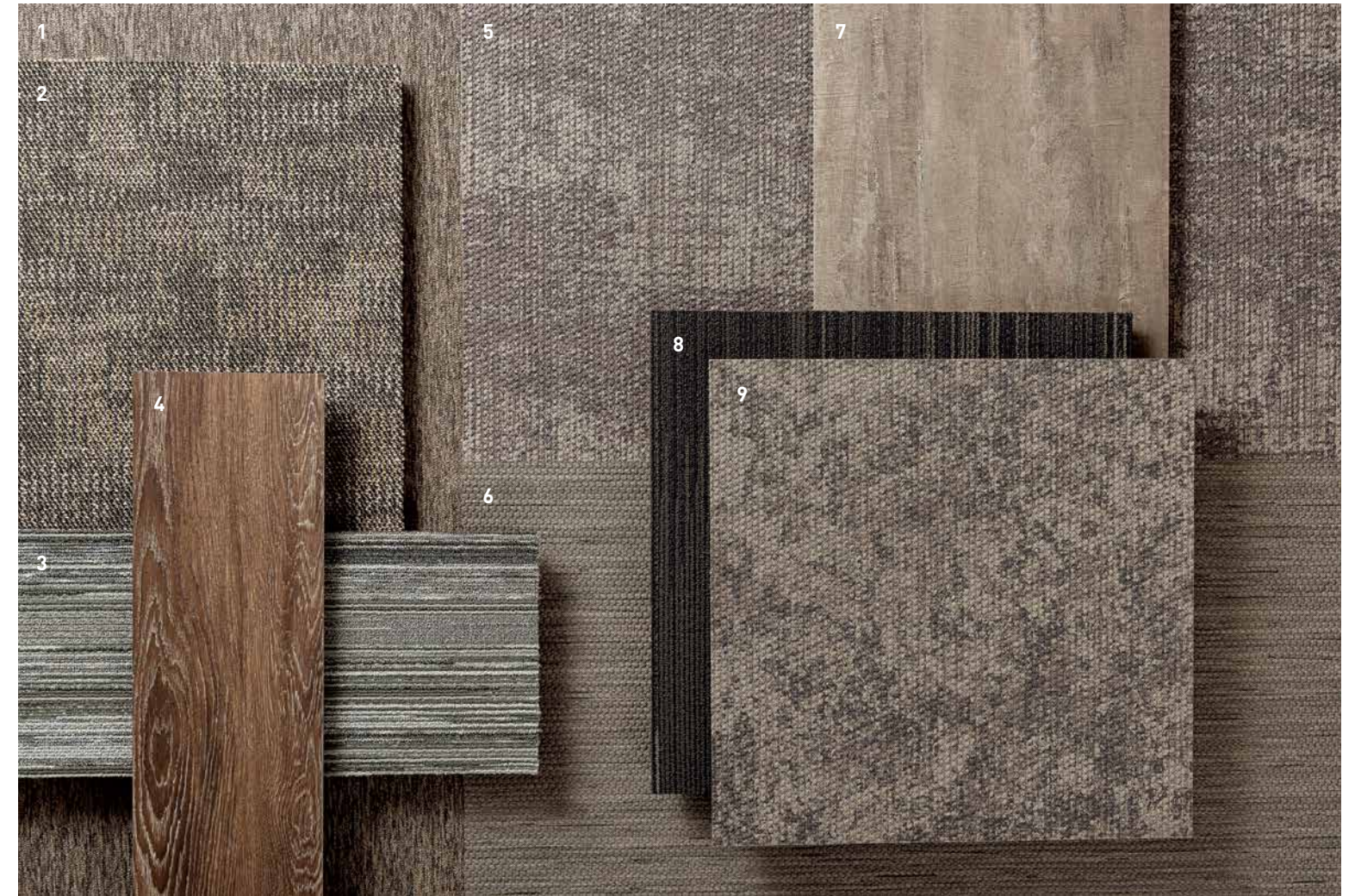
4. TIMELESS // V5011 // #1062 Estate // LVT

5. Z FACTOR // 1844 // #2863 Probability // Kinetex

6. CONVERGENT // 7925 // #3064 Consolidate // Modular

7. URBAN AVENUE // 1843 // #2838 Territory // Kinetex

8. SKYLINE // 7073 // #2071 Panorama // Modular



1. VERTEX // 7438 // #SRD76 Stony // Modular

2. INTRINSIC // 7096 // #2717 Authentic // Modular

3. STRIA // 7585 // #2746 Viscose // Modular

4. FRAMEWORK // V5001 // #1012 Anchor // LVT

5. NETWORK // 1842 // #2854 Modem // Kinetex

6. AGAINST THE GRAIN DEMI-PLANK // 1840 // #2822 Wheat // Kinetex

7. LEGEND // V5009 // #1057 Tale // LVT

8. NON-FICTION // 7026 // #1783 Tribute // Modular

9. URBAN AVENUE // 1843 // #2840 Region // Kinetex



# Urban Avenue

24"x24" MODULAR



COLOR 2971  
community



COLOR 2970  
village



COLOR 2840  
region



COLOR 2841  
metropolitan



COLOR 2834  
district



COLOR 2836  
suburban



COLOR 2835  
township



COLOR 2839  
province



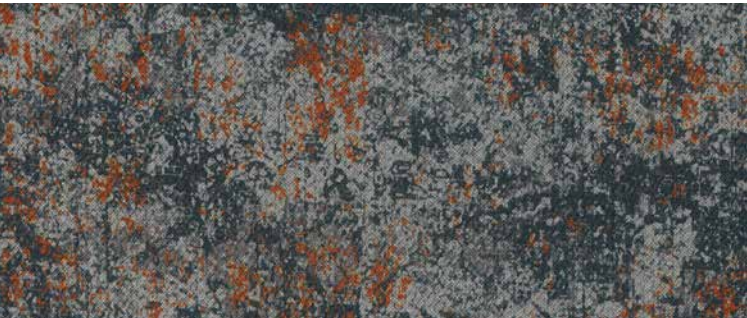
COLOR 2838  
territory



COLOR 1558  
environment



COLOR 1556  
locale



COLOR 1559  
area



COLOR 1557  
society

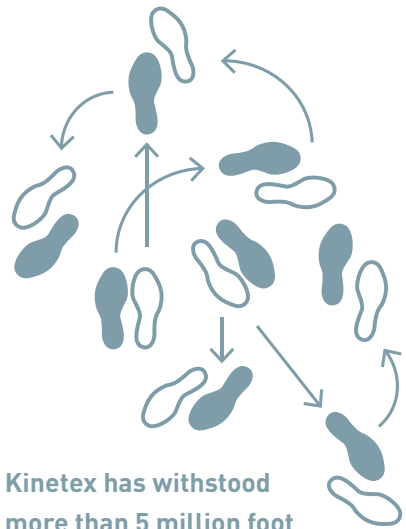


COLOR 1560  
zone



1. DURABILITY

Kinetex delivers enduring performance, year after year. One of the most thoroughly tested flooring products on the market, it has outstanding dimensional stability and unparalleled crush resistance.

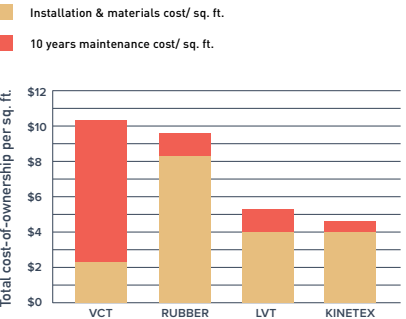


Kinetex has withstood more than 5 million foot traffic events.

2. MAINTENANCE

Tough to wear out, easy to maintain. With vacuuming and encapsulation cleaning, Kinetex looks like new, year after year. Thanks to a lightweight face construction, Kinetex retains less water than carpet and dries faster. It is easily sanitized and resists the most challenging staining agents.

Life Cycle Costs: INSTALLATION AND MAINTENANCE



3. MOISTURE TOLERANCE

The most common subfloor, concrete, can release excessive moisture and destroy floor covering systems—unless costly precautions are taken before installation. But moisture mitigation isn’t necessary with Kinetex; its breathable nature allows moisture to pass through its backing, instead of trapping it underneath. Kinetex textile composite flooring will perform in elevated RH slabs up to 100%.

**100%  
RH TOLERANCE**

**BREATHABLE**  
No trapped moisture.  
3rd party tested  
and verified.

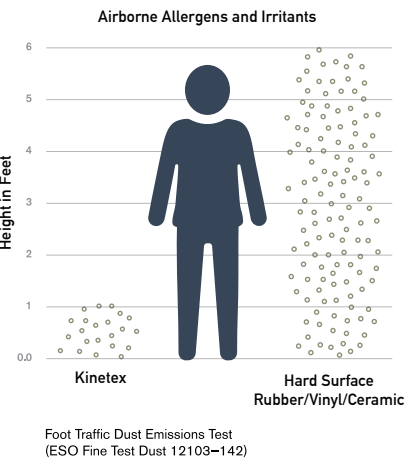
**NO VAPOR BARRIER  
REQUIRED-**  
regardless if the slab is new  
or old, regardless of  
hydrostatic pressure

**Thousands of installations  
worldwide since 2012.**  
NO MOISTURE-RELATED  
CLAIMS.

4. HEALTH

Kinetex minimizes air particulates that trigger allergies and cause infection. It easily surpasses California’s 01350 requirements— the most popular U.S. standard for evaluating and restricting VOC emissions indoors.

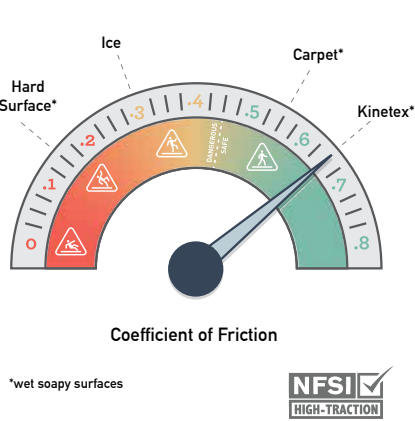
Easy Breathing



5. SAFETY

Kinetex is the only wall-to-wall textile floor covering certified as High-Traction by the National Floor Safety Institute. Its innovative construction creates one of the most slip-resistant flooring surfaces ever tested—wet or dry—to prevent falls before they happen.

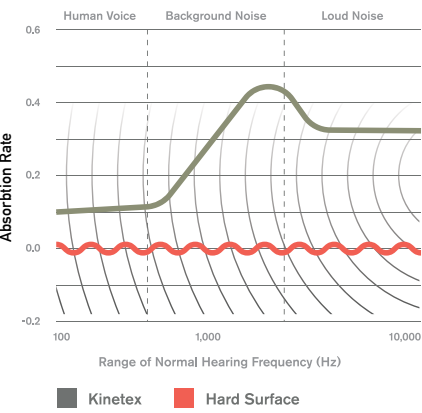
Gaining Traction



6. ACOUSTICS

Kinetex delivers unparalleled acoustic performance, with one of the highest Noise Reduction Coefficients (NRC) and Impact Insulation Classifications (IIC) ratings of any commercial flooring product.

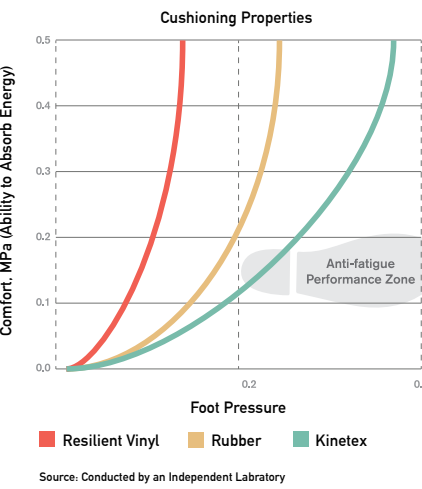
Keeping Quiet



7. COMFORT

Kinetex, a soft textile surface with a high-density backing, has exceptional anti-fatigue properties and minimal rolling resistance. Because it can absorb energy, Kinetex has the potential to reduce repetitive foot stress injuries and other injuries related to standing and frequent movement from place to place.

Step-by-Step Support



8. SUSTAINABILITY

Made with 45% post-consumer recycled content, each Kinetex tile contains the equivalent of 27 used water bottles. This dematerialized flooring product and its longer life mean that Kinetex has a much smaller environmental footprint than other commercial flooring options. Furthermore, Kinetex is NSF/ANSI-140 Platinum certified (the industry-leading standard for sustainability) and has a Red List Free DECLARE label.

Second Chances



KINETEX INSTALLATION

Installing Kinetex is as easy as traditional modular carpet, however special attention should be applied until installers gain experience with module placement. Installers should perform site and material conditioning, surface preparation, and concrete pH and moisture testing as if they were installing J+J Flooring carpet modules. Because it is such a lightweight material the modules cut very easily, reducing installation time. Kinetex uses J+J Flooring’s proven adhesive systems with lifetime performance warranties.

Kinetex Adhesive

Kinetex Adhesive is formulated for Kinetex textile composite flooring products and is built to bond the textile composite to the properly prepared substrates for the life of the installation. Products with Kinetex Adhesive will perform in elevated RH slabs up to 100%.

PreFix® (optional)

PreFix includes a release liner that easily peels away to reveal pre-applied adhesive that securely anchors the Kinetex module in place. Products with PreFix will perform in elevated RH slabs up to 100%, allowing the flooring to be installed without costly moisture mitigation. PreFix offers a quick installation system and it can be added to all Kinetex products as an optional adhesive.

Please see the Kinetex installation instructions for full installation details.



WARRANTIES

We stand behind every aspect of Kinetex and extend certain lifetime warranties. Each warranty is covered for the useful life of the product, provided that installation and maintenance is in accordance with J+J Flooring’s Kinetex Installation instructions.

Wear Layer Warranties

Product Performance	Colorfastness to Light & Crocking	Stain Removal	Static Protection
Lifetime	Lifetime	Lifetime	Lifetime

Backing Warranties

Protection from Edge Ravel	Protection from Delamination Failure	Dimensional Stability
Lifetime	Lifetime	Lifetime



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These photographs are representations of the installation for this modular product. Your modular installation may look different than these photos depending upon individual tile placement, lighting, and overall space layout, including furnishings. Final tile placement and the resulting visual is thus the customer’s, and not J+J Flooring’s responsibility.

\*NRC rating is a measure of the effectiveness of a material in absorbing sound. The higher the NRC rating, the greater the ability of the flooring product to absorb airborne noise. Independent laboratory testing of Kinetex has shown an average NRC rating of 0.30 (bare concrete flooring will typically provide a NRC Rating of 0.015).

\*\*IIC is a rating of the insulation from impact noise. The higher the IIC rating, the greater the sound insulation. Independent laboratory testing of Kinetex has shown an average IIC Rating of .64 (bare concrete flooring will typically provide an IIC Rating of 34) NOTE: Test results and testing laboratory will vary, and the above information is not guaranteed.

STYLE

urban avenue 1843 modular

PHYSICAL CHARACTERISTICS

WEAR LAYER	polyester-applied pattern
BACKING	polyester felt cushion
TOTAL WEIGHT (nominal average)	4.5 oz - 5.2 oz/square foot
TOTAL THICKNESS (nominal average)	0.205 inches (5mm nominal)
DIMENSIONS	24 x 24 inch modules
PACKAGING	18 modules per box – 72 square feet

ENVIRONMENTAL ATTRIBUTES

RECYCLED CONTENT	45% post-consumer
LEED SCORECARD	IEQ 4.1 and IEQ 4.3
NSF/ANSI 140 CERTIFICATION	platinum

TESTING


FLOORING RADIANT PANEL	class 1
SMOKE DENSITY	less than 450 (flaming & non-flaming)
ELECTROSTATIC PROPENSITY	less than 3.0 kv
COLORFASTNESS TO LIGHT	rating of 4.0 or greater
COLORFASTNESS TO CROCKING	rating of 4.0 or greater
WATER REPELLENCY	rating of 4.0 or greater
APPEARANCE RETENTION	4.0 or greater
SLIP RESISTANCE	Complies with ADA Guidelines for level surface NFSI Certified High-Traction

THERMAL INSULATION	0.73
NOISE REDUCTION COEFFICIENT	NRC Rating: 0.30*
IMPACT INSULATION CLASSIFICATION	IIC Rating: 64**
STAIN RESISTANCE	resists most challenging stains
INDOOR AIR QUALITY CERTIFICATION	CRI Green Label Plus™


ADHESIVE

Kinetex adhesive (full-spread pressure-sensitive)  
(optional) PreFix® pre-applied releasable adhesive


INSTALLATION METHODS




ashlar



brick



monolithic



quarter turn



kinetex

24"x24" MODULAR



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carpet | lvt | kinetex



**FLOORING**  
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