INVISION
FICTION / NON-FICTION

J+J FLOORING GROUP
EDITOR’S NOTE
Reflecting on the power of the printed word

FICTION
Adding unexpected drama with a surprising twist of color

NON-FICTION
Creating a solid foundation for your next best-seller

FROM OUR ESTABLISHMENT IN 1957, WE HAVE BECOME ONE OF THE OLDEST EXCLUSIVE MANUFACTURERS OF COMMERCIAL FLOORING IN THE UNITED STATES. AS ONE OF THE LARGEST PRIVATELY HELD MILLS, OUR FAMILY-OWNERSHIP PROVIDES A HERITAGE OF PROVEN PERFORMANCE AND EXPANSIVE INDUSTRY KNOWLEDGE. MOST IMPORTANTLY, OUR FOCUS HAS ALWAYS BEEN ON PEOPLE... ENSURING THEM THAT OUR PRODUCTS DELIVER THE HIGHEST LEVELS OF BEAUTY, PERFORMANCE AND DEPENDABILITY.

INVISION kinetex

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Whether it's a leather-bound first edition or a backlit digital edition, literature has the power to leave lasting imprints that shape our lives. It not only arms us with the knowledge and experiences of those who came before us, but it selflessly indulges us with the opportunity to create and explore worlds that can only exist within our imaginations.

Even before I was able to read, the written word proved to be so incredibly magical to me. I'm sure that just about anyone can recall at least one bedtime book that they begged an adult to read to them night after night after night. Whether it’s *Goodnight Moon*, *The Giving Tree* or *Where the Wild Things Are*, each time I see one of those book covers, I momentarily feel like an excited kid again. Those stories were the precursor to my childhood love of all things Three Musketeers and my adolescent addiction to anything written by Hemingway or Henry James. Fiction or Non-Fiction – books were my harbor. I can honestly say that those amazing works that consumed my youth are what molded me into the creative personality that I am today. So, here’s to d’Artagnan and Atticus Finch. Here’s to all of the amazing characters, real and imaginary, who helped pave our paths and who allowed us to believe that anything is possible.
If you’re perusing your library for a product that speaks volumes about your colorful character, then this edition of the Fiction/Non-Fiction series is just for you.

‘fiction adds a hint of intrigue and innuendo’

Taking its cue from the neutral premise of Non-Fiction, Fiction adds a hint of intrigue and innuendo by incorporating a surprising infusion of color. Whether your space requires the mysterious undertones of ocean blue or an electrifying crescendo of citrine yellow, Fiction offers a variety of combinations for any aesthetic.

And if Fiction has too much action for you, consider combining Fiction with Non-Fiction to create one-of-a-kind spaces that define location and function. The pairing of pattern and unique color opportunities allow you create your very own happy ending.
## SPECIFICATION

<table>
<thead>
<tr>
<th>Style</th>
<th>Fiction 7025 modular</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>Textured Patterned Loop</td>
</tr>
<tr>
<td>Fiber Type</td>
<td>100% Encore® SD Ultima® nylon</td>
</tr>
<tr>
<td>Dye Method</td>
<td>Solution Dyed</td>
</tr>
<tr>
<td>Ounce Weight</td>
<td>19 oz/sq yd (644 g/m²)</td>
</tr>
<tr>
<td>Gauge</td>
<td>1/12 (4.72 rows/cm)</td>
</tr>
<tr>
<td>Backing</td>
<td>Nexus® Modular</td>
</tr>
<tr>
<td>Size</td>
<td>24” x 24” (61.0 cm x 61.0 cm)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Style</th>
<th>Fiction 7025 modular</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quick Ship</td>
<td></td>
</tr>
<tr>
<td>Color</td>
<td></td>
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<tr>
<td>Description</td>
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<td>Foreshadowing</td>
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<tr>
<td>Tragedy</td>
<td>color 1768</td>
</tr>
<tr>
<td>Metaphor</td>
<td>color 1769</td>
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<tr>
<td>Introduction</td>
<td>color 1770</td>
</tr>
<tr>
<td>Anti-climax</td>
<td>color 1771</td>
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<tr>
<td>Fantasy</td>
<td>color 1772</td>
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<tr>
<td>Conflict</td>
<td>color 1773</td>
</tr>
<tr>
<td>Parody</td>
<td>color 1774</td>
</tr>
<tr>
<td>Irony</td>
<td>color 1775</td>
</tr>
<tr>
<td>Dialogue</td>
<td>color 1785</td>
</tr>
</tbody>
</table>
modular installation methods

ashlar

brick

monolithic

quarter turn

Fiction / Non-Fiction
true stories

Literally speaking, Non-Fiction is an abstract interpretation of the lines one would find on the pages of today’s bestsellers. Just as the drama of a true account escalates and then retreats as the story builds, so does the patterning of Non-Fiction. Each individual line within the pattern is designed to appear and then dissipate independently from the lines above and below it in order to create a soft layering to the linear aesthetic. Each of the colorations provides a strong backstory upon which the lines can easily interact to create a neutral progression of the design and allow the eye to appreciate the character of your space.

The unassuming authenticity of Non-Fiction is the perfect foundation for any project, so preface your design vision with a true classic.
SPECIFICATION

- **style**: Non-Fiction 7026 modular
- **construction**: textured patterned loop
- **fiber type**: 100% Encore® SD Ultima® nylon
- **dye method**: solution dyed
- **ounce weight**: 19 oz/sq yd (644 grams/m²)
- **gauge**: 1/12 (4.72 rows/cm)
- **backing**: Nexus® modular
- **size**: 24” x 24” (61.0 cm x 61.0 cm)
Non-Fiction, quarter turn. (right)

Fiction, introduction, quarter turn with Non-Fiction. Conclusion, mitered border.
Beyond the beauty of individual products, our flooring coordinates effortlessly with each other. This offering enables you to blend a range of designs with tonal simplicity to create palettes that reflect the demands of each unique space.

**fiction 7025**

1. 1768 foreshadowing
2. 1769 tragedy
3. 1770 metaphor
4. 1771 introduction
5. 1772 anti-climax
6. 1773 fantasy
7. 1774 conflict
8. 1775 parody
9. 1776 irony
10. 1777 dialogue

**non-fiction 7026**

11. 1778 conflict
12. 1779 parody
13. 1780 irony
14. 1781 dialogue
15. 1782 anti-climax
16. 1783 fantasy
17. 1784 conflict
18. 1785 parody
19. 1786 irony
20. 1787 dialogue

**quick ship**

- 1768 foreshadowing
- 1769 tragedy
- 1770 metaphor
- 1771 introduction
- 1772 anti-climax
- 1773 fantasy
- 1774 conflict
- 1775 parody
- 1776 irony
- 1777 dialogue

**coordinating palette**

1. Fiction 7025 #1773 Conflict Modular
2. Pop 1716 #1710 Mustaza Modular
3. Non-Fiction 7026 #1782 Harmony Modular
4. Tempo 1723 #1758 Finale Modular*
5. Flash 1718 #1720 Mustaza Modular
6. Tone 1724 #1755 Dust Modular*

*also available in broadloom

**colorline overview**

- 1767 foreshadowing
- 1768 tragedy
- 1769 metaphor
- 1770 introduction
- 1771 anti-climax
- 1772 fantasy
- 1773 conflict
- 1774 parody
- 1775 irony
- 1776 dialogue

**Fiction / Non-Fiction 3130**
product details

FIBER
Encore® SD Ultima® (with recycled content)
Encore SD Ultima is specifically engineered to maximize appearance retention with exceptional color, performance, sustainability and practicality.

ADHESIVES
Commercialian® Premium Modular Adhesive
A high strength acrylic latex-based carpet adhesive specifically formulated for bonding modular PVC backed carpet to the floor. This premium adhesive is for use with all Invision Nexus Modular Tile products. This adhesive is guaranteed for the life of the installation when used in accordance with the J+J Flooring Group Carpet Installation Handbook. Commercialian Premium Modular Adhesive meets the CRI Low-VOC Emission Criteria, CRI DM PSA-42502. Commercialian Premium Modular Adhesive is non-toxic, has ultra-low odor and is antimicrobial in the dry state.

TECHNOLOGIES
ProTex® Soil Release
ProTex is a proprietary fluorochemical technology that is applied and bonded to the pile fiber to impede soiling and to improve cleanability. It is standard on all J+J Flooring Group products.
ProTex works similarly to the technology used in nonstick cookware by lowering the surface energy of the fibers which increases soil release properties. Very small soil particles cause carpet to appear dull. Thanks to ProTex, small soil particles are effectively removed by vacuuming or wet cleaning.

BACKINGS
Nexus®
Nexus modular products can be installed in a variety of ways and are performance engineered to be visually appealing. In addition, they are designed to accommodate your long-term flooring budget.
• Manufactured in an ISO 14001:2004 certified facility
• Contains pre-consumer recycled content and contributes to LEED
• Recyclable through the J+J Flooring Group’s R4 Carpet Reclamation Program

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dye method
solution dyed

ounce weight
19 oz/yd (644 grams/m²)

gauge
1/12 (0.72 rows/cm)

backing
Nexus® modular

size
24” x 24” (61.0 cm x 61.0 cm)

pattern repeat
n/a

optional special technologies
ProSept® antimicrobial
Sentir® advanced odor blocking treatment

physical testing
flooring radiant panel – (Class 1)
pH test – (passes)
smoke density – (less than 450 flaming)
static generation – (less than 3.5 kv)
ADA compliance – (compliant for accessible routes)

warranties
lifetime fiber performance for wear
lifetime fiber performance for static
lifetime stain removal
lifetime resistance to light and atmospheric contaminants
lifetime for latex bond strength (edge ravel, yarn pulls, upturning)
lifetime against delamination
lifetime dimensional stability

modular installation methods
brick
ashlar
monolithic
quarter turn

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Due to the unique visual characteristics of modular carpets, pattern repeats and pattern run-off seams may appear more noticeable than in broadloom carpets. Such visual characteristics do not constitute a manufacturing defect, and as such, should be considered when selecting modular carpet and its installation.

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 Group’s responsibility.
product flexibilities

ADDITIONAL SIZES
18" x 36"
12" x 48"

OPTIONAL BACKINGS
Nexus® Cushion

ALTERNATIVE ADHESIVES
TileTabs®

TileTabs are high tack adhesive tabs that connect carpet tiles together, resulting in a continual layer that gently grips existing flooring. Escape typical trappings with TileTabs for a versatile, glue-free installation solution for modular carpet goods. Just peel, place, & press!

ADDITIONAL TECHNOLOGIES
ProSept® Antimicrobial
ProSept is a unique, broad-spectrum technology applied to the carpet backing system to serve a dual function: to protect the carpet from both bacterial and fungal growth and to eliminate odors associated with molds and fungi.

Sentir® Advanced Odor-Blocking Technology
J+J Flooring Group’s Sentir is a self-renewing treatment designed for the control or elimination of offensive odors associated with various indoor environments, and it is especially beneficial with odor-bearing spills. Sentir is not a deodorant that masks offensive odors. It is a technology that absorbs and fragments the odor into component parts over a period of time, thus destroying the odor itself. Sentir is not decomposed by this action and is therefore ready to destroy the next odor molecule it encounters. The binding properties of Sentir provide resistance to multiple cleanings and trafficking, ensuring durability.

Green Circle – Zero Waste to Landfill Operations Certification
We are proudly certified as a Zero Waste to Landfill manufacturer by GreenCircle Certified, LLC., a prominent third-party certifier of environmental claims. We are the first commercial flooring manufacturer in the United States to achieve this landfilled free status and the first company in the industry to have its waste diversion efforts audited and verified by a recognized, third-party certifier. Any waste at our Dalton, Ga., campus that cannot be recycled, reused or repurposed – approximately two percent total waste – is sent to Covanta, the country’s largest energy-from-waste operator. The waste received by Covanta is converted into energy to help provide steam power to the Redstone Arsenal, a U.S. Army Garrison that services a number of tenants including the Army Materiel Command, the Missile Defense Agency of the Department of Defense and NASA’s Marshall Space Flight Center.

Aquafinity®
J+J Flooring Group’s J+J’s Aquafinity System is capable of removing dye and chemical additives from its industrial wastewater by using a blend of filters and reverse osmosis. This innovative filtration process is an industry first and is helping J+J recover 65 to 70% of its dyehouse wastewater annually. With the Aquafinity System we are going to see warmer, cleaner, and more consistent water than we have ever seen. That means we won’t have to use as much energy to warm the city’s 60 degree water. As a result, we expect to save 5 billion BTU’s of energy each year. That’s the equivalent energy to power 150 local homes for a full year!
The reuse of wastewater in carpet dyeing is an environmentally innovative process that J+J is proud to pioneer. In fact, we anticipate annually recycling 25 to 27 million gallons of dye house wastewater with the Aquafinity System.

R4®
In 2007, we developed the R4 program (return, reuse, recycle, reduce) specifically for our customers across the country to facilitate the recycling of all Invision carpet samples and architect folders that are no longer needed. On average, we recycle/reuse 5,000 pounds of samples per month, which enables us to divert over 60,000 pounds of waste from landfills each year. We created this program to help ensure Invision architect folders or carpet samples will never reach a landfill. The Invision R4 program is available to all customers in the contiguous United States. For customers in Canada, please contact us at 800-261-4586 x8020 or email answers@jj-invision.com for details.

Sustainability Progress Report
The J+J Flooring Group Sustainability Progress Report documents our journey toward increased environmental accountability and transparency. Each annual summary provides an update on sustainable advances in product development, resource reduction, certifications and progress toward the company’s 2020 Vision. To view our most recent Sustainability Progress Report visit www.jjflooringgroup.com/sustainability

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corporate programs

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