

focal points





Established in 1957, J+J FLOORING GROUP is a leading manufacturer of commercial specified flooring. With our two brands - INVISION broadloom and modular carpet and KINETEX textile composite flooring - we provide a range of product and service solutions to meet the needs of our customers in the corporate workplace, education, healthcare, retail and hospitality sectors.

 FLOORING GROUP



PROJECT: BBC
KINETEX: ACCELERATE
PHOTO: HOK

Focused on You

People, Not Accounts

At J+J Flooring Group, you're not an account. You are a customer, and most of all a person we are privileged to serve. That outlook is fundamental to our business. It's at the core of our family-owned heritage. It makes all the difference in the world in your experience of doing business with us. It will never change.

One Place

One of our secrets...we deliver excellence and personal service because we control so much of the process in our unified campus strategy. From yarn production to product design to packaging, shipping and customer care, we coordinate and integrate it all from our central location in Dalton, Georgia. This proximity and integration provide the horsepower for the level of service that makes us different from everyone else.

The Big Three

In the end, you need design excellence, unwavering quality, and unmatched personal service. It just so happens, those are just what you get from J+J Flooring Group.

Premium Customer Experience

Our unwavering personal service is not without its structure and discipline. In fact, we call it our Premium Customer Experience, and it's a carefully crafted process by which we guarantee that our customers will get the products, services and the reliability they expect from us. We may be a very people-focused company, but those people use a disciplined and developed framework to meet and exceed our customers' expectations.

Focused *on Your* Market

Doing One Thing

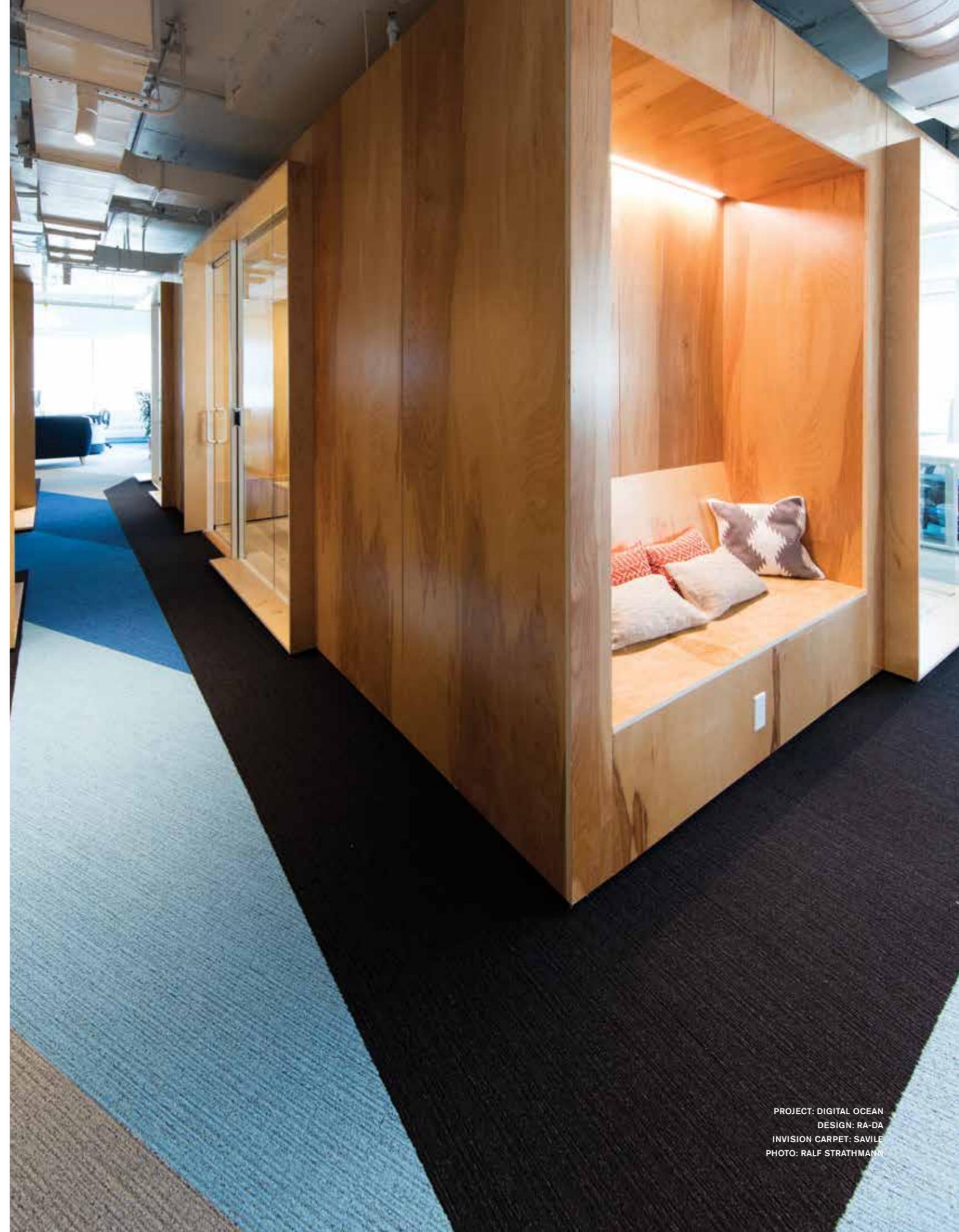
J+J Flooring Group serves the commercial carpet market. Period. We believe this precise focus is a distinctive advantage for you. We don't dilute our knowledge, our processes or our products by trying to spread ourselves across too many markets. Broadloom or modular, it's high performance flooring designed and delivered for your market.

Doing One Thing Well

We have just the sort of performance record you would expect from a company that concentrates on a singular market segment. When you live in the world of commercial flooring, you know how crucial it is to the project completion process that flooring arrives precisely when it needs to be installed. We get that, and we deliver against it better than anyone.

Knowledge That Acts

Our thorough understanding of the commercial carpet market is not an academic exercise. We put all that knowledge we've gathered to work for you, creating products, processes and programs that address the specific needs of your operations and facilities. From leading sustainability programs to innovative new installation systems, you get practical and real value from the focused knowledge we continue to generate.



PROJECT: DIGITAL OCEAN
DESIGN: RA-DA
INVISION CARPET: SAVILE
PHOTO: RALF STRATHMANN



PROJECT: AVERY DENNISON
DESIGN: HOK
INVISION CARPET: CAMEO
PHOTO: ERIC LAIGNEL

Focused *on* Capabilities

Controlling Our Sources

Quality begins with raw materials, and we achieve our exceptional quality by controlling those raw materials. We extrude our own solution-dyed nylon on-site, immediately adjacent to our other manufacturing facilities. This enables us to achieve a distinctively high degree of control over color, appearance retention and overall product quality. We don't have to rely on outside suppliers for quality. We supply it.

On the Floor

Flooring doesn't perform in photographs. It performs in your facilities. We have an entire department dedicated to assisting with smooth and on-time installations, creating effective maintenance programs, and ensuring the fast and easy resolution to any potential problems that might arise. We don't rest until you're satisfied with the product that's on your floor.

Custom to You

Because we control such a full range of the manufacturing process, we can make design changes just for you. Our customization capabilities emerge directly from our expert management of flexible internal processes, and we use that flexibility to meet your specific needs for signature product with a signature look. Our design team brings distinctive imagination and vision to their craft, ready to be as creative as you need us to be, and providing you with carpet designs you won't see anywhere else.

Speed Counts

There are times when schedules drive everything. For those times, we provide a Quick Ship program that ensures some of our most popular styles and colors will ship within 10 days or less for orders with yardage requirements up to 1,500 square yards on standard backing. You need it quickly – we can do that.

Focused on Capabilities

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On the Back

For commercial carpet performance, backing makes all the difference. J+J Flooring Group delivers five distinct backing systems, each warranted for performance of the entire life of the carpet installation. Choose the system that best suits your application, and you can be confident it will provide lasting performance.

Making It Stick

We achieve even greater quality control by distributing our own adhesives and installation-related products. From Commercialon® to TileTabs™, we put our knowledge of commercial carpet installation into all elements of the project.

Invisible Protection

Sometimes the durability and the health impact of carpet products depends on invisible things...fluorochemicals that resist soiling, antimicrobials that impede bacteria growth, treatments that control or eliminate odors. Our products can deliver all of these protections, even when you can't see them at work.



EASY IN, EASY OUT WITH TILETABS®



Peel



Place



Press

Easy in and easy out, J+J Flooring Group's TileTabs offer a time saving solution for carpet tile installation. Perfect for in-room installations, TileTabs are high tack adhesive tabs that connect Invision carpet tiles together, resulting in a continual layer that gently grips existing flooring.

Just peel, place, & press! (TileTabs should not be used with Kinetex products)

PROTECTION POSSIBILITIES

PROTEX® FLUORO-CHEMICAL

Most fibers need protection to improve resistance to soiling. ProTex is a proprietary fluorochemical treatment that is applied and bonded to the pile fiber to impede soiling and to improve cleanability.

PROSEPT® ANTIMICROBIAL

In commercial installations, carpet is often subjected to attack when conditions favor the proliferation of microorganisms. Clean carpet does not support growth of bacteria or fungi; however, simple food and beverage spills or other contaminants often lead to bacterial or fungal growth. Over time, the growth of bacteria and fungi can degrade the carpet's physical and aesthetic qualities. To inhibit this growth, we developed ProSept antimicrobial technology, and we offer it as an additional benefit on any of our products.

COLORLOC® PLUS

A revolutionary stain resistant technology – ColorLoc Plus enables carpet to resist permanent staining and spills. It is backed by our ColorLoc Plus Lifetime Performance Warranty. ColorLoc Plus is standard on all Encore BCF products.

SENTIR™ ODOR BLOCKING TECHNOLOGY

Sentir is a self-renewing treatment designed to eliminate offensive odors associated with various indoor environments, and it is especially beneficial in dealing with odor-bearing spills.

Focused on Simplicity and Ease

Reach a Person

One of the features our customers tell us they value the most is the direct connections they have to our people. They don't feel caught in automated phone systems or passed along to strangers in other departments. Customers simply connect directly with the staff who are delivering the project for them. They have names and faces and connections. It's just the way we do business.

Offload the Worry

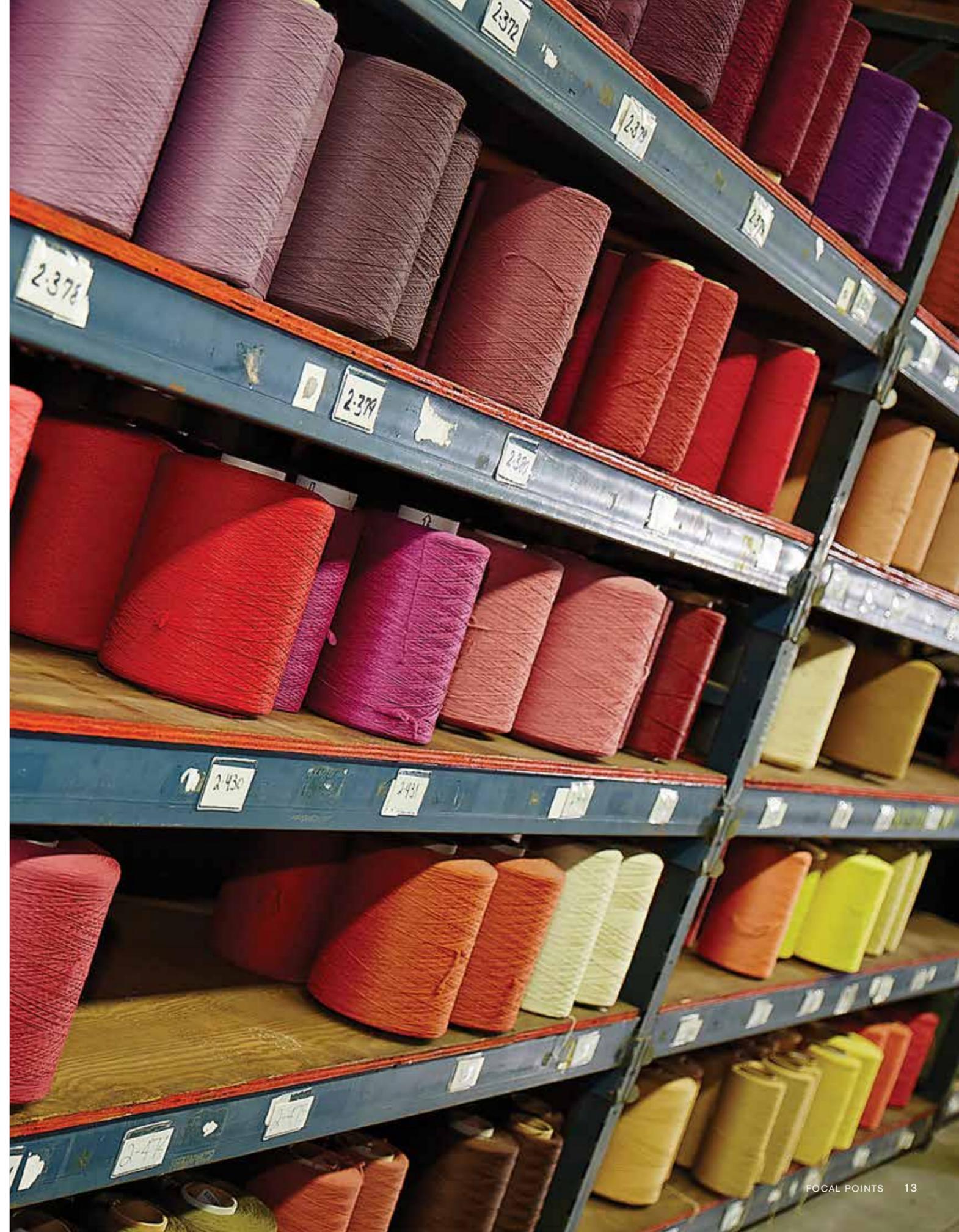
We provide a dedicated coordinator as your single point of contact for managing all the details of your installation...from take-offs and estimating, to production, shipping and delivery coordination, to managing carpet reclamation...and everything in between. You choose the service — we'll get it done. We'll even provide project management services for hard surface flooring not manufactured by us.

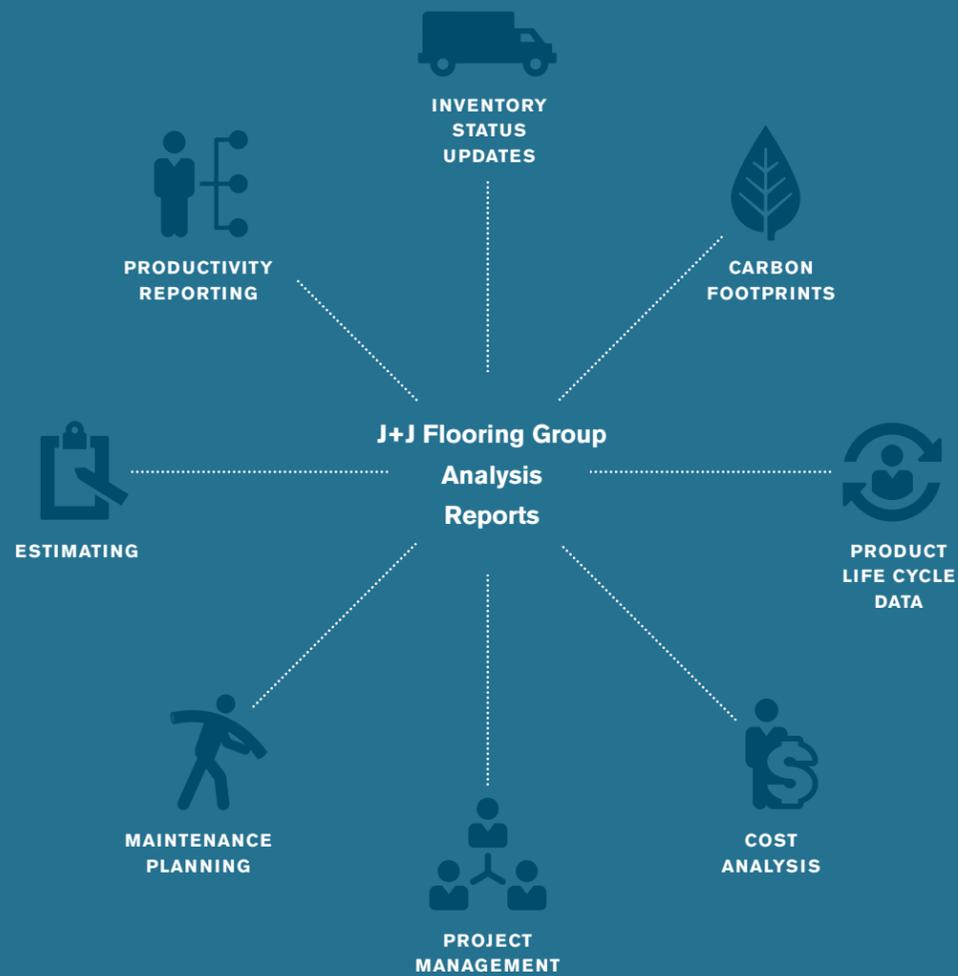
Lifetime Means Lifetime

There's very little fine print in our warranty. From fiber performance to backing performance to dimensional stability, our products have a lifetime warranty. We believe there is no more eloquent way to articulate the integrity and trustworthiness of our products than to stand behind them for their lifetime. So we do.

A Strong Foundation

As one of the largest privately held mills in the industry, we have a heritage of stability that dates to 1957. Our ownership exemplifies a solid and focused commitment to commercial carpet. Our customers count on this firm foundation. Our people trust it. Our future depends upon it. It's based on this foundation that we deliver some of the industry's finest products and services.





Focused on Data

Metrics That Matter

We know your business issues go beyond fiber and backing systems. We help you measure results...from inventory status reporting to project management updates to service performance metrics. We can help you track environmental reporting data, sustainability targets, and carbon footprints. Our customers know that we gather and provide data that demonstrates clear value.

Prevention Pays

Our comprehensive maintenance programs help you get the best return on your investment in commercial carpet products. Clean carpets last longer, not to mention enhances indoor air quality for your staff and customers. Our well-developed cleaning and maintenance resources enable you to take the right steps to make your carpets last.

Savings That Count

Beyond just the purchase price, your expenditures for flooring provide further opportunities for significant savings. Product lifespan data, productivity reporting and other measures generate insights that you can use to increase efficiency and project economies. We serve up data that saves.

Focused on Control



Structured Flexibility

Our engineering heritage has helped us develop clear and precise processes and systems to design, manufacture, deliver and install the highest quality commercial carpets. But our people-centric culture enables us to flex and adapt those processes and systems to meet specific customer needs. Changes, adjustments, modifications...these are not roadblocks for us. They are, instead, opportunities to use our carefully controlled systems to respond to your needs.

98%

WE MEET OR EXCEED 98% OF ALL SHIPPING PROMISE DATES

99%

WE MEET OR EXCEED 99% OF ALL QUICK SHIP SHIPPING PROMISE DATES

Location, Location, Location

We use a highly vertically integrated manufacturing process contained within our single 55-acre campus. This proximity and connectivity enables us to tightly control processes, quickly respond to needs, and deliver custom solutions when others simply can't. We've concentrated our systems and our people — all within 963,000 square feet under roof — to bring our customers a carefully crafted and satisfying experience, from order entry to installation.



Focused on Sustainability



A History of Doing Good

At J+J Flooring Group our commitment to environmental responsibility is not a marketing slogan. It's a part of our corporate DNA. For over twenty years we have been focusing on sustainability issues and improvement opportunities in all areas of our corporate footprint, and winning impressive awards for that performance. We believe true sustainability requires full attention to the potential impacts of every aspect of our business. Like other leading companies, we gauge our progress by measuring our environmental and social performance with as much stringency as our financial performance. With every advance in sustainability metrics, we seek even greater advancements in our own reduction, recycling, reuse, and reclamation efforts.

J+J AQUAFINITY™

The first project of its kind in our industry, Aquafinity is our water reclamation system that removes dye and chemical additives from manufacturing wastewater through a blend of filters and reverse osmosis.

- Allows a savings of approximately 16 million gallons of water per year
- Recovers and reuses as much as 65% of waste water
- Saves an estimated 3 billion BTUs of energy, enough to power 150 local homes for a full year

A Portfolio of Programs

True sustainability is never one-dimensional. For that reason, we created EnAct® (Environmental Action). It's our company-wide portfolio of programs that support reduction, reusing, recycling and reclaiming. EnAct currently includes:

R4 A visionary solution to return, reuse, recycle and reduce all unneeded J+J Flooring Group samples and architect folders.

GREENWIZARD™ Enables management of products, along with their sustainable attributes and data, through direct collaboration with manufacturers and LEED.

AQUAFINITY™ Our industry-leading water reclamation system.

CARPET RECLAMATION PROGRAM Finding the most beneficial end-use for your reclaimed carpet.

Transparency

Because our customers increasingly depend upon the transparency of a product's materials and impacts to help them make smart, informed decisions, we share data from our Life Cycle Assessments (LCAs) via Environmental Product Declarations (EPDs) and materials lists through Health Product Declarations (HPDs).

A Certified System

Our corporate environmental management system is ISO 14001 certified, which for us means more than a stamp of approval. It's our commitment to continuous improvement. We measure, hit targets, set new goals, and measure again... calculating our progress in the pursuit of environmental sustainability. You can count on our responsibility.

Each year, we also ensure our products are certified to the following standards:

- NSF/ANSI 140 - carpet sustainability standard
- CRI Green Label Plus
- BREEAM (UK)

A Pursuit

We don't believe environmental sustainability is a destination, but rather a pursuit. We have been and are firmly committed to this pursuit, always seeking new ways to decrease our footprint, increase our conservation, and enhance the choices you have as our customers in selecting the commercial carpets that are right for you and good for our planet. For an ongoing look at our sustainable practices and goals, view our Corporate Sustainability Report online at jjflooringgroup.com/sustainability.



ZERO WASTE TO LANDFILL CERTIFIED

As responsible stewards of the environment, we believe in using all resources as efficiently and judiciously as possible — prioritizing conservation and consumption reduction before recycling or reuse. With conservation at the heart of our sustainability philosophy, finding alternatives for (and preventing the excessive use of) valuable resources is the basis of our approach to environmental impact management.

Reducing, and ultimately eliminating, the waste we send to landfill has been our focus for more than two decades. In 2014 we reached a significant milestone when we became the first flooring manufacturer in the US to receive third-party certification for diverting all waste from our Dalton campus away from the landfill — an achievement that helped us reach our 20/20 Vision goal well ahead of schedule. In 2014 we diverted 4.2 million pounds of waste away from the landfill through repurposing, reuse and recycling.*

Today, our waste reduction practices include the company-wide use of digital product development technology (no paper required), centralizing all waste stream processing in a single “green room,” and rechanneling as much as 750,000 pounds of ‘waste’ fiber back into our extrusion process. Any remaining waste that cannot be recycled (approximately .3% of all waste: mostly floor sweeps, breakroom and restroom waste) is directed to Covanta, the country's largest energy-from-waste operator. What's more, the energy produced from that waste constitutes the equivalent of removing 60 cars from the road.

*Certification assessed by GreenCircle Certified, LLC.



PROJECT: ARTHUR J. GALLAGHER
 DESIGN: SCOTT BROWNRIGG
 INVISION CARPET: BARKING MAD
 PHOTO: PHILIPVILE

Focused on Global Service



Our Thinking

J+J Flooring Group's global capabilities are founded upon our experience managing a strategic worldwide distribution network. Our international staff is experienced in dealing with tariffs and customs and all the complexities of managing a far-reaching installation. When the flooring arrives anywhere around the world, you know it will have the design, quality and performance features that were the reason you selected it.

Our Reach

From our North American headquarters, our European office in London and a diverse group of representatives and dealers located in Canada, Australia, Dubai, Mexico, Korea and Japan, we are able to easily distribute our products to nearly all corners of our world. From Abu Dhabi to Auckland, from London to Rome, you can be assured that we will be there to help navigate the complexities of international project needs.

GLOBAL CUSTOMERS

The list of our global customers continues to grow, including the following:

- CREDIT SUISSE, QATAR
- JAGUAR/LAND ROVER, UK
- US EMBASSY, ROME
- ABU DHABI STOCK EXCHANGE, UAE
- DELOITTE, NEW ZEALAND
- TIFFANY & CO., GLOBALLY
- MOET HENNESSY, LONDON
- COACH, GLOBALLY
- RBC DEXIA, ENGLAND

Focused on Product

Design Excellence

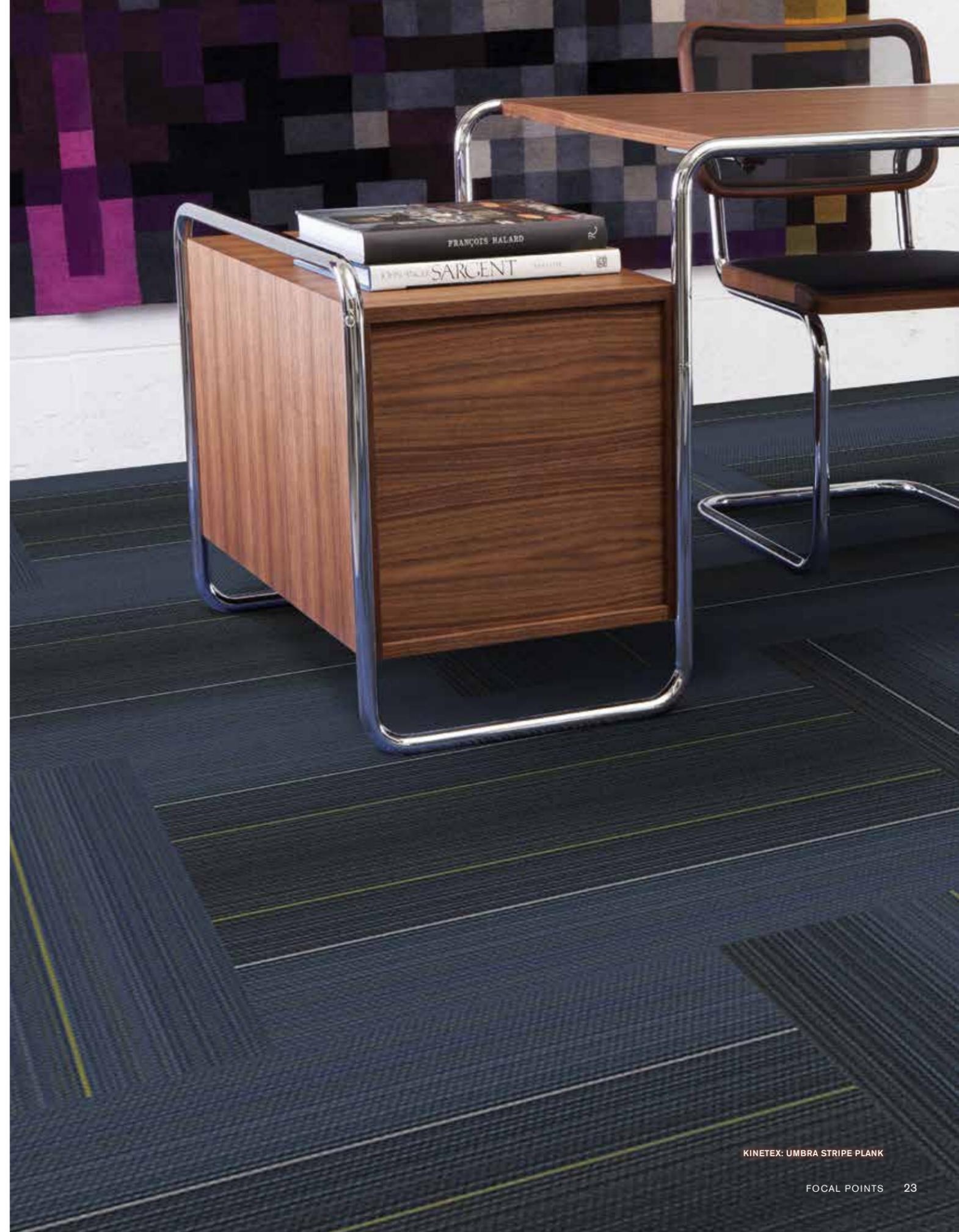
Performance and durability are unmistakably crucial, but never enough. Our design team brings together a unique fusion of high-end aesthetics, a wide-selection of price points and long-term performance. That's exactly the combination you get from J+J Flooring Group.

Be Selective

Beyond the beauty of individual products, our flooring must coordinate beautifully with each other. For that reason, we offer a portfolio of product types, each designed to enable you to integrate them throughout your facility. Because we offer both broadloom and modular carpets and textile composite flooring, your flooring solution fits your precise needs. This offering enables you to blend strong designs with tonal simplicity to create environments that reflect your refined tastes.

Signature Designs

The established experience and considerable creative capabilities of our design team enable us to provide you with distinctive commercial carpets that beautifully and uniquely represent your brand. Our team welcomes the challenge of helping you create flooring options that don't yet exist, but nevertheless will provide a signature statement by your company to your customers. We have delivered these custom creations for an array of clients who want commercial flooring that is unique to them.





INVISION: FICTION/NON-FICTION MODULAR

Focused on Product

CONTINUED

OUR PRODUCTS

M MODULAR CARPET

You will find a variety of modular products designed to stand alone or to coordinate beautifully with our broadloom products. Modular products also offer lifetime performance warranties.

B BROADLOOM CARPET

Our commercial carpet brand offers a variety of styles designed for all commercial end-use applications. Our broadloom products are available with multiple backing options from moisture barrier to cushion — all with lifetime performance warranties and environmental attributes.

W ENTRY-WAY SYSTEMS

Our walk-off tiles are an effective way to ensure dirt and moisture are removed before foot traffic reaches main public areas. These walk-off tiles offer the aesthetics of traditional carpet to complement the design flow of an interior.

K TEXTILE COMPOSITE FLOORING

Our textile composite flooring, Kinetex™, offers an alternative to hard surfaces. It is created to withstand the human elements of a highly occupied space, yet offer the comfort and warmth that a soft surface floor can provide. With unique construction and inherent performance attributes, it combines unmatched durability with extraordinary cleanability, acoustical efficiency, roller mobility, anti-fatigue cushioning, and overall health and safety.

We've Got Your Back

To enable you to address an array of applications and needs, we offer a wide range of backing systems for both modular and broadloom carpets. All of our backing systems are manufactured in ISO 14001 certified facilities. Three backings are NSF/ANSI 140 certified including eKo modular

(Platinum Certified), PremierBac® Plus broadloom (Gold Certified) and TitanBac® Plus broadloom (Gold Certified). You can also rest assured because each is warranted for performance of the entire life of the carpet installation.

Focused on Action

Online, of Course

As anyone would expect today, online tools are an absolute requirement, and ours bring you versatility, ease of use and wide-ranging functionality. From our complete online catalog — including colorways and specification information — to Greenwizard, a service that provides detailed environmental attributes and LEED building performance metrics, go online to get what you need from us. Whether you need clickable sample ordering or product visualization and rendering tools, we've put it at your fingertips, in the form of:

- viewing flooring products in 3D room scenes
- easily downloading CAD files
- using the CSI Spec Tool

Connecting with You

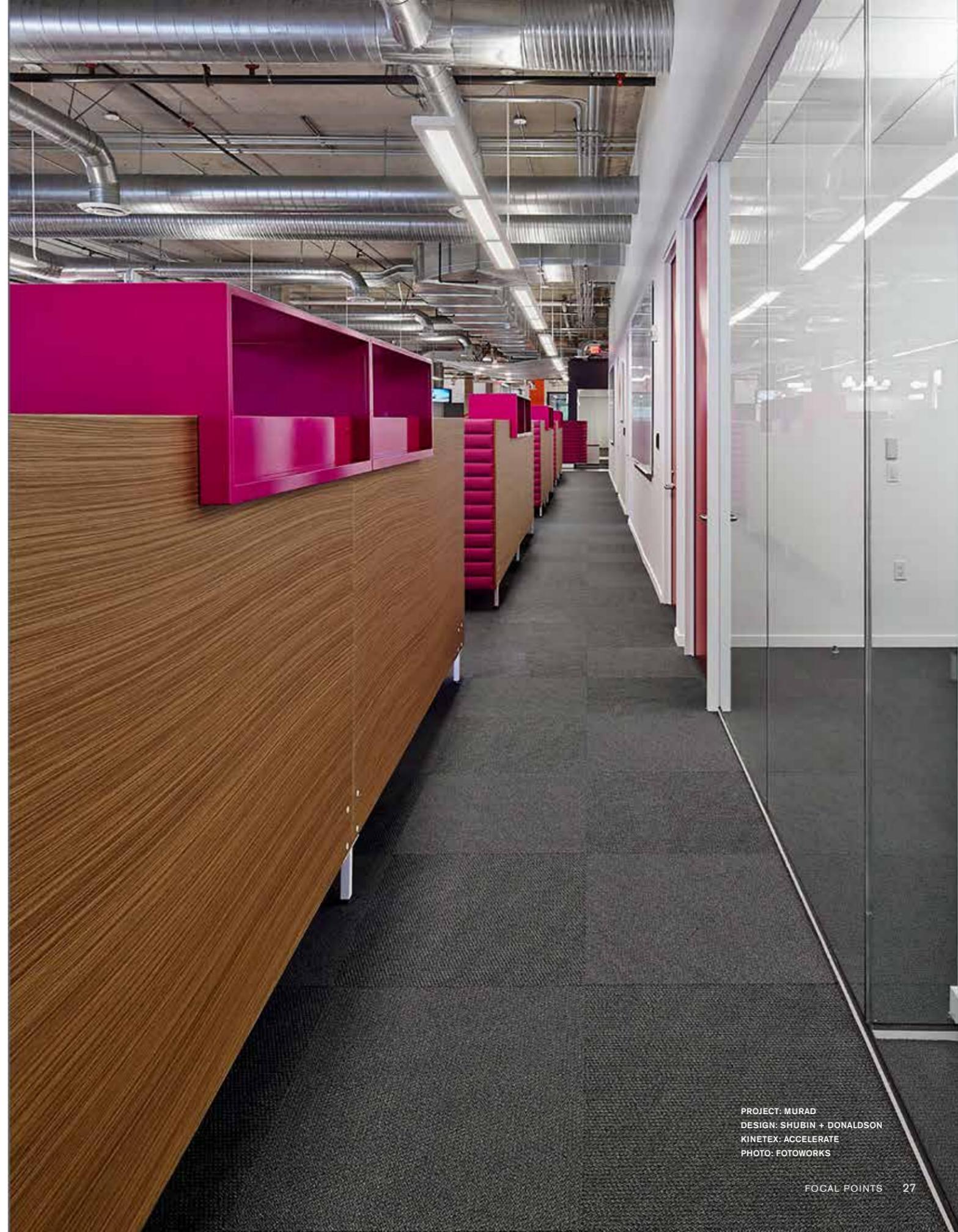
Using a variety of social media sites — LinkedIn, Facebook, Pinterest, Twitter and others — we offer you access to an array of knowledge about new products, industry trends, and links to other relevant content. Or just connect with us for inspiration and creative design ideas. We're where you are.

You're Covered

From nylon to construction to adhesives, J+J Flooring Group provides a lifetime warranty for our products. We simply stand behind what we sell. It's our promise of quality and performance and reliability. It should be what you expect from anyone.

And Now

Contact your J+J Flooring Group representative to take the next step toward soft-surface flooring options that delight and perform.



PROJECT: MURAD
DESIGN: SHUBIN + DONALDSON
KINETEX: ACCELERATE
PHOTO: FOTOWORKS

