

SHIFT

— VOLUME ONE —





"It's not what you look at that matters, it's what you see"

HENRY DAVID THOREAU

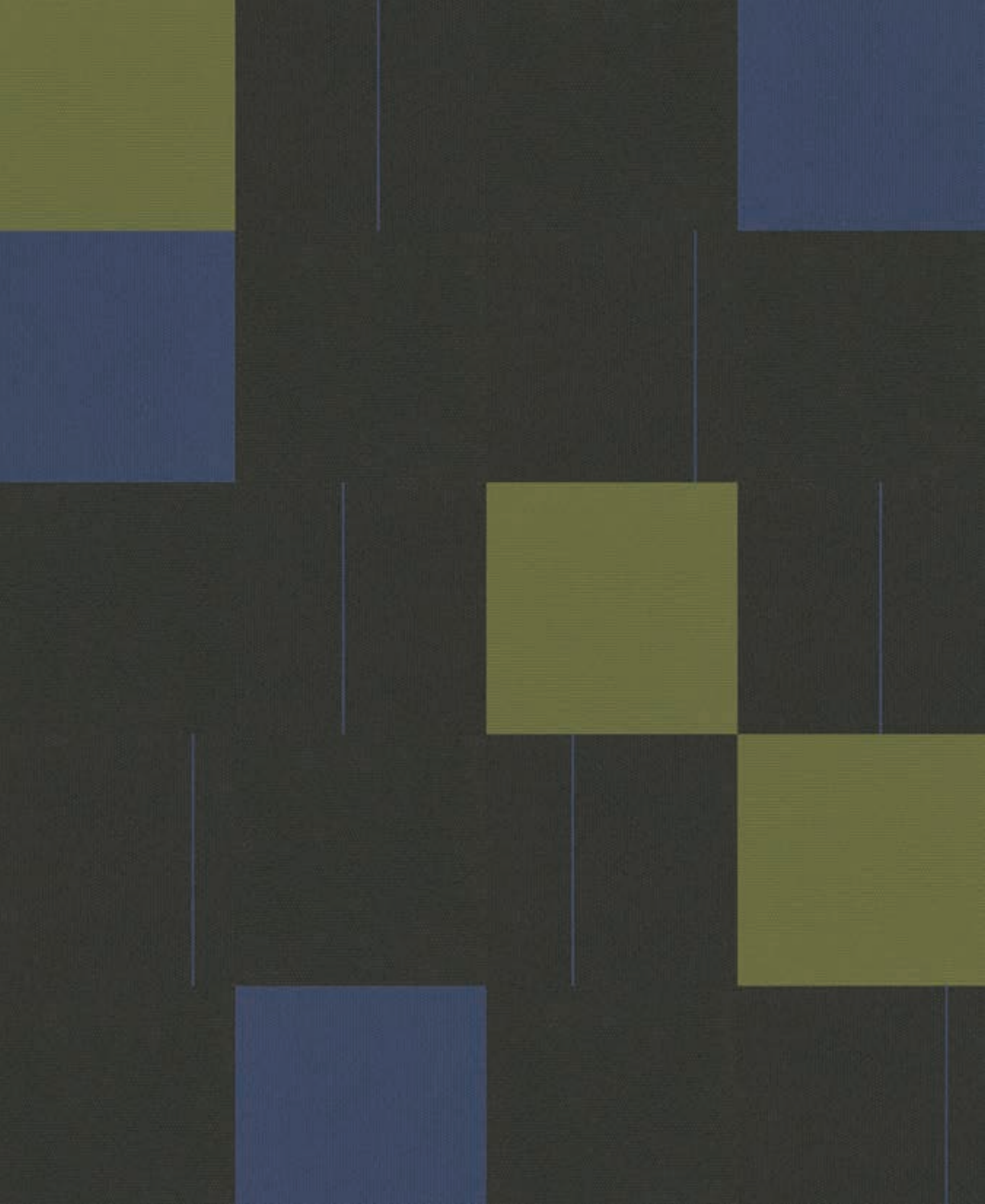


Welcome to the debut volume of *Shift*, a series of exploratory concepts from J+J Flooring Group. Each edition will shift perspectives to provide new ideas in the application of commercial floor covering. Whether shifting highlights, variations in exposure or a transfer of focus, we hope this issue will inspire you to think of the floor as a canvas and an opportunity to create a unique design statement for your next project.



“To draw you must close
your eyes and sing.”

PABLO PICASSO



HIGHLIGHT

Utilize thoughtfully placed color accents to highlight a memorable design theme.



7009 index | 1830 postscript 7031 chroma | 1975 intense 7098 grassland | 2089 tranquil

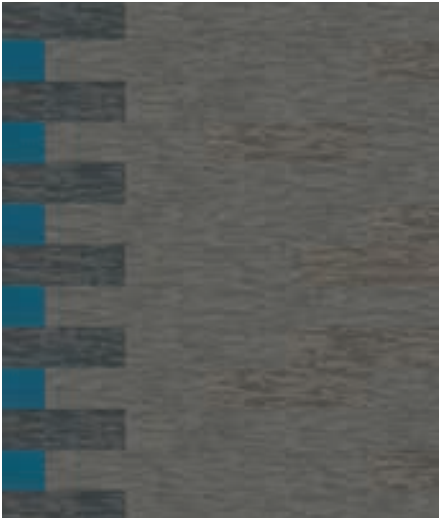


7009 index | 1832 catalog 7031 chroma | 1975 intense 7098 grassland | 2089 tranquil



7009 index | 1831 table 7031 chroma | 1951 cool 7098 grassland | 2093 stillwater





7098 grassland | 2094 breeze 7031 chroma | 1977 electric
7098 grassland | 2097 shadow 7098 grassland | 2092 clear



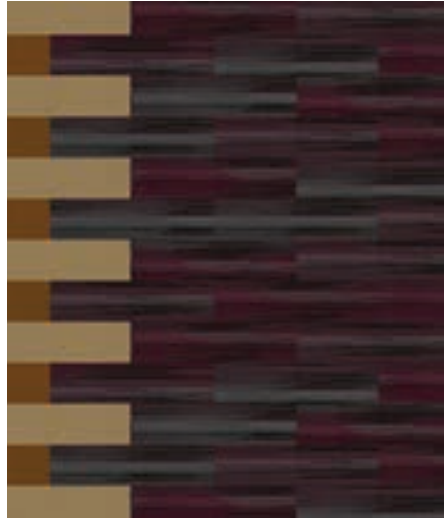
7098 grassland | 2094 breeze 7031 chroma | 1977 electric
7031 chroma | 1963 hue



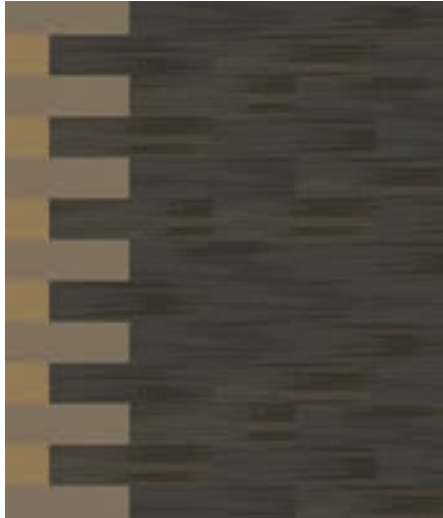
7009 index | 1833 album 7031 chroma | 1977 electric
7031 chroma | 1963 hue



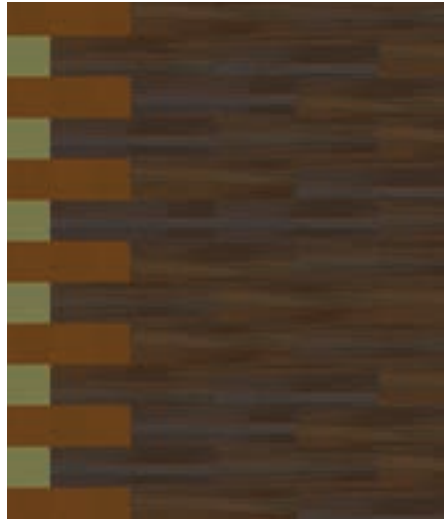




7009 index | 1840 listing 7031 chroma | 1979 tinge
7037 chroma | 1958 glow



7009 index | 1837 publication 7031 chroma | 1953 tone
7037 chroma | 1958 glow

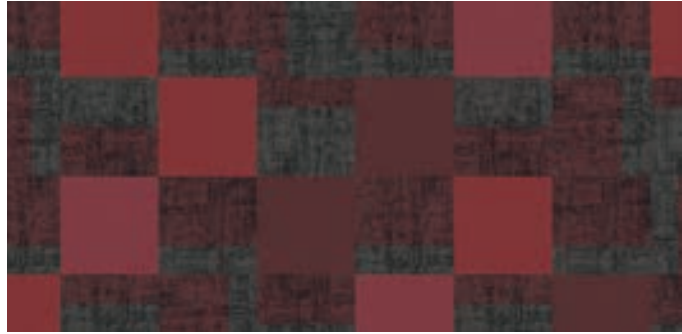


7009 index | 1838 essay 7031 chroma | 1979 tinge
7031 chroma | 1971 crisp

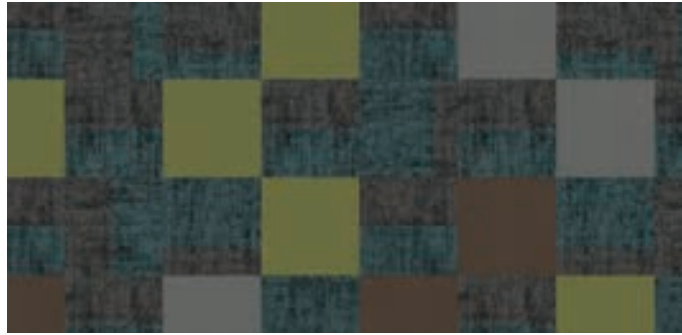


7009 index | 1838 essay 7031 chroma | 1958 glow
7037 chroma | 1953 tone





1821 analog | 1544 relate 1816 pop | 1712 rojo
1817 propel | 1705 nudge 1813 accelerate | 1600 quick



1821 analog | 1548 connect 1816 pop | 1715 verde
1817 propel | 1704 shunt 1813 accelerate | 1593 increase



1821 analog | 1549 parallel 1816 pop | 1713 violeta
1817 propel | 1709 breakthrough 1813 accelerate | 1597 project





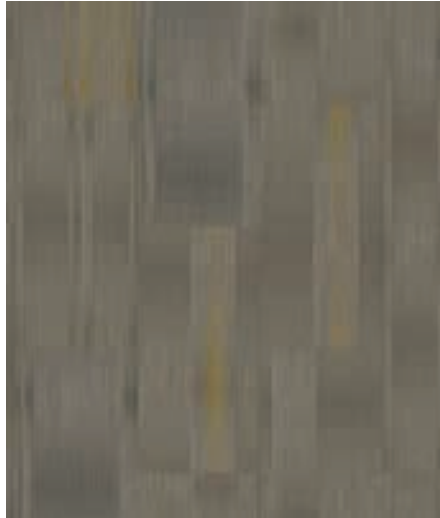
“Good design, like good painting,
cooking, architecture or whatever
you like, is a manifestation of
the capacity of the human spirit
to transcend its limitations.”

GEORGE NELSON



SYNC

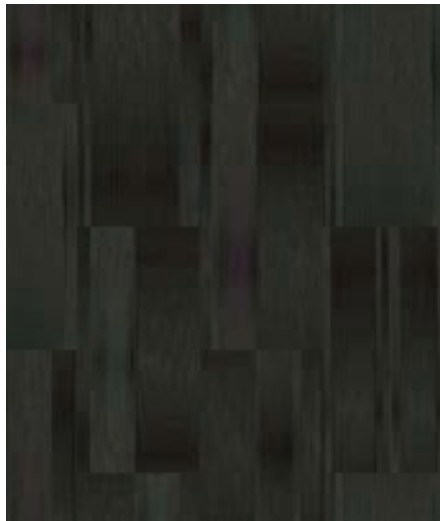
Create function with flair by syncing relevant flooring types within a singular space.



7018 inception | 1740 master plan
7018 inception | 1741 perfect plan



7018 inception | 1734 lost in thought
7018 inception | 1735 train of thought



7018 inception | 1749 perfect concept
7018 inception | 1750 basic concept



7018 inception | 1730 initiate proceedings
7018 inception | 1731 initiate the call





7009 index | 1839 sequence 7074 skyline | 2060 landmark



7009 index | 1842 reference 7949 cameo II | 2005 shaft



7009 index | 1834 version 7956 milky way | 2011 panamint







7098 grassland | 2085 lotus 7901 rusted | 1404 stimulate



7098 grassland | 2086 bliss 7475 payday | 1415 salt away

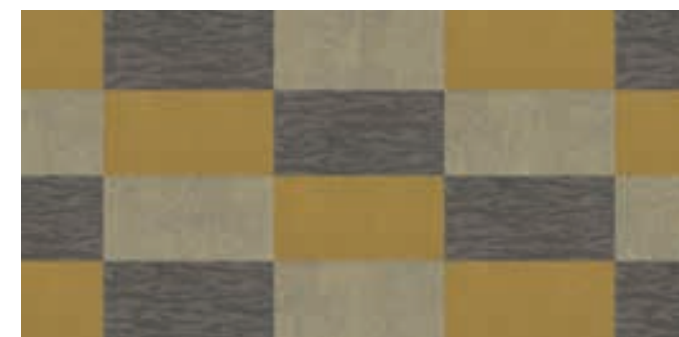


7098 grassland | 2089 tranquil 7024 tone | 1754 chord

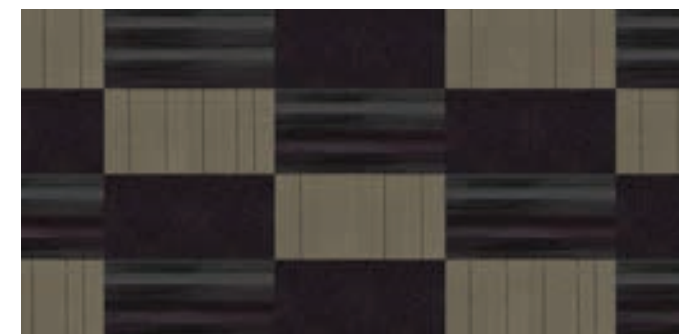


7098 grassland | 2086 bliss 7901 rusted | 1395 focus





7098 grassland | 2097 shadow 7955 tubled stone | 327 citrine
7956 milky way | 2009 jubilee pass



7009 index | 1841 appendix 7609 mache trace | 438 litho
7993 titanium | 560 energizing



7009 index | 1834 version 7026 non fiction | 1779 conclusion
7901 rusted | 1404 stimulate



“You can’t depend on your
eyes when your imagination
is out of focus.” MARK TWAIN



FOCUS

Merge pattern with color to create intentional focus on space, function and direction.



7442 problem solved | 1208 staple gun 7031 chroma | 1981 spectrum



7956 milky way | 2016 darwin wells 7031 chroma | 1959 tint



7615 mosaic | 477 manilla 7031 chroma | 1967 chameleon





1819 umbra | 1765 dusk 1813 accelerate | 1598 speed
1813 accelerate | 1599 rapid



1819 umbra | 1762 opaque 1813 accelerate | 1593 increase
1813 accelerate | 1599 rapid



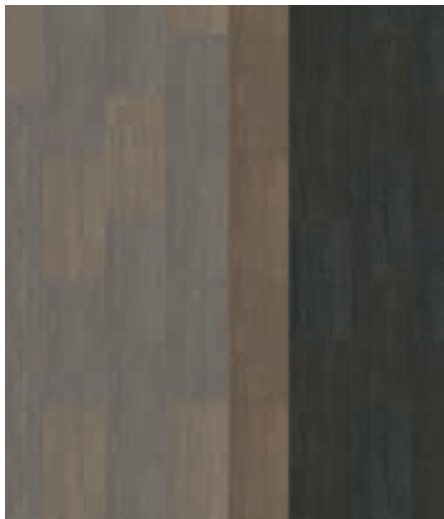
1819 umbra | 1760 shade 1813 accelerate | 1599 rapid
1813 accelerate | 1596 proceed



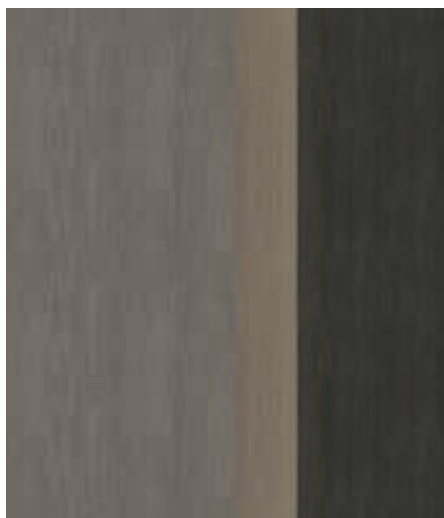




1826 strata | 1848 feldspar 1826 strata | 1847 clastic
1826 strata | 1851 geologic

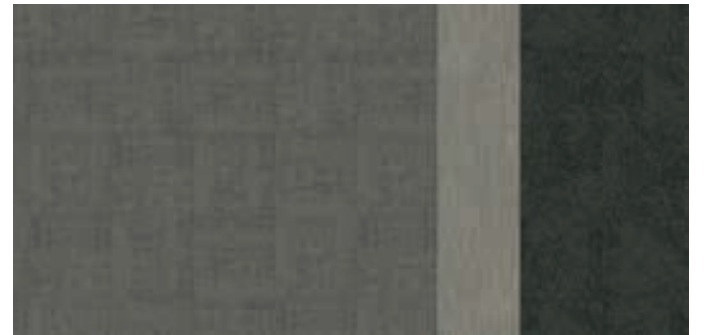


1826 strata | 1848 feldspar 1826 strata | 1847 clastic
1826 strata | 1850 formation 1826 strata | 1851 geologic

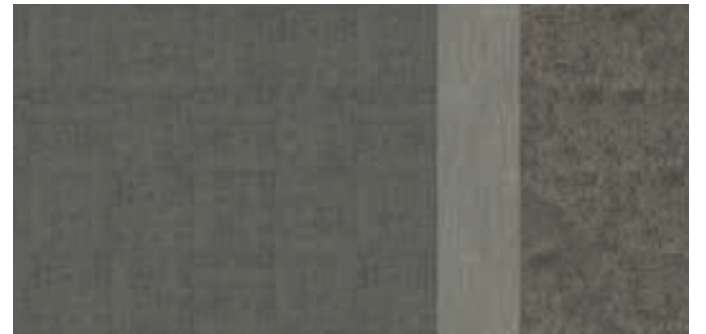


1826 strata | 1848 feldspar 1826 strata | 1846 jasper
1826 strata | 1851 geologic

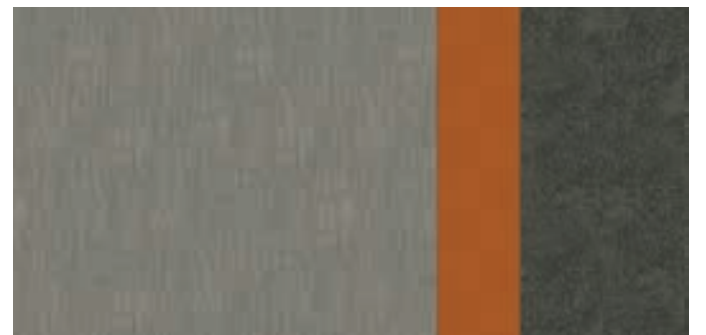




7956 milky way | 2016 darwin wells 7097 meadow | 2092 clear
7098 grassland | 2089 tranquil



7956 milky way | 2014 badwater 7097 meadow | 2092 clear
7098 grassland | 2089 tranquil



7956 milky way | 2015 dante's view 7098 grassland | 2089 tranquil
7031 chroma | 1975 intense

Our combined portfolio of Invision modular and broadloom carpet and our Kinetex advanced textile composite flooring gives you access to a nearly endless array of style, color, pattern and product combinations.

APPENDIX



PAGE 2
7957 time lapse | 2007 salt creek
7027 mineral | 1795 quartz



PAGE 6
1818 flash | 1728 azul
1816 pop | 1715 verde
1816 pop | 1719 azul
1817 propel | 1708 outpace



PAGE 9
7098 grassland | 2092 clear
7009 index | 1831 table



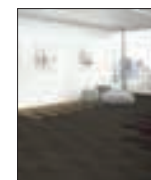
PAGE 11
7009 index | 1833 album
7031 chroma | 1963 hue
7031 chroma | 1973 vivid



PAGE 12
7009 index | 1829 chapter
7031 chroma | 1958 glow
7031 chroma | 1956 warm



PAGE 13
7009 index | 1835 issue
7031 chroma | 1951 cool
7031 chroma | 1959 tint



PAGE 15
7009 index | 1837 publication
7009 index | 1840 listing
7031 chroma | 1958 glow
7031 chroma | 1953 tone



PAGE 17
1818 flash | 1728 azul
1816 pop | 1715 verde
1816 pop | 1719 azul
1817 propel | 1708 outpace



PAGE 20
7098 grassland | 2096 solace
7031 chroma | 1975 intense
7073 skyline | 2058 overlook
7073 skyline | 2066 silhouette



PAGE 23
7019 inception neutral
colors:
1747 minor suggestion
1746 just a suggestion
1745 suggestion



PAGE 25
7009 index | 1842 reference
7073 skyline | 2061 vector



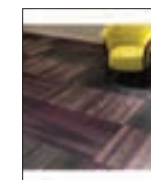
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7009 index | 1837 publication
7608 mache | 452 paste



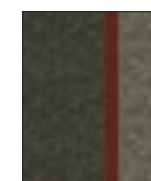
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7009 index | 1831 table
7027 mineral | 1795 quartz



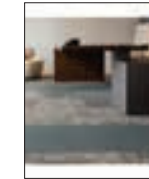
PAGE 29
7098 grassland | 2085 lotus
7998 insight | 1456 meet



PAGE 30
7013 big bang | 1590 exploration
7008 index | 1842 reference
7009 index | 1841 appendix



PAGE 34
7074 elevated | 2067 perspective
7074 elevated | 2068 plan
7031 chroma | 1982 brilliant



PAGE 37
7956 milky way | 2014 badwater
7958 terra firma | 2014 badwater
7031 chroma | 1963 hue



PAGE 39
1819 umbra | 1761 twilight
1813 accelerate | 1596 proceed
1813 accelerate | 1593 increase



PAGE 40
7956 milky way | 2014 badwater
7956 milky way | 2007 salt creek
7958 terra firma | 2018 black mountain
7097 meadow | 2089 tranquil
7097 meadow | 2090 remedy
7009 index | 1829 chapter
7009 index | 1831 table



PAGE 41
7956 milky way | 2007 salt creek
7956 milky way | 2011 panamint
7958 terra firma | 2010 furnace creek
7958 terra firma | 2012 scottie
7958 terra firma | 2018 black mountain
7097 meadow | 2089 tranquil
7009 index | 1841 appendix
7009 index | 1831 table



PAGE 43
7074 elevated | 2067 perspective
7074 elevated | 2068 plan
7031 chroma | 1951 Cool



PAGE 44
7009 index | 1838 essay
7956 milky way | 2018 black mountain
7030 etched | 1990 emulsion



J+J FLOORING GROUP

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

Invision offers inspired broadloom and modular commercial carpet solutions with an unwavering commitment to quality and performance.

kinetex

Award-winning Kinetex is a textile composite flooring that combines the key attributes of soft-surface floor covering with the long-wearing performance characteristics of hard-surface flooring.



J+J FLOORING GROUP

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