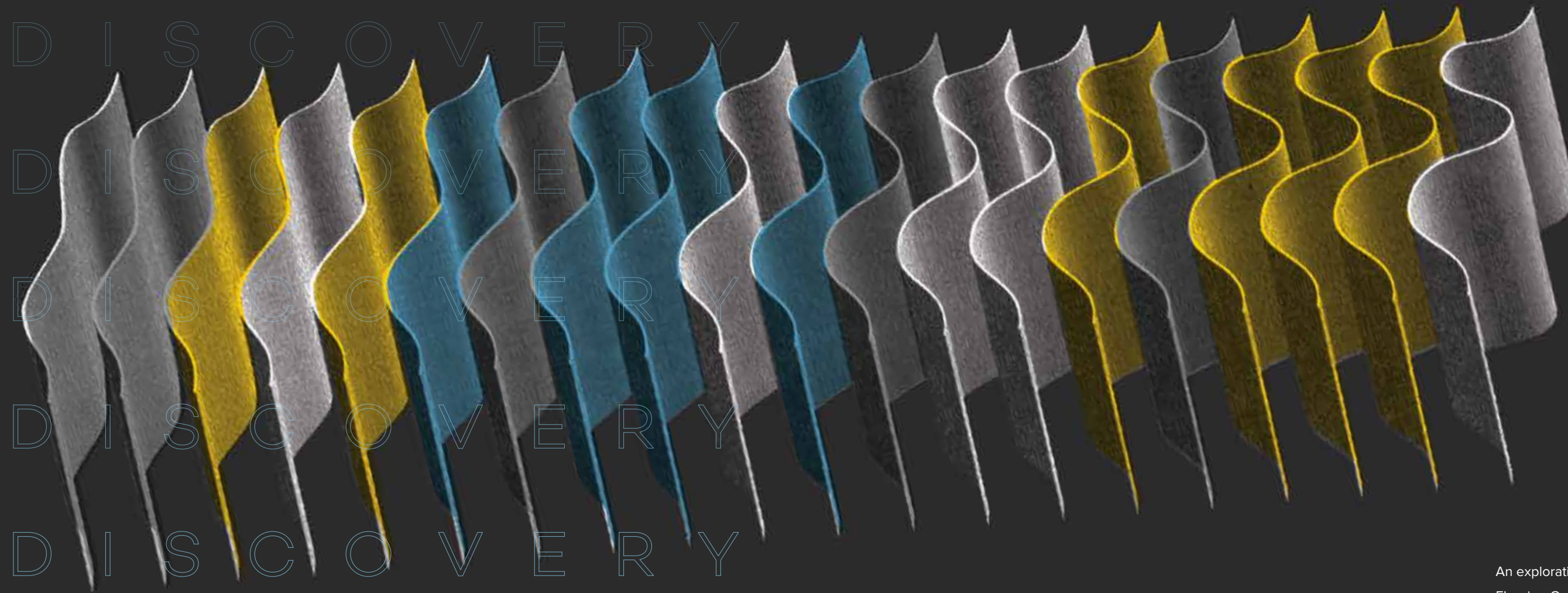


EDUCATION

SHIFT



J+J



D I S C O V E R Y

D I S C O V E R Y

D I S C O V E R Y

D I S C O V E R Y

D I S C O V E R Y

D I S C O V E R Y

D I S C O V E R Y

D I S C O V E R Y

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.

This volume of Shift takes on Discovery: an unearthing of thought and creativity that ultimately lead to innovation and breakthrough. In modern learning spaces, design, color and pattern engage and inspire critical thinking — form and function spark creative imagination. It's these elements that provide the foundation for discovery in the 21st century.



CONTENTS

[FORM]

p.6

[FUNCTION]

p.20

[IMAGINATION]

p.34

D
I
S
C
O
V
E
R
Y

[FORM]

The building blocks of learning.

Shapes move, and then take form to create a learning space that is distinct and vibrant. Each individual detail links with one another until they work as one. Beauty and intelligence emerge to inspire the next discovery.



Analog Mono 1822 | Resemble 1558
 Analog Mono 1822 | Match 1559
 Analog Mono 1822 | Correspond 1557
 Propel II 1817 | Breakthrough 1709
 Pop 1816 | Verde 1715
 Pop 1816 | Cielo 1717



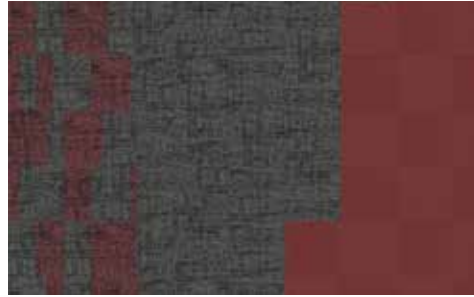
Propel II 1817 | Outpace 1708
 Propel II 1817 | Advance 1707
 Propel II 1817 | Guide 1702
 Pop 1816 | Anaranjado 1711
 Pop 1816 | Cielo 1717
 Pop 1816 | Mostaza 1710



Elevated 7074 | Highrise 2054
 Elevated 7074 | Vista 2052
 Elevated 7074 | Aerial 2057
 Skyline 7073 | Landmark 2060
 Skyline 7073 | Sight Line 2062
 Skyline 7073 | Overlook 2058



Non-Fiction 7026 | Monologue 1786
 Index 7008 | Listing 1840
 Elevated 7074 | Vector 2061
 Chroma 7031 | Shade 1964
 Chroma 7031 | Cool 1951
 Chroma 7031 | Spectrum 1981



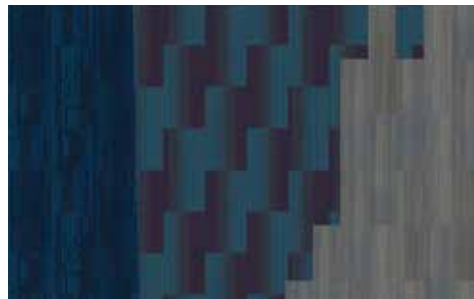
Propel II 1817 | Pitch 2371
Analog 1821 | Relate 1544
Analog Mono 1822 | Correlate 1552



Tandem 7066 | Song & Dance 2523
Tandem 7066 | Hammer & Nails 2515
Propel II 1817 | March 2368



Tandem 7066 | Vim & Vigor 2521
Index 7009 | Issue 1835
Index 7009 | Table 1831



Tandem 7066 | Vim & Vigor 2521
Index 7009 | Table 1831
Umbra II 1819 | Bandy 2512





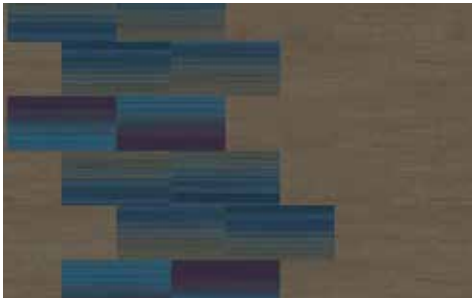
Strata 1826 | Feldspar 1848
 Propel II 1817 P | Breakthrough 1709
 Propel II 1817 P | Advance 1707
 Propel II 1817 P | Nudge 1705



Strata 1826 | Silt 1854
 Propel II 1817 P | Shoot 2370
 Propel II 1817 P | Guide 1702
 Propel II 1817 P | Rush 2369



Strata 1826 | Lithic 1849
 Strata 1826 | Volcanic 1853
 Median Z061M | 1741
 Inception 7018 | Basic Concept 1750



Strata 1826 | Feldspar 1848
 Umbra II 1819 | Celestial 2508
 Umbra II 1819 | Observer 2509
 Umbra II 1819 | Obscure 2504



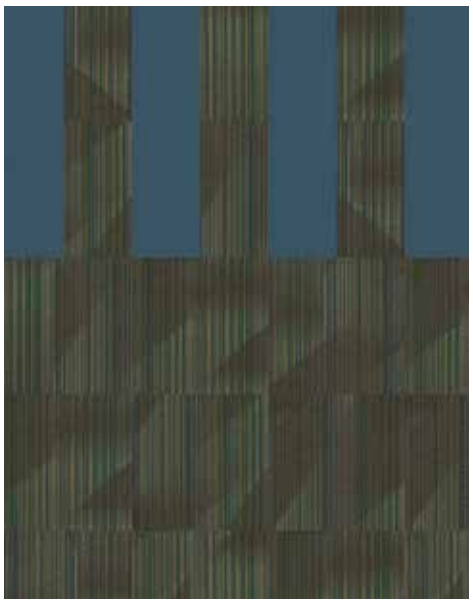
Umbra II 1819 | Surpass 2511
Propel II 1817 P | Drive 2373



Index 7008 | Postscript 1830
Chroma 7031 | Intense 1975



Put a Cork In It | 1830 Bottle 2185
Pop 1816 | Mostaza 1710



Elevated 7074 | Plan 2068
Chroma 7031 | Saturation 1976



7030 Etched | 1990 Emulsion
7030 Etched | 1983 Impression
Chroma Plank 7031 | Shade 1964



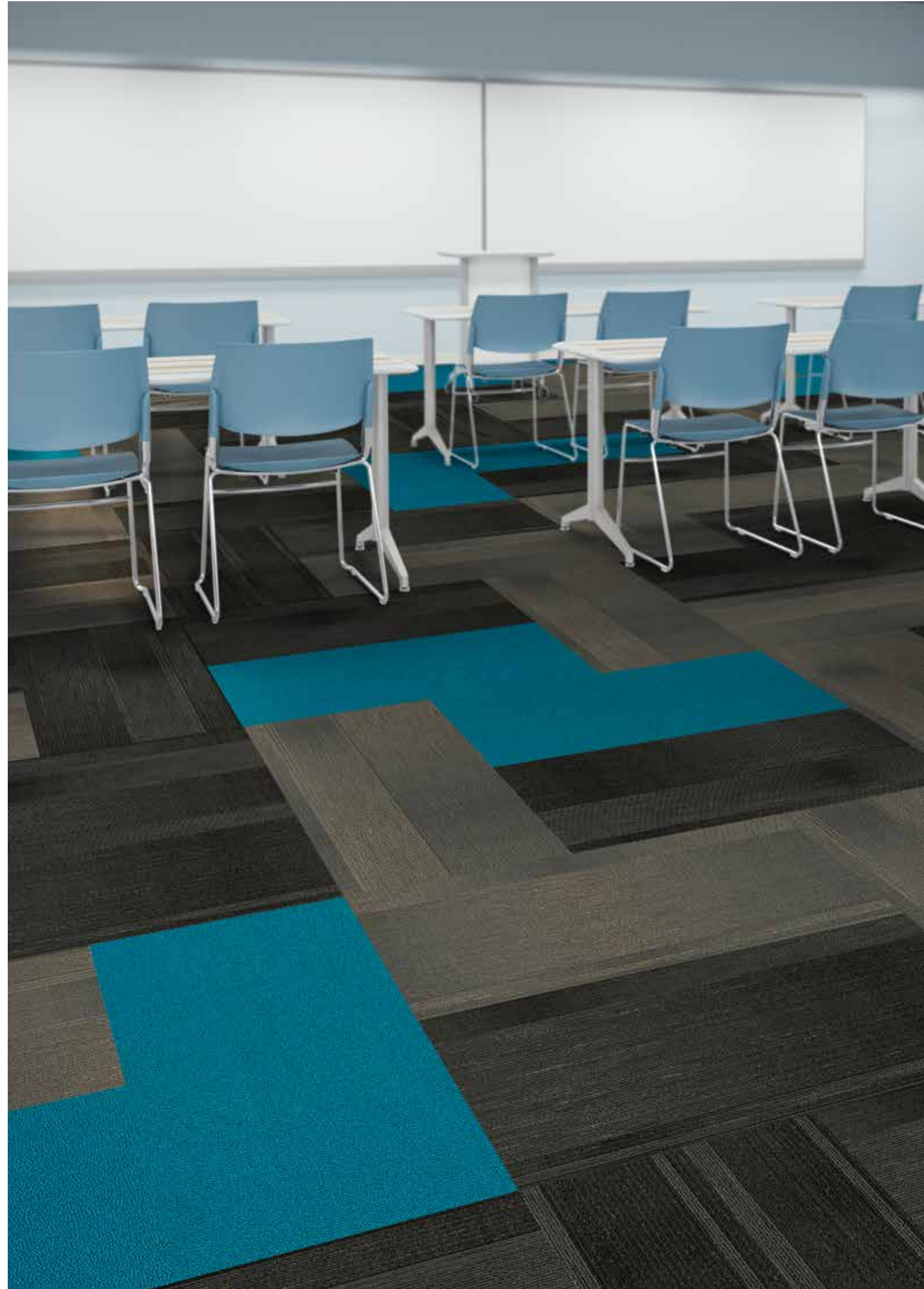
Inception 7019 | Plan 1739
Inception 7019 | Suggestion 1745
Chroma Plank 7031 | Radiant 1968



7030 Etched | 1990 Emulsion
7030 Etched | 1983 Impression
Chroma Plank 7031 | Shade 1964



Inception 7019 | Plan 1739
Inception 7019 | Suggestion 1745
Chroma Plank 7031 | Crisp 1971



DISCOVERY

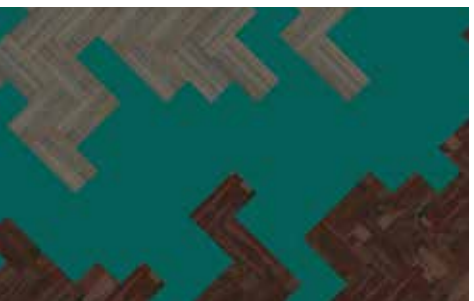


[FUNCTION]

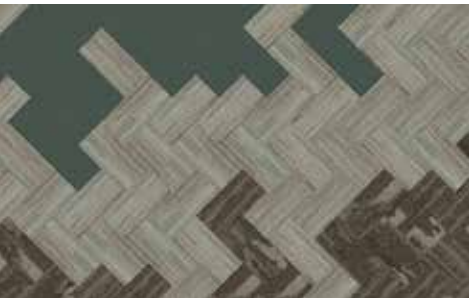
Finding the way.

In pursuit of function, informed research and thoughtful analysis are guideposts — color, pattern and texture marking the path. The learning experience is heightened by the surroundings in which it's steeped and reached by following the signs others have uncovered before us.





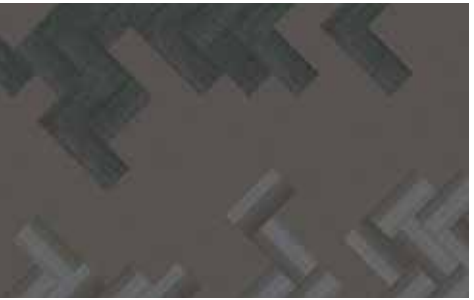
Organic Raku 7062 | High Fire 2350
 Chroma Plank 7031 | Vivid 1973
 Median Z061M | 1743



Chroma Plank 7031 | Dimension 1980
 Median Z061M | 1730
 Organic Raku 7062 | Kiln 2345



Propel II 1817 P | Breakthrough 1709
 Strata 1826 | Feldspar 1848
 Umbra 1819 | Eclipse 1766



Strata 1826 | Volcanic 1853
 Propel II 1817 P | Advance 1707
 Umbra 1819 | Opaque 1762



Elevated 7074 | Panorama 2071
Elevated 7074 | Terrace 2069
Elevated 7074 | Plan 2068
Chroma 7031 | Hue 1963



Propel II 1817 | Forge 1706
Put a Cork In It 1830 | Caisson 2194
Tri Plex 1832 | Legged Race 2287
Tri Plex 1832 | Dog Night 2293



Analog Mono 1822 | Regard 1556
Analog Mono 1822 | Correlate 1552
Pop 1816 | Anaranjado 1711
Accelerate 1813 | Increase 1593



Chroma 7031 | Wash 1952
Index 7008 | Volume 1828
Index 7009 | Album 1833
Index 7009 | Catalog 1832



Tandem 7066 | Song & Dance 2523
Propel II 1817 | March 2368
Elevated 7074 | Horizon 2059



Propel II 1817 | Roll 1703
Umbra 1819 | Opaque 1762
Put a Cork In It 1830 | Caisson 2194



Propel II 1817 | Shoot 2370
Analog Mono 1822 | Equivalent 1555
Strata 1826 | Feldspar 1848



Chroma 7031 | Electric 1977
Tandem 7066 | Vim & Vigor 2521
Elevated 7074 | View 2064





Analog Mono 1822 | Correlate 1552
Analog Mono 1822 | Match 1559
Analog Mono 1822 | Resemble 1558
Analog Mono 1822 | Correspond 1557



Propel II 1817 | Breakthrough 1709
Put a Cork In It 1830 | Canteen 2192
Put a Cork In It 1830 | Cruet 2193
Put a Cork In It 1830 | Stein 2182



Non-Fiction 7026 | Comedy 1777
Fiction 7025 | Metaphor 1769
Chroma 7031 | Tinge 1979



Tri Plex 1832 | Ring Binder 2291
Tri Plex 1832 | Musketeers 2295
Tri Plex 1832 | Wheeler 2286
Tri Plex 1832 | Ring Circus 2289





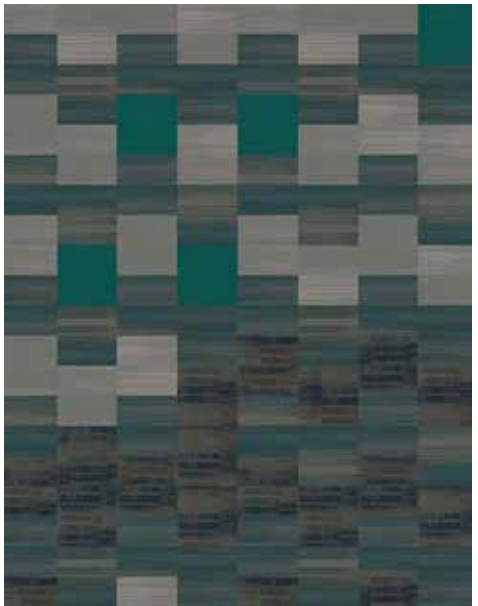
Chroma 7031 | Intense 1975
Well Versed 7072 | Hughes 2023
Well Versed 7072 | Frost 2022
Non-Fiction 7026 | Comedy 1777



Fiction 7025 | Foreshadowing 1767
Well Versed 7072 | Hardy 2021
Well Versed 7072 | Ashbery 2169
Chroma 7031 | Glow 1958



Well Versed 7072 | Plath 2026
Index 7008 | Volume 1828
Non-Fiction 7026 | Sincerity 1784
Chroma 7031 | Primary 1969



Non-Fiction 7026 | Comedy 1777
Index 7008 | Album 1833
Well Versed 7072 | Whitman 2025
Chroma 7031 | Vivid 1973

D
I
S
C
O
V
E
R
Y



[IMAGINATION]

A catalyst for creative thinking.

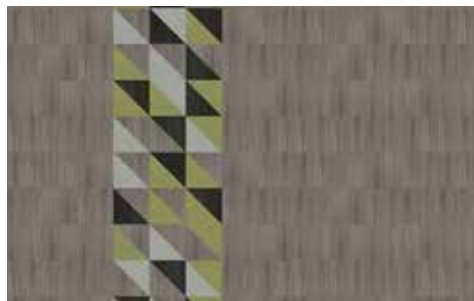
First, imagination is sparked — and then it's fueled. Through form and function, the brighter thinking and love of learning that are essential to achievement become inspired. At the intersection of art and science design becomes effective, leading one down a wide path of discovery and imagination.



Analog Mono 1822 | 1555
Analog Mono 1822 | Correspond 1557
Propel II 1817 | Cast 2372
Propel II 1817 | March 2368



Analog Mono 1822 | Match 1559
Analog Mono 1822 | Correlate 1552
Propel II 1817 | Guide 1702
Propel II 1817 | Drive 2373



Craftwork 6599 | Weaver 2201
Chroma 7031 | Cool 1951
Chroma 7031 | Crisp 1971
Index 7008 | Reference 1842



Craftwork 7099 | Mason 2198
Non-Fiction 7026 | Comedy 1777
Index 7008 | Chapter 1829
Index 7008 | Publication 1837





Propel II 1817 | Pitch 2371
 Pop 1816 | Rojo 1712-QT
 Propel II 1817 | Nudge 1705
 Pop 1816 | Anaranjado 1711
 Propel II 1817 | Advance 1708



Tri Plex 1832 | Is a Crowd 2288
 Tri Plex 1832 | Legged Race 2287
 Tri Plex 1832 | Card Monte 2296
 Tri Plex 1832 | Dog Night 2293
 Propel II 1817 | Outpace 1708



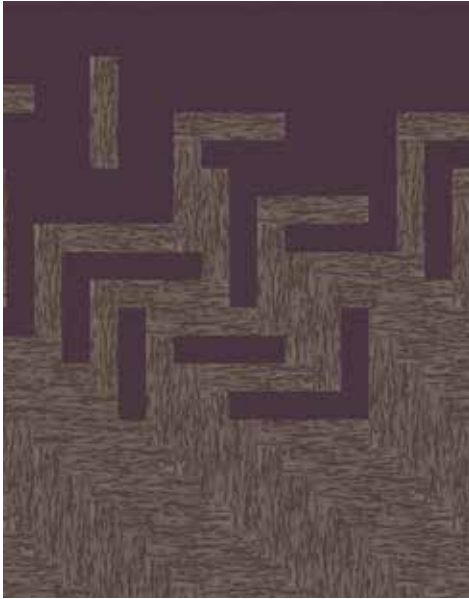
Chroma 7031 | Pigment 1962
 Chroma 7031 | Glow 1958
 Chroma 7031 | Undertone 1961
 Oxford 7063 | Muslin 2391
 Madras 7065 | Twill 2402



Propel II 1817 | Cast 2372
 Propel II 1817 | March 2368
 Pop 1816 | Esmeralda 1716
 Pop 1816 | Turquesa 1718
 Fracture 1834 | Belle Isle 2333



Propel II 1817 DP | Breakthrough 1709
Timber 1825 | Aspen 1923



Grassland 7098 | Escape 2095
Chroma Demi-Plank 7031 | Spectrum 1981



Chroma Demi-Plank 7031 | Bright 1970
Grassland 7098 | Shadow 2097



Chroma Demi-Plank 7031 | Value 1960
Index 7009 | Sequence 1839





Index 7009 | Sequence 1839
Index 7009 | Volume 1828
Index 7009 | Table 1831
Index 7009 | Catalog 1832
Index 7009 | Publication 1837



Timber 1825 | Buckthorn 1926
Timber 1825 | Catalpa 1924
Timber 1825 | Ironwood 1920
Propel II 1817 DP | Advance 1707
Propel II 1817 DP | Outpace 1708



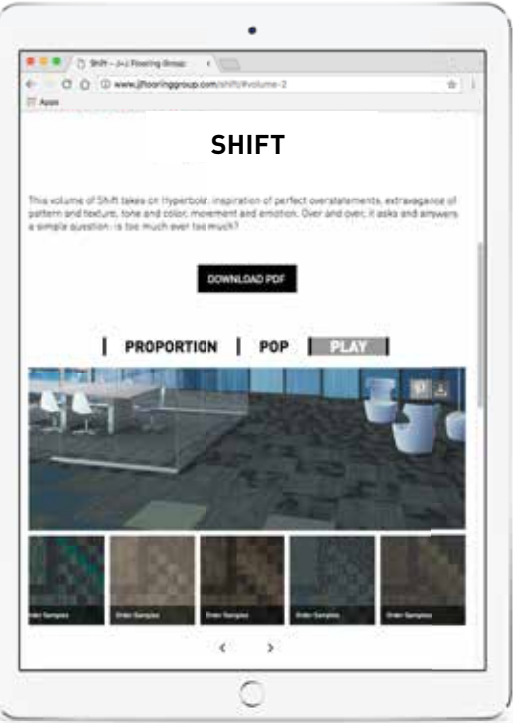
Index 7009 | Publication 1837
Index 7009 | Version 1834
Index 7009 | Postscript 1830
Index 7009 | Table 1831
Index 7009 | Catalog 1832



Timber 1825 | Sassafras 1921
Timber 1825 | Hemlock 1928
Timber 1825 | Cypress 1925
Timber 1825 | Buckthorn 1926
Timber 1825 | Catalpa 1924

Discovery is where form and function spark the creative imagination needed for optimal learning. Our portfolio of products transforms any educational setting into one that nurtures critical and creative thinkers and encourages thoughtful learners to advance new ideas for the 21st century.

Explore, and be inspired.



DISCOVER:

Visit jjfflooringgroup.com/shift

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

[FORM]



Index 7008 | Volume 1828
Index 7008 | Album 1833
Index 7008 | Catalog 1832
Index 7008 | Reference 1842/
Index 7008 | Publication 1837



Tandem 7066 | Vim & Vigor 2521
Tandem 7066 | Milk & Honey 2513



Strata 1826 | Silt 1854
Propel II 1817 P | Shoot 2370
Propel II 1817 P | Guide 1702
Propel II 1817 P | Rush 2369



Fiction 7025 | Parody 1774
Chroma 7031 | Crisp 1971



Inception 7019 | Concept 1748
Inception 7019 | Generate 1742
Chroma Plank 7031 | Electric 1977

[FUNCTION]



Craftwork 7099 | Painter 2204 | Mono
Patina II Z062M | 201 | Ashlar
Atmospheric 7713 | Alumina 2318 | QT



Propel II 1817 | Advance 1707
Pop 1816 | Esmeralda 1716
Propel II 1817 | Drive 2373
Pop 1816 | Morado 1714
Fracture 1834 | Renaissance 2341



Chroma 7031 | Electric 1977
Tandem 7066 | Vim & Vigor 2521
Elevated 7074 | View 2064



Index 7008 | Catalog 1832
Index 7008 | Volume 1828
Index 7008 | Chapter 1829
Index 7008 | Album 1833



Non-Fiction 7026 | Comedy 1777
Index 7008 | Album 1833
Well Versed 7072 | Whitman 2025
Chroma 7031 | Vivid 1973

[IMAGINATION]



Terra Firma 7958 | Badwater 2014
Elevated 7074 | View 2064
Chroma 7031 | Delicate 1954
Chroma 7031 | Tone 1953
Chroma 7031 | Vibrant 1978



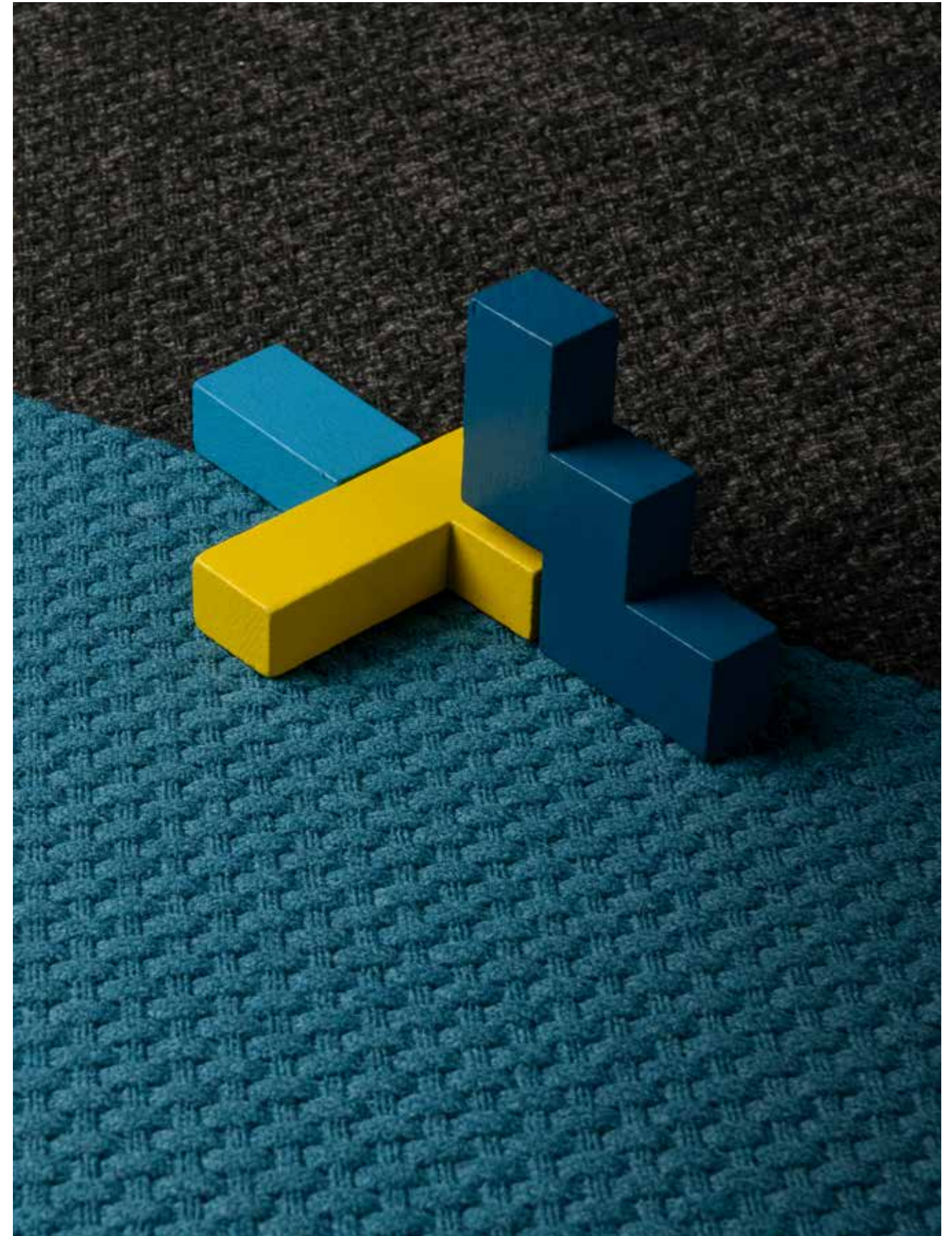
Chroma 7031 | Pigment 1962
Chroma 7031 | Glow 1958
Chroma 7031 | Undertone 1961
Oxford 7063 | Muslin 2391
Madras 7065 | Twill 2402

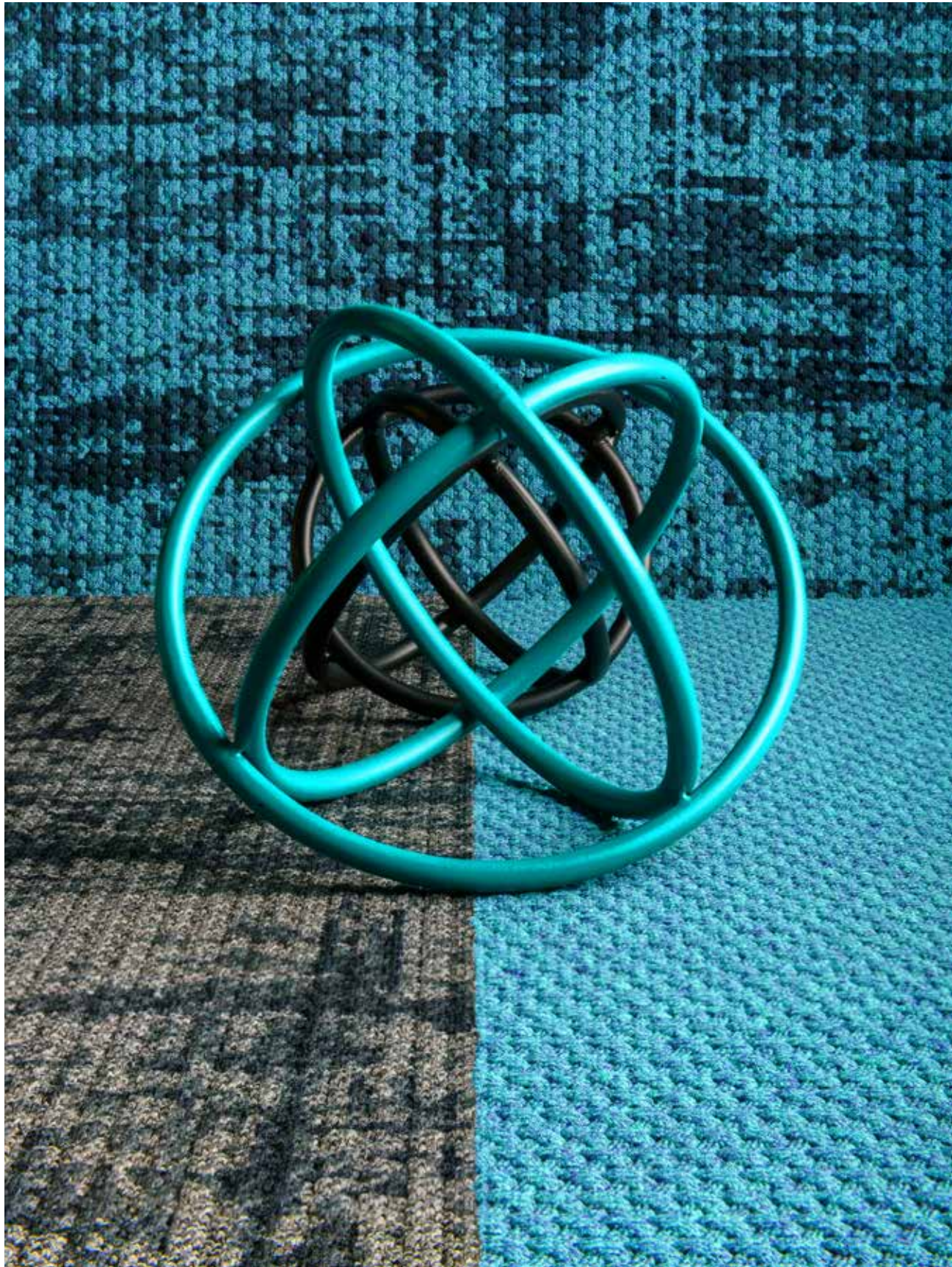


Index 7009 | Chapter 1829
Index 7009 | Album 1833



Index 7009 | Volume 1828
Index 7009 | Album 1833
Index 7009 | Table 1831
Index 7009 | Chapter 1829
Index 7009 | Publication 1837





FLOORING GROUP

carpet | lvt | kinetex

broadloom + modular carpet

J+J 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.

lvt

With some of the most advanced Luxury Vinyl Tile products on the market, our leading edge collections were thoughtfully selected to coordinate with J+J carpet and Kinetex products. They can also make a strong design statement all on their own for any project application.

THE DISCOVERY PLAYLIST

ABC The Jackson 5 LEARNING TO FLY Tom Petty and
the Heartbreakers CLASS HISTORIAN BRONCHO WILD
IMAGINATION Kurt Vile CAMPUS Vampire Weekend YOUNG
FOLKS Peter Bjorn and John LITTLE CHILD The Beatles
SCHOOL Frankie Cosmos WE'RE GOING TO BE FRIENDS
The White Stripes SUBTRACTION Cass McCombs

LISTEN ON SPOTIFY: [spoti.fi/2JZYrya](https://open.spotify.com/playlist/spoti.fi/2JZYrya)

J+J FLOORING GROUP

jjflooring.com

P.O. Box 1287
Dalton, GA 30722
p 800 241 4586
f 706 275 4433

carpet | lvt | kinetex

A Division of Engineered
FLOORS