

POSITIVE IMPACT COLLECTION

# Reaction Response

COFFEE	
ESPRESSO	2.5
MACCHIATO	3
CAPPUCCINO	3.5
LATTE	4
MOCHA	5
HAND-POURED COFFEE	5
TEA	3.5

BIO-BASED RESILIENT

POSITIVE IMPACT COLLECTION

# Reaction Response



**INSPIRATION**

Embracing the beauty of the natural world, the **Positive Impact Collection** is a fresh approach to create work spaces that not only are beautiful and functional, but also honor the concept of sustainable design.

Capturing the timeless appeal and adaptability of stone, **Reaction** is available in three colorways of 19.69" x 39.37" tile, inspired by sandstone and slate.

Imparting the warmth of natural woods, **Response** features eight colorways reminiscent of beautiful pine, acacia, teak and fir, in 7.87" x 47.24" planks.

Prioritizing our sustainability commitment, this bio-based resilient collection offers high-performance flooring with its core comprised of naturally-occurring mineral components with a low environmental impact.



[cover] REACTION // RESTYLE // ashlar  
[right] RESPONSE // RECYCLE // ashlar



**COORDINATES**

Beyond the beauty of individual products, our flooring coordinates effortlessly across all of our product platforms - modular carpet tile, broadloom, Bio-based Resilient 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. NETWORK // 1842 // #2858 Protocol // Kinetex

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- 2. BLISS // 6505 + 7505 // #3648 Wild Indigo // Broadloom + Modular

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- 3. ARTISTRY // 7803 // #3682 Haze // Modular

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- 4. REACTION // V5053 // #1170 Save // Bio-Based Resilient

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- 5. ADAPT // 7602 // #3268 Crystal Oasis // Modular

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- 6. BOUCLÉ II // 3081+7081 // #3652 Notions // Broadloom + Modular

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- 7. AURA // 4115 // #240 Twilight Blue // Stock Rug

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- 8. PUT A CORK IN IT // 1830 // #2182 Stein // Kinetex

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- 9. SYNERGY // 1861 // #3705 Particles // Kinetex

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- 10. ADAPT // 7602 // #3273 Light Beam // Modular

REACTION // SAVE // ashlar  
 AURA // TWILIGHT BLUE // stock rug



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1. **SOJOURN** // 7504 // #3645 Sandstone // Modular

2. **COMPOSITION** // 7507 // #3690 Brindle // Modular

3. **SYNERGY** // 1861 // #3701 Solar // Kinetex

4. **TECHNIQUE** // 7804 // #3675 Suede // Modular

5. **BLISS** // 6505+7505 // #3645 Sandstone // Broadloom + Modular

6. **RESPONSE** // V5052 // #1166 Modify // Bio-Based Resilient

7. **PUT A CORK IN IT** // 1830 // #2188 Cask // Kinetex

8. **SANTORINI** // 4120 // #125 Ash // Stock Rug

9. **AGAINST THE GRAIN** // 1840 // #2825 Millet // Kinetex

10. **TECHNIQUE** // 7804 // #3678 Salty // Modular

RESPONSE // MODIFY // ashlar  
 SANTORINI // ASH // stock rug  
 (back) RESPONSE // REUSE // ashlar

# Reaction 19.69" X 39.37" MODULAR



COLOR 1168  
switch



COLOR 1169  
restyle



COLOR 1170  
save

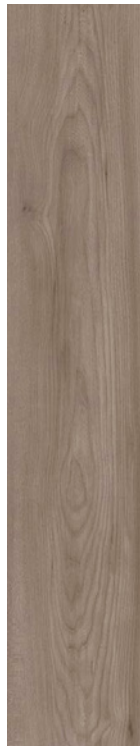
# Response 7.87" X 47.24" MODULAR



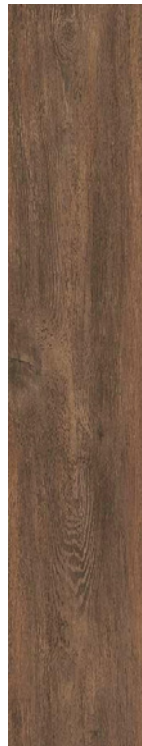
COLOR 1160  
recycle



COLOR 1161  
convert



COLOR 1162  
salvage



COLOR 1163  
beneficial



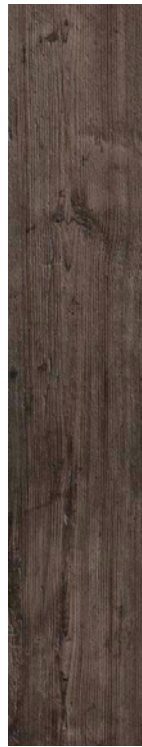
COLOR 1164  
reuse



COLOR 1165  
take back



COLOR 1166  
modify



COLOR 1167  
alter

# GREEN SMART

A COMMON SENSE APPROACH TO SUSTAINABILITY

Green Smart represents J+J Flooring’s sustainability philosophy, by reducing energy usage, limiting waste, and supporting renewable energy carbon offset projects, we are pursuing our shared goal of bettering the planet, one floor at a time.

Our bio-based resilient flooring is a heterogeneous commercial rated polyurethane flooring made from natural ingredients and manufactured in an ecologically responsible factory. At its core is a sustainable high performance composite material produced from plant based oils such as canola or castor oil and naturally occurring mineral components like chalk.

Contains no chlorine, plasticizers, solvents, or harmful pollutants

Contributes to LEED, Living Building Challenge and WELL

Stain resistant to some of the most stubborn chemicals

High dimensional and thermal stability

Scratch, indentation, and wear resistant

No finishing, waxing, buffing or stripping needed

UV resistant

Odor neutral

## WARRANTIES

We stand behind every aspect of our Bio-based Resilient. Warranty is covered for 15 years, provided that installation and maintenance is in accordance with J+J Flooring’s Bio-based Resilient Installation instructions.



STYLE	Reaction V5053	Response V5052
THICKNESS	2.2 mm	2.2 mm
COMPOSITION	bio-based commercial rated heterogeneous polyurethane flooring	bio-based commercial rated heterogeneous polyurethane flooring
NOMINAL DIMENSIONS (INCHES)	50cm x 100cm (19.69" x 39.37")	20cm x 120cm (7.87" x 47.24")
PATTERN REPEAT	4 tiles	10 planks
MICRO BEVELED	yes	yes
ASTM SPECIFICATION STANDARD	F3404	F3404
SQUARE FEET PER PLANK / TILE	5.38	2.58
SQUARE FEET PER CARTON	64.58	59.42
PRODUCT WARRANTY	15 year commercial warranty	15 year commercial warranty
REQUIRED ADHESIVE(S)	Purfix UltraTech Adhesive	Purfix UltraTech Adhesive
MODULAR INSTALLATION METHODS		

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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’s responsibility.



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