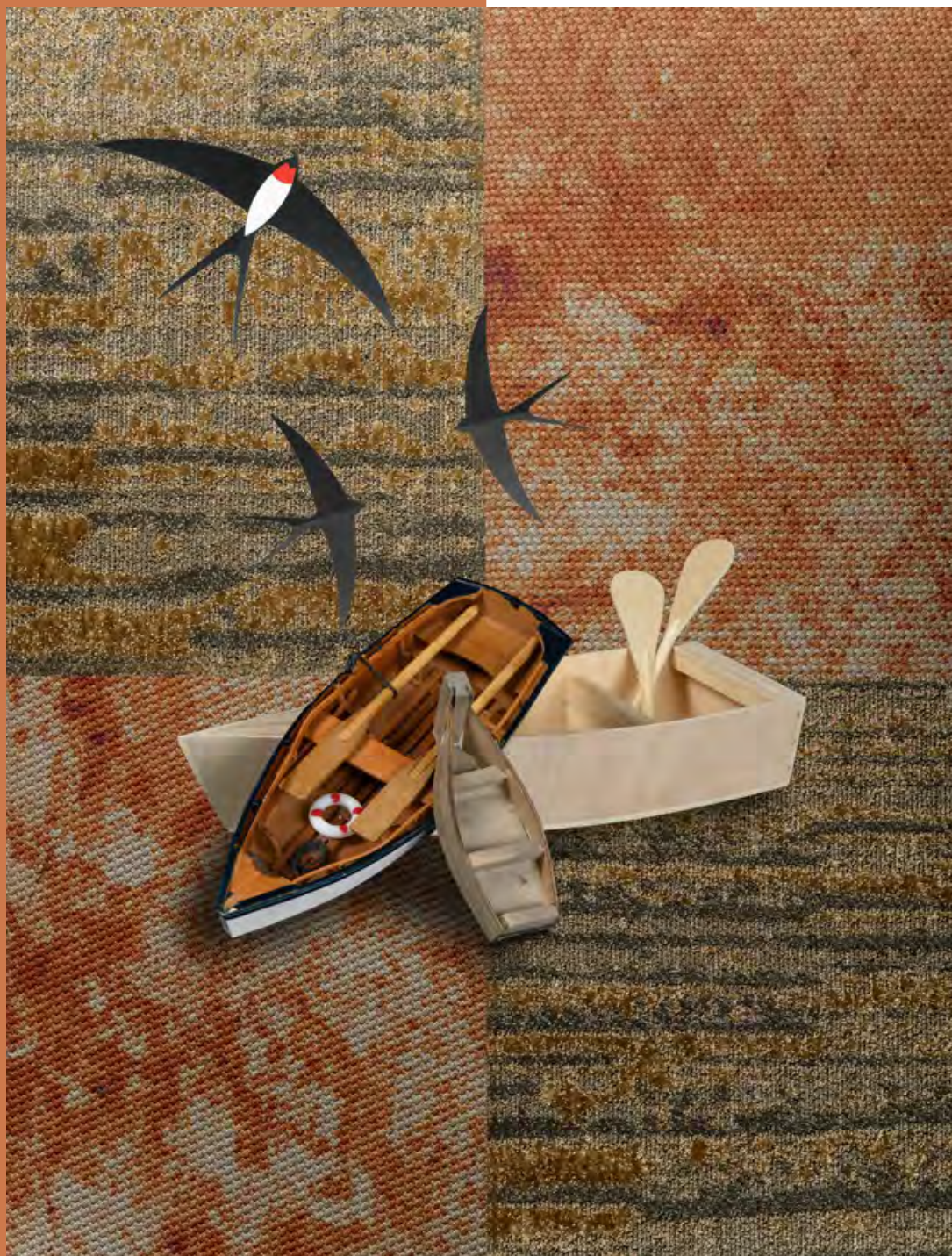


VOLUME 4

SHIFT

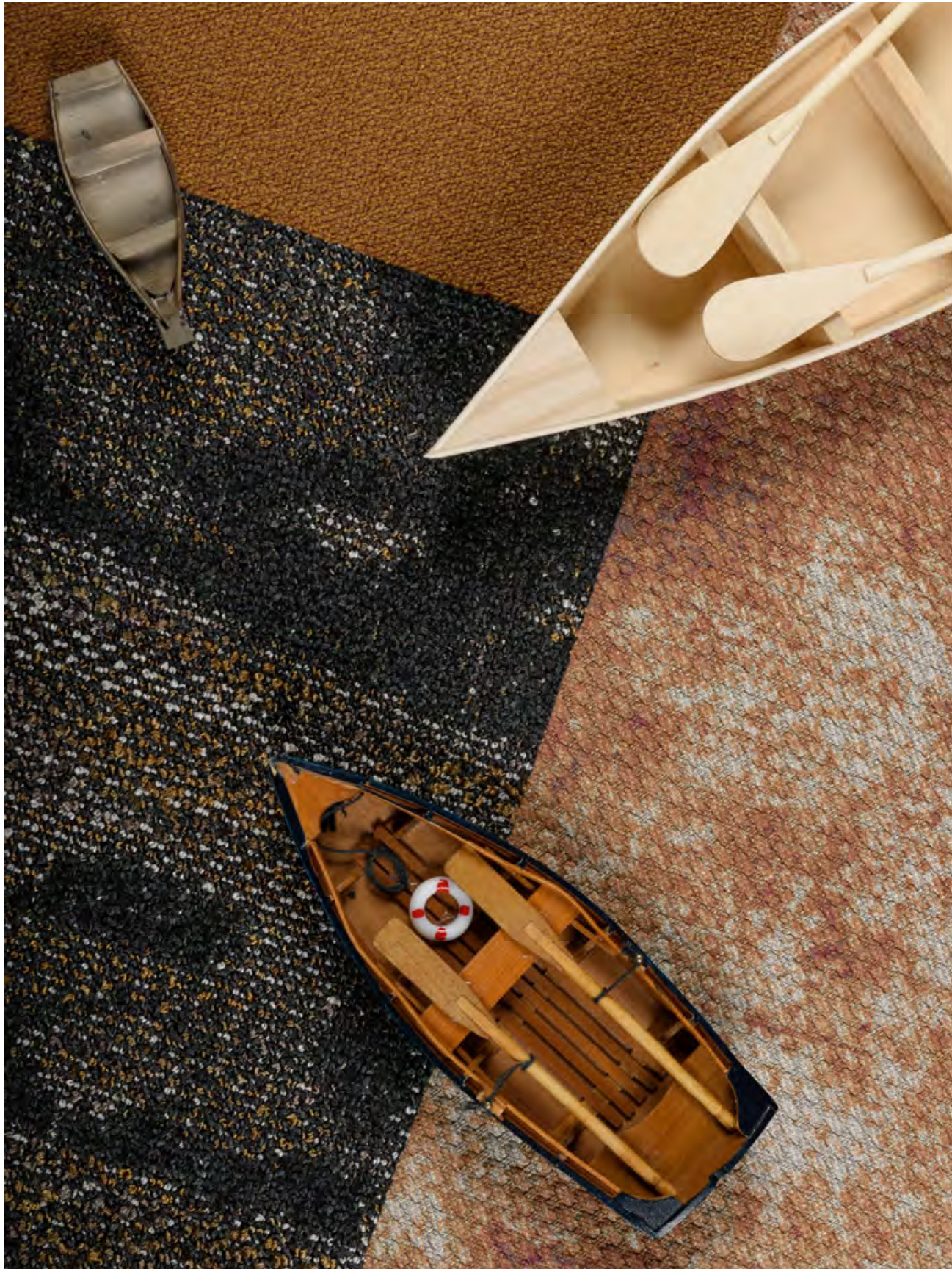


An aerial photograph of a winding asphalt road that snakes through a rugged, mountainous landscape. The road is illuminated by the warm, golden light of a setting or rising sun, creating a strong contrast with the dark, shadowed valleys and the deep blues of the twilight sky. The terrain is characterized by steep, rocky slopes and patches of sparse vegetation. The road's path is highly irregular, with several sharp turns and loops that follow the contours of the land. A few small vehicles are visible on the road, emphasizing its scale and the sense of a long journey.

JOURNEY

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 Journey: a wandering exploration—a pilgrimage in search of answers. Here, pattern pursues a certain texture, tone meets its intended color, and movement guides ever-fated emotions towards our journey's end — a destiny that awaits our imminent arrival.



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JOURNEY

[ILLUSION]

Wandering, the traveler seeks
refuge before experiencing it,
in wonder.

Reality has an imagination. What
was once there, somewhere, is there
no longer. Landscapes change.
Movement heightens the power of
distance — time, the power of illusion.
We continue on our journey. We
continue to wander. And we continue
to wonder: is what we see, real?

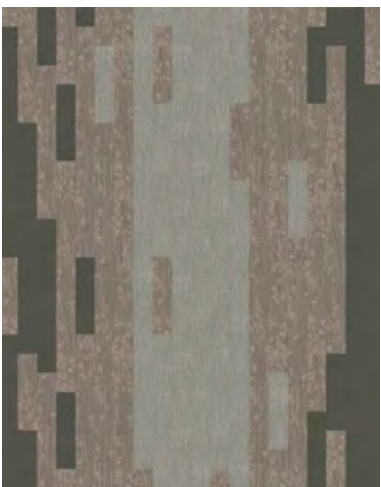




Index 7009 | Table 1831 | 1 ft drop
Index 7009 | Chapter 1829 | 1 ft drop
Index 7009 | Postscript | 1 ft drop



Index 7009 | Listing 1840 | 1 ft drop
Index 7009 | Works 1836 | 1 ft drop
Index 7009 | Volume 1828 | 1 ft drop



Grassland 7098 | Trandquil 2089 | Ashlar
Falling Leaves Z066 | Lotus 2085 | Ashlar
Chroma Demi-Plank 7031 | Rich 1965 | Ashlar





Bramble Z063M | 201 | Parquet
Median Z061M | 1741 | Parquet
Median Z061M | 1744 | Parquet



Inception Accent 7018 | Initiate Proceedings 1730 | Parquet
Inception 7019 | Initiate 1732 | Parquet
Median Z061M | 1730 | Parquet



Embossed 7035 | Dissolve 1986 | Parquet
Bramble Z063M | 200 | Parquet
Embossed 7035 | Stipple 1988 | Parquet



Umbra Stripe 1820 | Opaque Stripe 1787 | Parquet
Strata 1826 | Geologic 1851 | Parquet
Strata 1826 | Silt 1854 | Parquet



Fracture 1834 | Packard 2334 | Mono
Fracture 1834 | Cadillac 2331 | Mono
Fracture 1834 | Belle Isle 2333 | Mono



Oxford 7063 | Tweed 2396 | Mono
Oxford 7063 | Jersey 2401 | Mono
Madras 7065 | Muslin 2391 | Mono

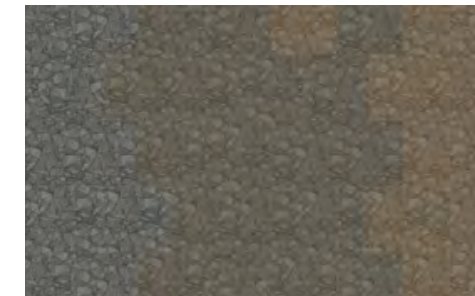


Analog Mono 1822 | Resemble 1558 | Mono
Analog Mono 1822 | Correspond 1557 | Mono
Analog Mono 1822 | Correlate 1552 | Mono



Elevated 7074 | Overlook 2058 | Mono
Elevated 7074 | Landmark 2060 | Mono
Skyline 7073 | Horizon 2059 | Mono





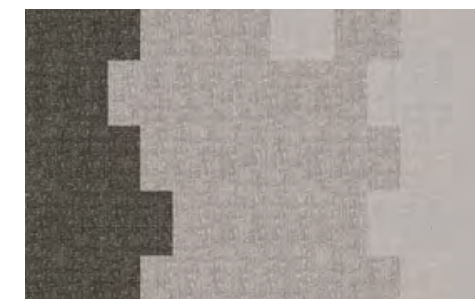
Tri Plex 1832 | Tenors 2294 | Brick
Tri Plex 1832 | Musketeers 2295 | Brick
Tri Plex 1832 | Times a Lady 2292 | Brick



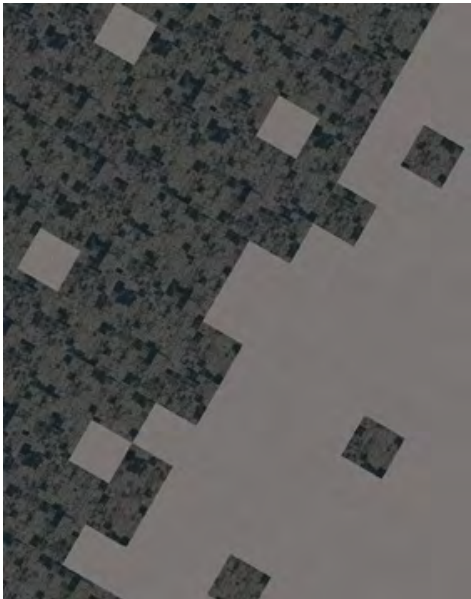
Tri Plex 1832 | Is a Crowd 2288 | Brick
Tri Plex 1832 | Card Monte 2296 | Brick
Tri Plex 1832 | Dog Night 2293 | Brick



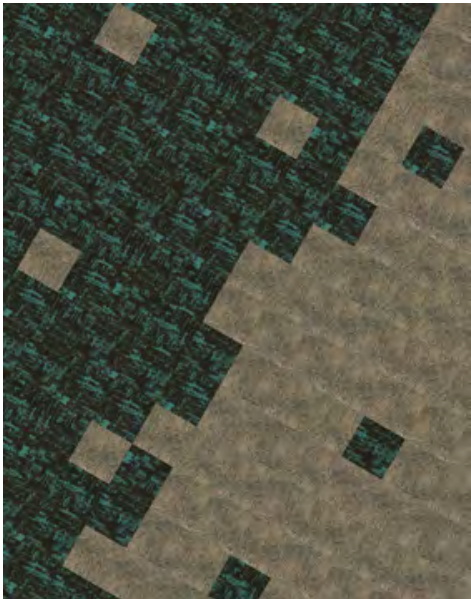
Sketch 7092 | Offset 2113 | Brick
Sketch 7092 | Transition 2116 | Brick
Schematic 7091 | Template 2115 | Brick



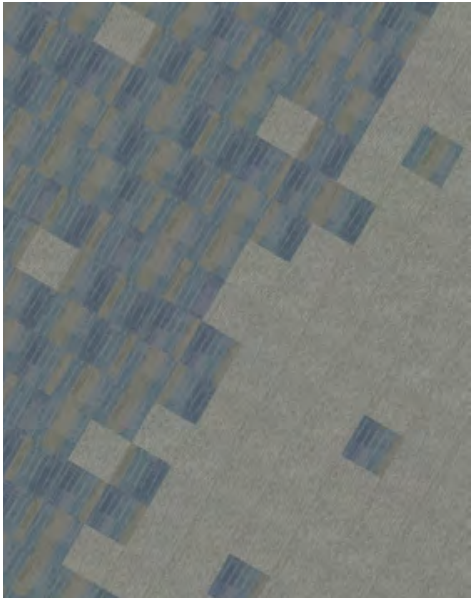
Provision 1831 | Fitting 2284 | Brick
Provision 1831 | Appointment 2283 | Brick
Provision 1831 | Essential 2279 | Brick



Provision 1831 | Essential 2279 | Mono
Fracture 1834 | Renaissance 2341 | Mono



Terra Coloris 7058 | Diopbase 2310 | Mono
Time Lapse 7957 | Black Mountain 2018 | Mono

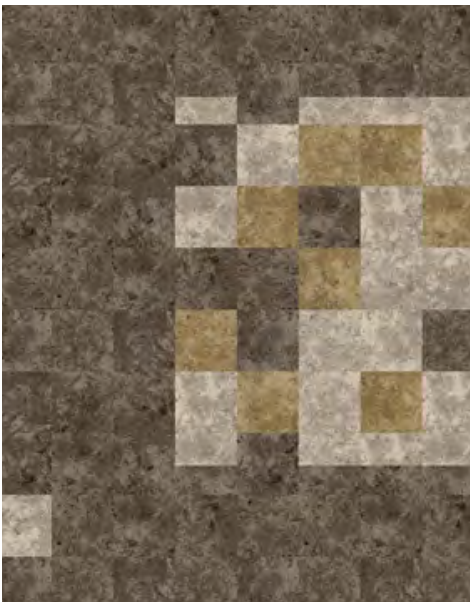


Well Versed 7072 | Tolkien 2171 | Mono
Patina II Z062M | 200 | Mono



Impulse III 7246 | Let It Go 1809 | Mono
Cameo II 7949 | Skywalker 1997 | Mono





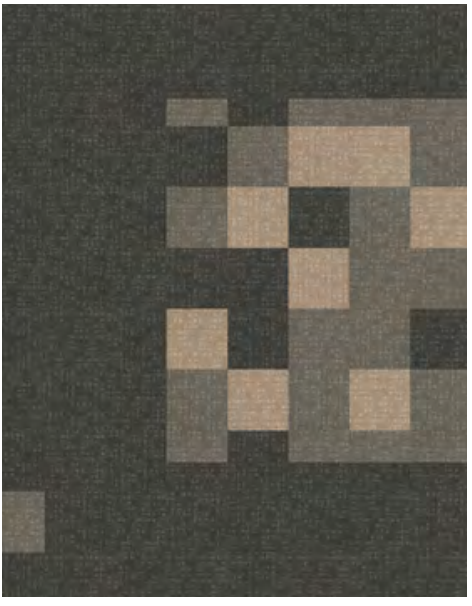
Foundry 1829 | Studio 2080 | QT
 Foundry 1829 | Armory 2076 | QT
 Foundry 1829 | Workroom 2079 | QT



Foundry 1829 | Co-op 2084 | QT
 Foundry 1829 | Warehouse 2083 | QT
 Foundry 1829 | Loft 2078 | QT



Craftwork 7099 | Weaver 2201 | QT
 Craftwork 7099 | Basketweaver 2203 | QT
 Craftwork 7099 | Sculpter 2199 | QT



Oxford 7063 | Duck 2398 | QT
 Oxford 7063 | Muslin 2391 | QT
 Oxford 7063 | Twill 2402 | QT



JOURNEY

[NAVIGATE]

To arrive, one must depart.
To depart, one must arrive.

A trailhead tips off a family where to begin. A fallen tree forces contemplation and an unfamiliar sound sparks unease. But just like the nudge from an autumn wind inspires a leaf to float down onto a patch of green grass, the faint sound of water rippling below reassures the family they are still on the right path.

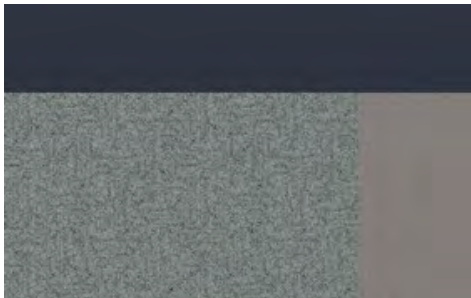




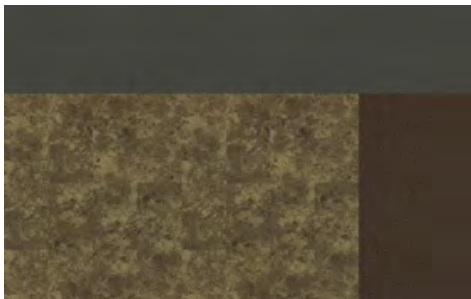
Craftwork 7099 | Painter 2204 | Mono
Patina II Z062M | 201 | Ashlar
Atmospheric 7713 | Alumina 2318 | QT



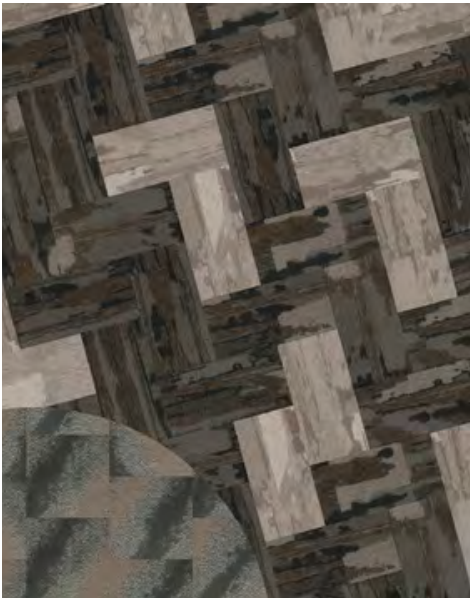
Broken Slate 7950 | Pyrite 338 | Ashlar
Terra Firma 7958 | Black Mountain 2018 | Brick
Revue II 7061 | Conner 2246 | QT



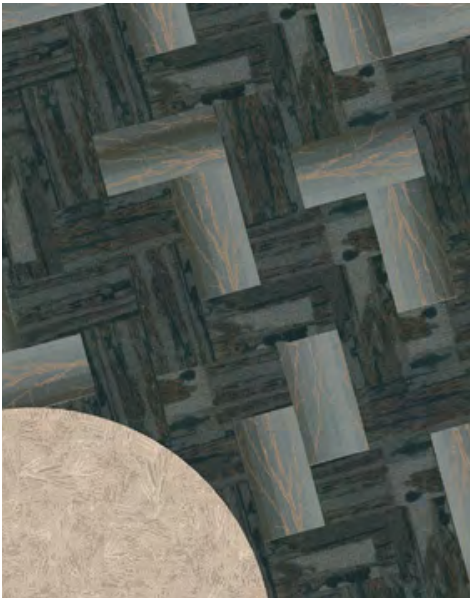
Provision 1831 | Essential 2279 | Brick
Propel II 1817 | Breakthrough 1709 | Mono
Put a Cork In It 1830 | Jug 2196 | QT



Provision 1831 | Stock 2282 | Mono
Propel II 1817 | Outpace 1708 | Mono
Foundry 1829 | Annex 2081 | Brick



Amorphous 7711 | Clay 2316 | Ashlar
Organic Raku 7062 | Burnished 2351 | Herringbone
Organic Raku 7062 | Silica 2344 | Herringbone



Flora 2065 | Lotus 2085 | QT
Briar Z064M | 201 | Herringbone
Organic Raku 7062 | Fritz 2355 | Herringbone



Milky Way 7956 | Salt Creek 2007 | QT
Organic Raku 7062 | Iridescent 2353 | Herringbone
Organic Raku 7062 | Silica 2344 | Herringbone



Time Lapse 7957 | Panamint 2011 | QT
Inception 7018 | Perfect Plan 1741 | Herringbone
Organic Raku 7062 | Adobe 2354 | Herringbone



Sketch 7092 | Virtual 2117 | QT
Sketch 7092 | Template 2115 | QT



Fracture 1834 | Hudson 2339 | QT
Fracture 1834 | Royce 2337 | QT



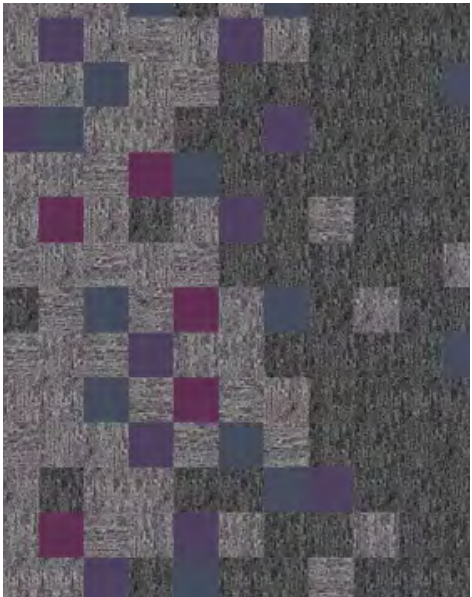
Fracture 7099 | Cadillac 2331 | QT
Fracture 7099 | Aretha 2335 | QT



Put a Cork In It | 1830 Bottle 2185 | QT
Provision 1831 | Stock 2282 | QT



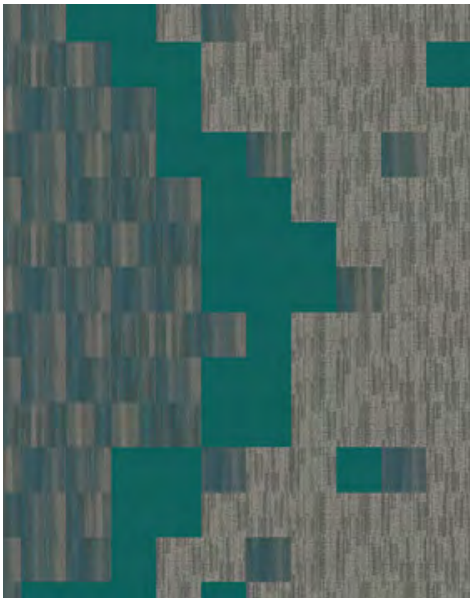




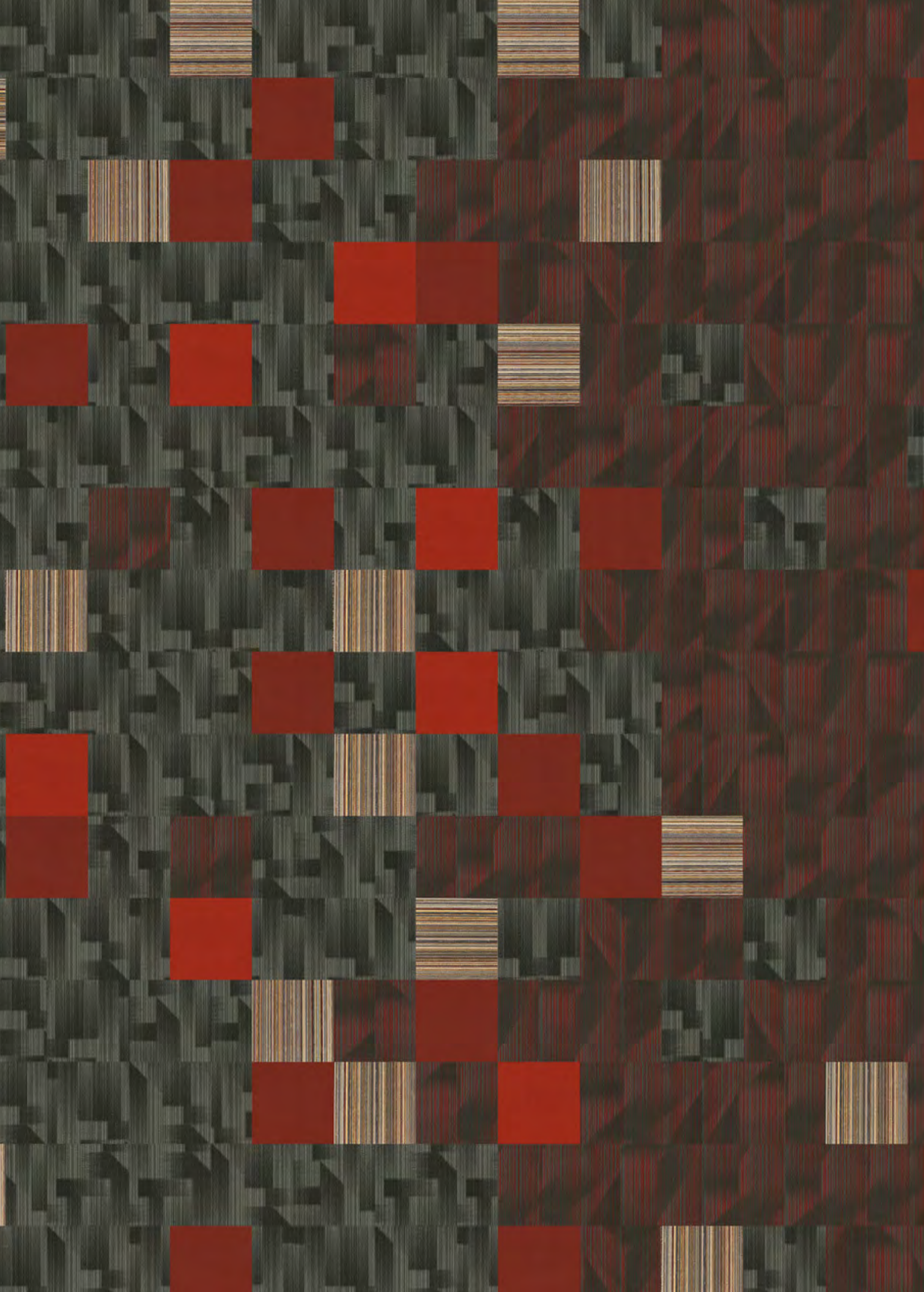
Pop 1816 | Morado 1714 | QT
Propel II 1817 | Breakthrough 1709 | Mono
Put a Cork In It 1830 | Magnum 2195 | Mono
Pop 1816 | Violeta 1713 | QT
Put a Cork In It 1830 | Cruet 2193 | QT



Sketch 7092 | Offset 2113 | Mono
Chroma 7031 | Wash 1952 | Mono
Relativity 7059 | In Motion 2225 | Mono



Schematic 7091 | Template 2115 | Mono
Chroma 7031 | Vivid 1973 | Mono
Index 7008 | Album 1833 | Mono



Skyline 7073 Highrise 2054-Mono
Elevated 7074 Sight Line 2062-Mono
Energy 7997 Variable 1560-QT
Chroma 7031 Pure 1974 - Mono
Chroma 7031 Brilliant 1982 - Mono



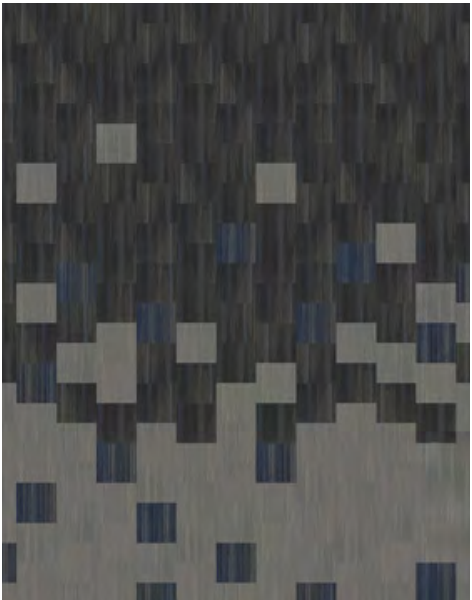
Sketch 7092 | Increment 2111 | Ashlar
Sketch 7092 | Datum 2109 | Ashlar
Schematic 7091 | Datum 2109 | Ashlar



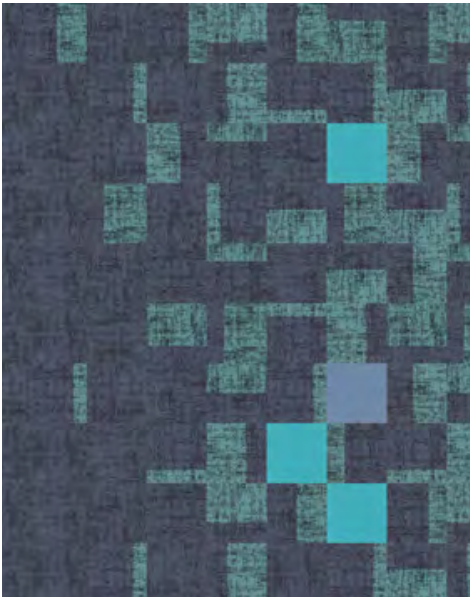
Terra Coloris 7058 | Cadmium 2305 | Ashlar
Milkyway 7956 | Zabriske 2019 | Ashlar
Milkyway 7956 | Scottie 2012 | Ashlar



Flora Z065 | Stillwater 2093 | Ashlar
Meadow 7097 | Serene 2091 | Ashlar
Chroma 7031 | Luminance 1957 | Ashlar



Index 7008 | Catalog 1832 | Ashlar
Fiction 7025 | Irony 1775 | Ashlar
Index 7008 | Issue 1835 | Ashlar



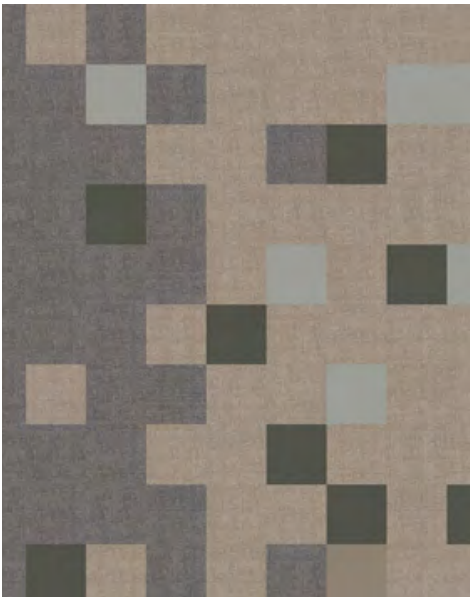
Analog 1821 | Equate 1546 | QT
 Analog Mono 1822 | Match 1559 | QT
 Analog Mono 1822 | Resemble 1558 | QT
 Pop 1816 | Azul 1719 | QT
 Pop 1816 | Cielo 1717 | QT
 Accelerate 1813 | Project 1597 | QT



Foundry 1829 | Armory 2076 | QT
 Foundry 1829 | Forge 2077 | QT
 Foundry 1829 | Co-op 2084 | QT
 Accelerate 1813 | Rapid 1599 | QT
 Propel 1817 | Shunt 1704 | QT
 Propel 1817 | Roll 1703 | QT



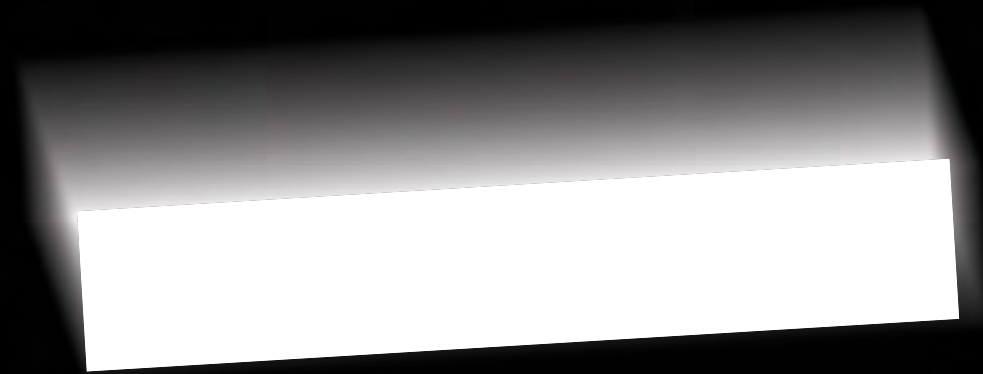
Fracture 1834 | Cadillac 2331 | QT
 Put a Cork In It 1830 | Magnum 2195 | QT
 Analog 1821 | Counterpart 1551 | QT
 Accelerate 1813 | Proceed 1596 | QT
 Propel 1817 | Roll 1703 | QT
 Propel 1817 | Outpace 1708 | QT



Provision 1831 | Fare 2276 | QT
 Provision 1831 | Fitting 2284 | QT
 Chroma 7031 | Luminance 1957 | QT
 Chroma 7031 | Value 1960 | QT
 Chroma 7031 | Cool 1951 | QT



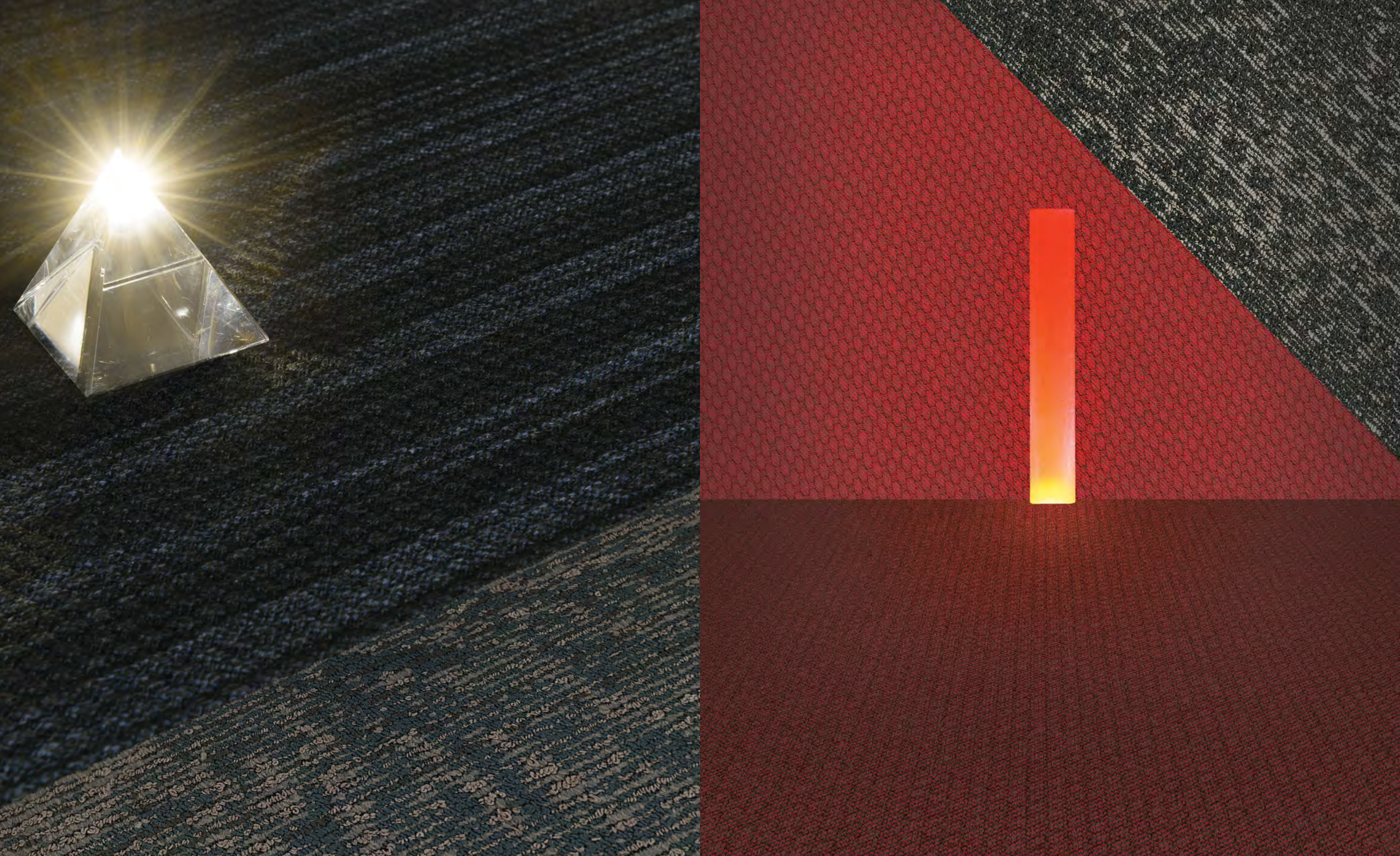
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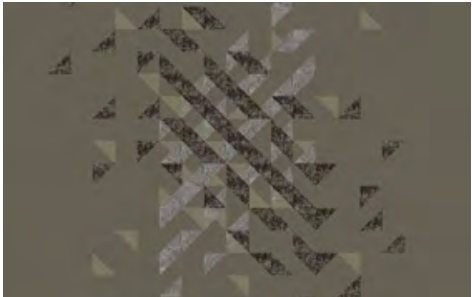


[ILLUMINATE]

How do we attain what we
are seeking?

The path appears just above the
darkness as light radiates from a
pinnacle — illuminating the remainder
of our journey. We climb toward the
glow, and we realize what was sought
is finally in reach. We approach with
joy, but also with the understanding
that a new journey lies ahead.





Atmospheric 7713 | Vitreous 2319 | Mono
Atmospheric 7713 | Iron 2313 | Mono
Chroma 7031 | Chameleon 1967 | Mono
Impulse III 7246 | Let It Go 1809 | Mono



Madras 7065 | Tweed 2396 | Mono
Terra Coloris 7058 | Manganese 2308 | Mono
Chroma 7031 | Spectrum 1981 | Mono
Oxford 7063 | Flocked 2400 | Mono

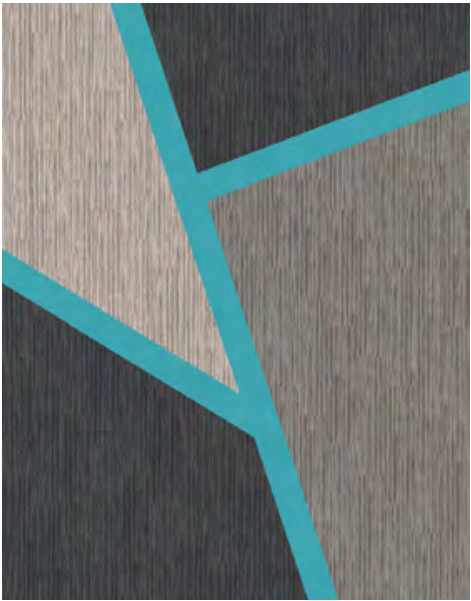


Tri Plex 1832 | Stooges 2285 | Mono
Tri Plex 1832 | Legged Race 2287 | Mono
Propel 1817 | Guide 1702 | QT
Provision 1831 | Staple 2280 | Mono



Accelerate 1813 | Gain 1594 | QT
Analog 1821 | Similar 1545 | QT
Propel II 1817 | Shoot 2370 | Mono
Analog Mono 1822 | Link 1553 | Mono





Timber 1825 | Buckthorn 1926 | Drop Ashlar
 Timber 1825 | Catalpa 1924 | Drop Ashlar
 Timber 1825 | Ironwood 1920 | Drop Ashlar
 Pop 1816 | Cielo 1717 | QT



Timber 1825 | Buckthorn 1926 | Drop Ashlar
 Timber 1825 | Catalpa 1924 | Drop Ashlar
 Timber 1825 | Ironwood 1920 | Drop Ashlar
 Propel II 1817 | Forge 1706 | Ashlar



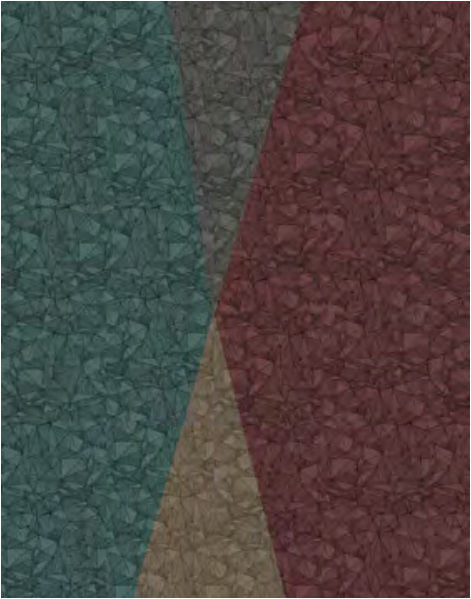
Grassland 7098 | Clear 2092 | Ashlar
 Falling Leaves Z066 | Stillwater 2093 | Ashlar
 Falling Leaves Z066 | Lotus Z085 | Ashlar
 Chroma 7031 | Bright 1970 | Aslar



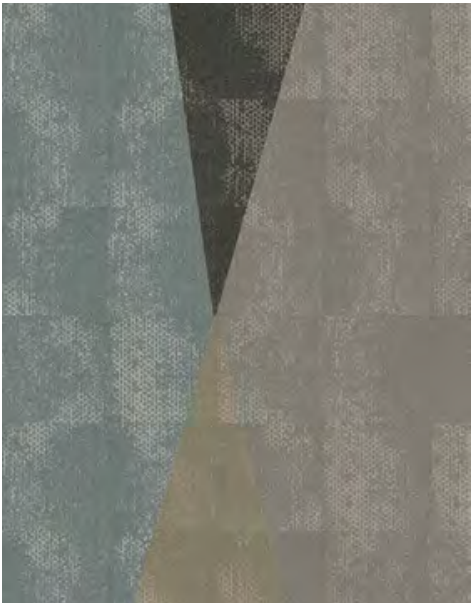
Timber 1825 | Cypress 1925 | Drop Ashlar
 Timber 1825 | Sequoia 1927 | Drop Ashlar
 Timber 1825 | Hemlock 1928 | Drop Ashlar
 Propel II 1817 | Shunt 1704 | Ashlar



Falling Leaves 2066 | Lotus 2085 | Herringbone
Flora 2065 | Bliss 2086 | Mono
Falling Leaves 2066 | Lotus 2085 | Herringbone
Falling Leaves 2066 | Stillwater 2093 | Herringbone



Tri Plex 1832 | Pointer 2290 | Mono
Tri Plex 1832 | Ring Circus 2289 | Mono
Tri Plex 1832 | Stooges 2285 | Mono
Tri Plex 1832 | Card Monte 2296 | Mono



Sketch 7092 | Template 2115 | Mono
Sketch 7092 | Scale 2114 | Mono
Sketch 7092 | Offset 2113 | Mono
Sketch 7092 | Feature 2110 | Mono

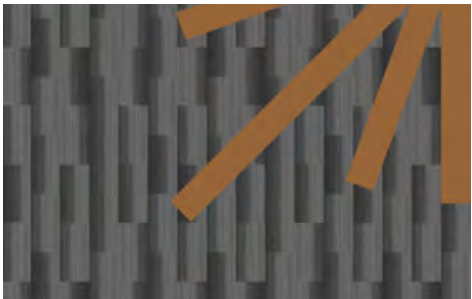


Terra Firma 7958 | Jubilee Pass 2009 | Mono
Milkyway 7956 | Black Mountain 2018 | Mono
Milkyway 7956 | Jubilee Pass 2009 | Mono
Terra Firma 7958 | Salt Creek 2007 | Mono





Atmospheric 7713 | Fresco 2321 | Mono
Emulsion 7712 | Fresco 2321 | Mono
Patina II Z062 | 200



Propel II 1817 | March 2368 | Ashlar
Umbra 1819 | Shadow 1764 | Ashlar



Propel II 1817 | Nudge 1705 | Mono
Strata 1826 | Sediment 1852 | Ashlar



Embossed 7035 | Stipple 1988 | Ashlar
Bramble Z063M | 200 | Ashlar



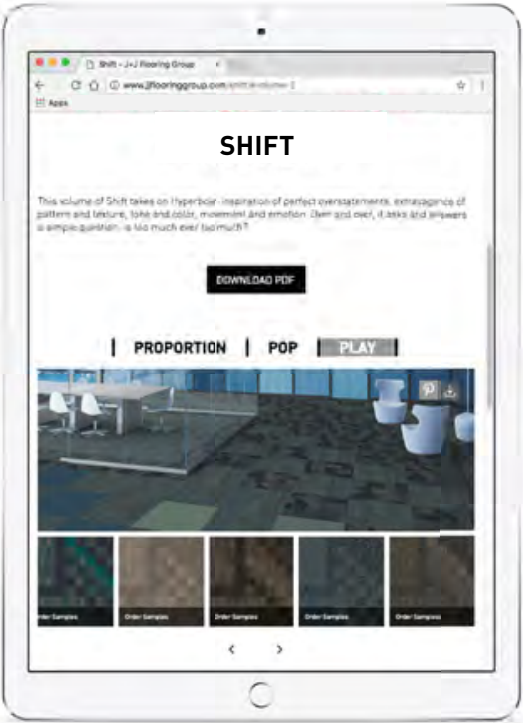
Organic Raku 7062 | Flint 2348 | Ashlar
Organic Raku 7062 | High Fire 2350 | Ashlar





Journey is where our wandering yet orchestrated steps produce the enlightened connections we seek in life. Our portfolio of products turns any space into a sought-after sanctuary of pattern and texture, tone and color, movement and emotion.

Explore, and be inspired.



TAKE YOUR JOURNEY

Visit jjflooringgroup.com/shift

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

[ILLUSION]



Index 7009 | Sequence 1839
Index 7009 | Publication 1837
Index 7009 | Essay 1838
Terra Firma 7958 | Stove Pipe 2013



Embossed 7035 | Emulsion 1990
Embossed 7035 | Dissolve 1986
Embossed 7035 | Engrave 1984



Time Lapse 7957 | Mesquite Flats 2017
Time Lapse 7957 | Salt Creek 2007
Time Lapse 7957 | Badwater 2014



Sketch 7092 | Offset 2113
Sketch 7092 | Transition 2116
Schematic 7091 | Transition 2116



Terra Coloris 7058 | Lazurite 2300
Terra Coloris 7958 | Stove Pipe 2013



Elevated 7074 | Highrise 2054
Elevated 7074 | Zenith 2053
Elevated 7074 | Vista 2052

[NAVIGATE]



Analog 1821 | Parallel 1549
Analog Mono 1822 | Associate 1554
Analog Mono 1822 | Match 1559
Propel II 1817 | Breakthrough 1709



Organic Raku 7062 | Flint 2348
Organic Raku 7062 | Burnished 2351 |
Milkyway 7956 | Black Mountain 2018
Milkyway 7956 | Darwin Wells 2016



Craftwork 7099 | Quilter 2205
Craftwork 7099 | Sculptor



Pop 1816 | Turquesa 1718
Propel II 1817 | Catapult 2375
Propel II 1817 | Prompt 2374
Accelerate 1813 | Project 1597
Pop 1816 | Ceil 1717
Fracture 1834 | Renaissance 2341
Fracture 1834 | Packard 2334



Analog Mono 1822 | Regard 1556
Accelerate 1813 | Quick 1600
Pop 1816 | Rojo 1712
Propel II 1817 | Pitch 2371
Propel II 1817 | Nudge 1705
Analog 1821 | Assimilate 1547
Analog Mono 1822 | Correlate 1552
Analog Mono 1822 | Equivalent 1555



Analog Mono 1822 | Regard 1556
Accelerate 1813 | Quick 1600
Pop 1816 | Rojo 1712
Propel II 1817 | Pitch 2371
Propel II 1817 | Nudge 1705
Analog 1821 | Assimilate 1547
Analog Mono 1822 | Correlate 1552
Analog Mono 1822 | Equivalent 1555

[ILLUMINATE]



Schematic 7091 | Template 2115
Sketch 7092 | Transition 2116
Chroma 7031 | Cool 1951
Index 7008 | Version 1834



Propel II 1817 | May 2368
Timber 1825 | Spruce 1922
Timber 1825 | Aspen 1923



Amorphous 7711 | Iron 2313
Amorphous 7711 | Clay 2316
Amorphous 7711 | Oxide 2317
Amorphous 7711 | Alumina 2318
Aperture 9722 | Monochrome 2260



Atmospheric 7713 | Glazed 2312
Emulsion 7712 | Glazed 2312
Patina II Z062M | 202



Etched 7030 | Inscribe 1983
Etched 7030 | Stamp 1994



Tatami V5003 | Edo 1019
Tatami V5003 | Kyoto 1018



FLOORING GROUP

carpet | lvt | kinetex

broadloom + modular carpet

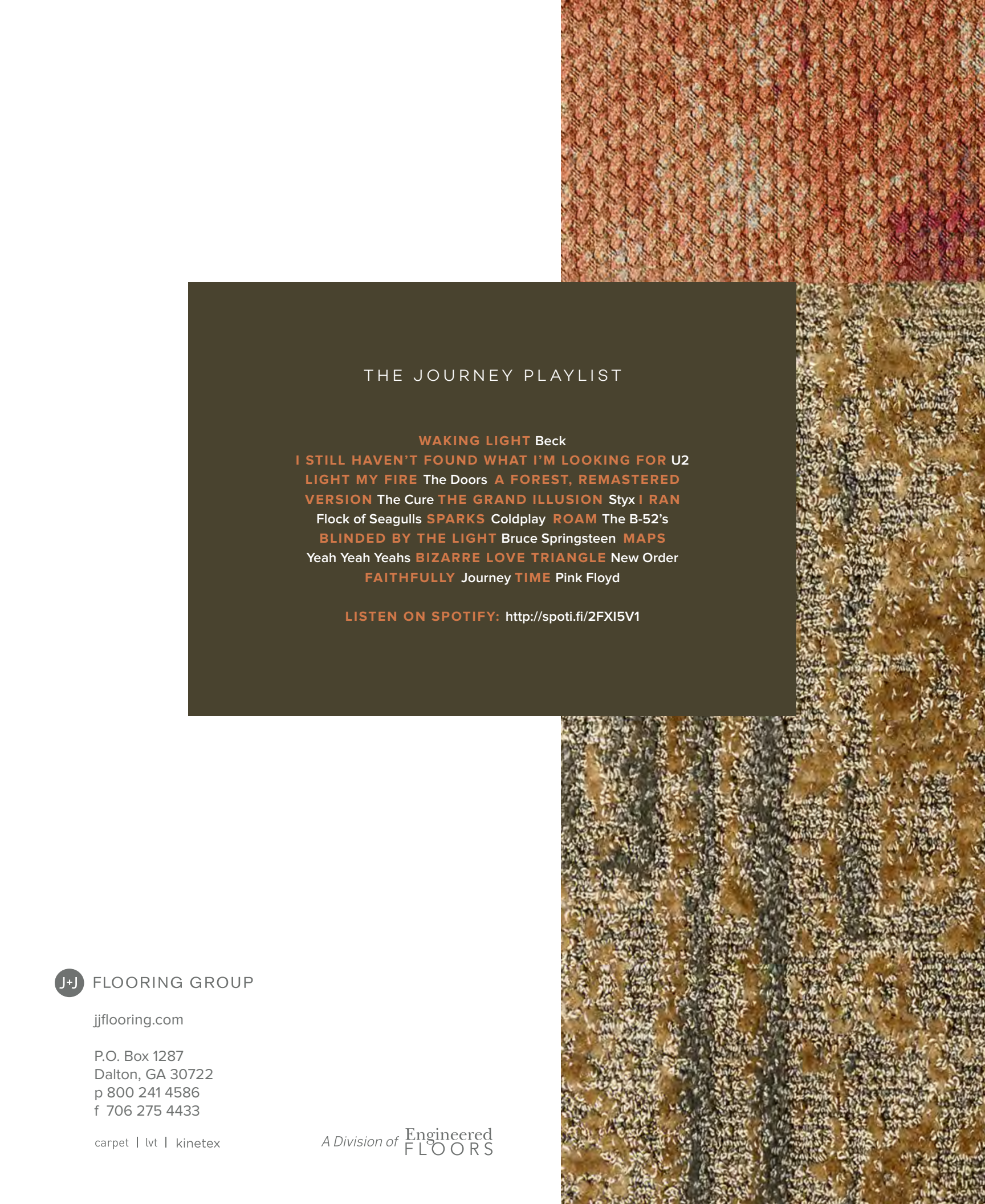
J+J offers inspired broadloom and modular commercial carpet solutions with an unwavering commitment to quality and performance.

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 JOURNEY PLAYLIST

WAKING LIGHT Beck
I STILL HAVEN'T FOUND WHAT I'M LOOKING FOR U2
LIGHT MY FIRE The Doors **A FOREST, REMASTERED**
VERSION The Cure **THE GRAND ILLUSION** Styx **I RAN**
Flock of Seagulls **SPARKS** Coldplay **ROAM** The B-52's
BLINDED BY THE LIGHT Bruce Springsteen **MAPS**
Yeah Yeah Yeahs **BIZARRE LOVE TRIANGLE** New Order
FAITHFULLY Journey **TIME** Pink Floyd

LISTEN ON SPOTIFY: <http://spoti.fi/2FXI5V1>

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