

étage®

**WHIMSY
TRADITIONS**

Milliken™





Whimsy Traditions

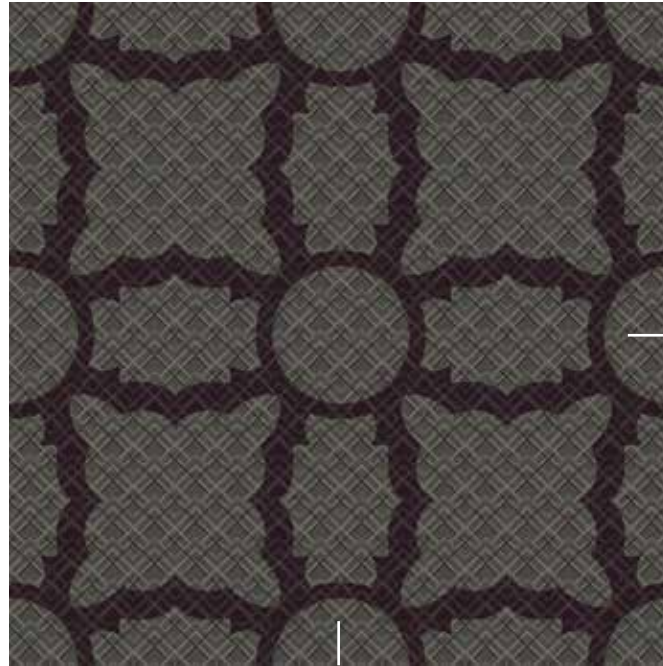
Playfully quaint and fanciful, Whimsy Traditions is a collection true to its name as it gathers inspiration from a wide span of influential artists, designers, and architects that defined their field and style.

This collection gracefully combines the decorative styles of craftsman artists such as William Morris, Josef Hoffmann, and the geometric art and architecture of Frank Lloyd Wright into a highly unique and usable palette of 18 designs.



Broadloom & Tile — Fields

Four pattern repeats shown



1 2 3 4 5 8

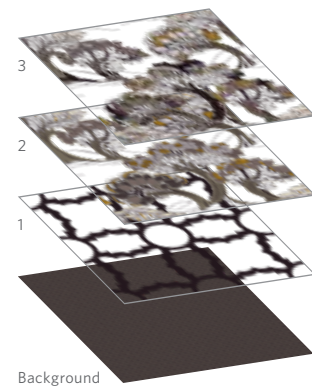
WHIM15FL
 Broadloom Order#: 00850729
 Pattern Repeat: 40.5" x 40.5"
 Tile Order#: 00860833

One pattern repeat shown



1 3 4 5 6 8 9 10 11

WHIM13FL
 Broadloom Order#: 00848284
 Pattern Repeat: 81" x 81"
 Tile Order#: 00860823



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WHIM13FL

1 3 4 5 6 8 9 10 11

Broadloom Order#: 00848284
 Pattern Repeat: 81" x 81"
 Tile Order#: 00860823

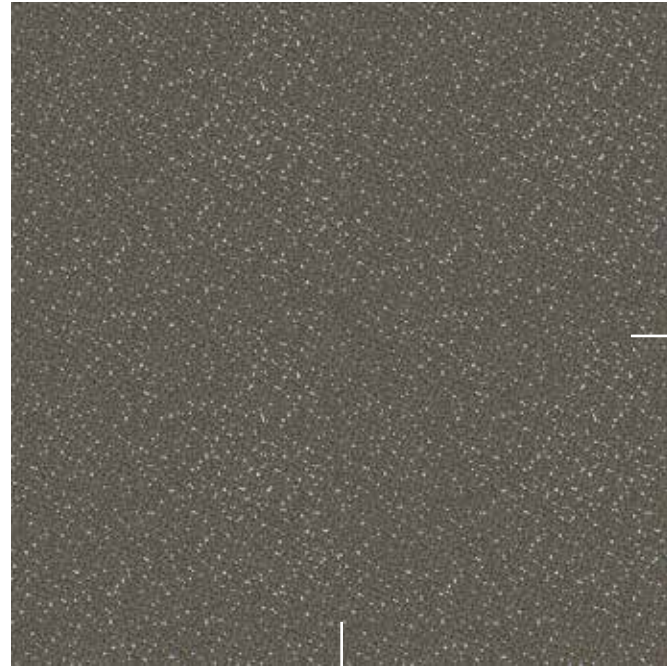
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Broadloom & Tile — Fields

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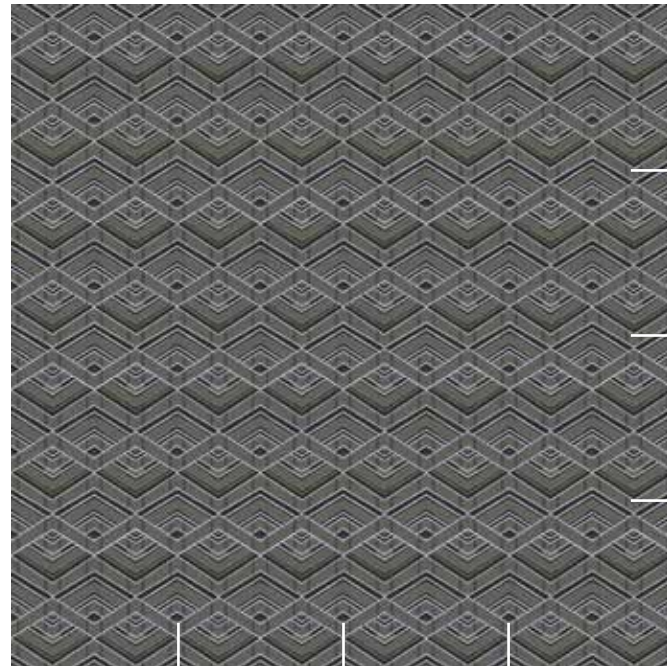
Four pattern repeats shown



3 5 12

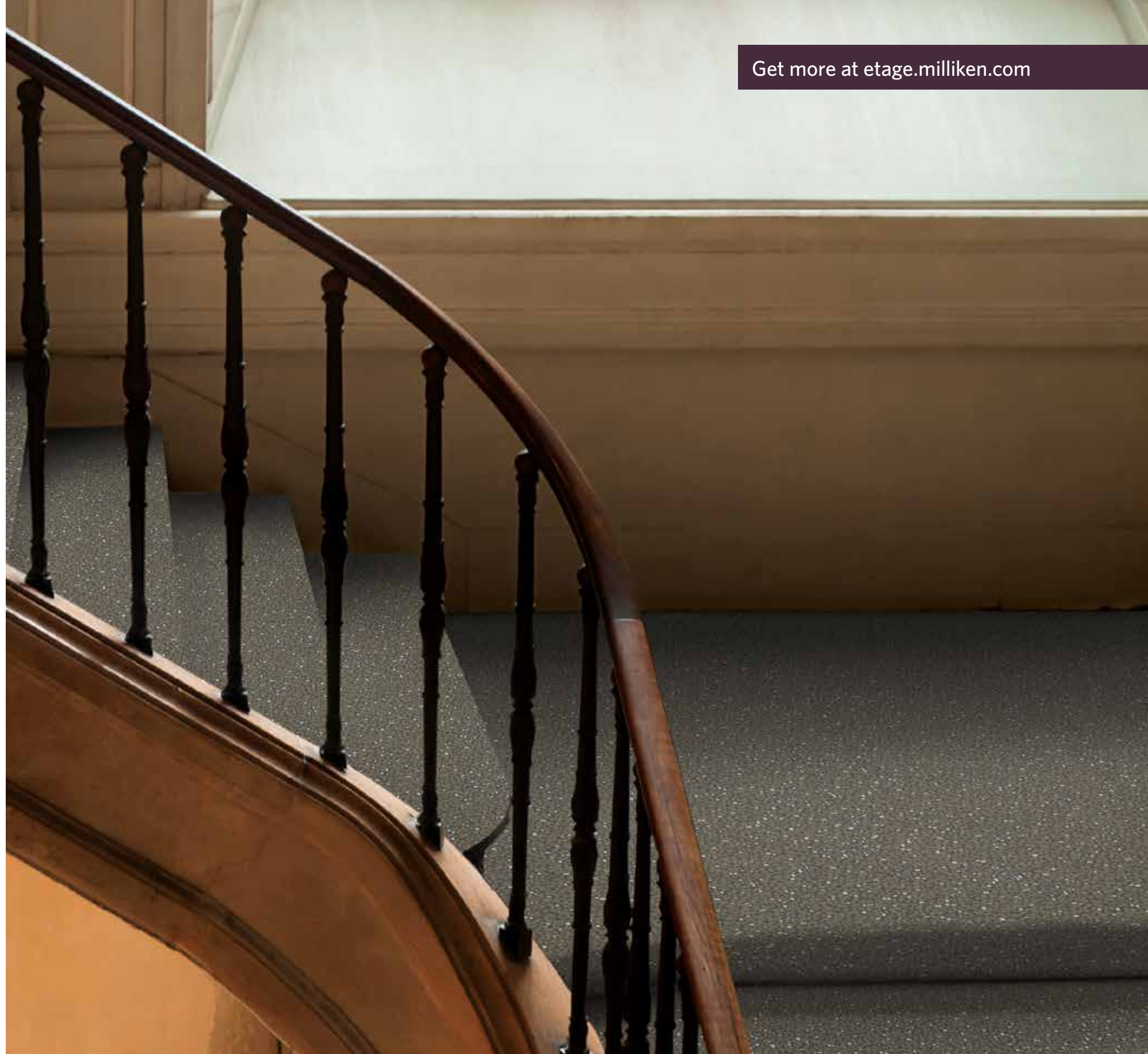
WHIM12FL
 Broadloom Order#: 00853701
 Pattern Repeat: 40.5" x 40.5"
 Tile Order#: N/A

Sixteen pattern repeats shown



2 3 4 5 12

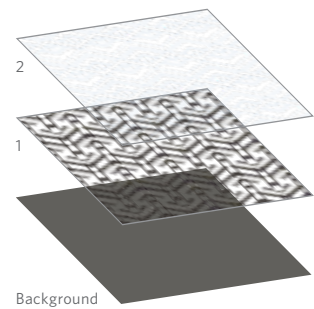
WHIM10FL
 Broadloom Order#: 00854019
 Pattern Repeat: 20.25" x 20.25"
 Tile Order#: 00860707



WHIM01FL

3 5 12

Broadloom Order#: 00853701
 Pattern Repeat: 40.5" x 40.5"
 Tile Order#: N/A







WHIM14FL



Broadloom Order#: 00848298
 Pattern Repeat: 40.5" x 40.5"
 Tile Order#: 00861084

NATURAL LVT

Heritage Wood - HER218

Broadloom & Tile — Fields

Four pattern repeats shown



WHIM08FL

Broadloom Order#: 00847638
 Pattern Repeat: 40.5" x 40.5"
 Tile Order#: 00860693

One pattern repeat shown



WHIM07FL

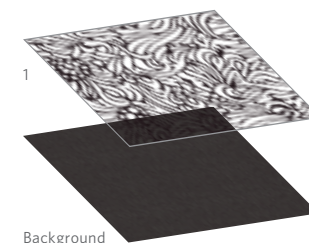
Broadloom Order#: 00854111
 Pattern Repeat: 81" x 81"
 Tile Order#: 00860690

Four pattern repeats shown



WHIM14FL

Broadloom Order#: 00848298
 Pattern Repeat: 40.5" x 40.5"
 Tile Order#: 00861084

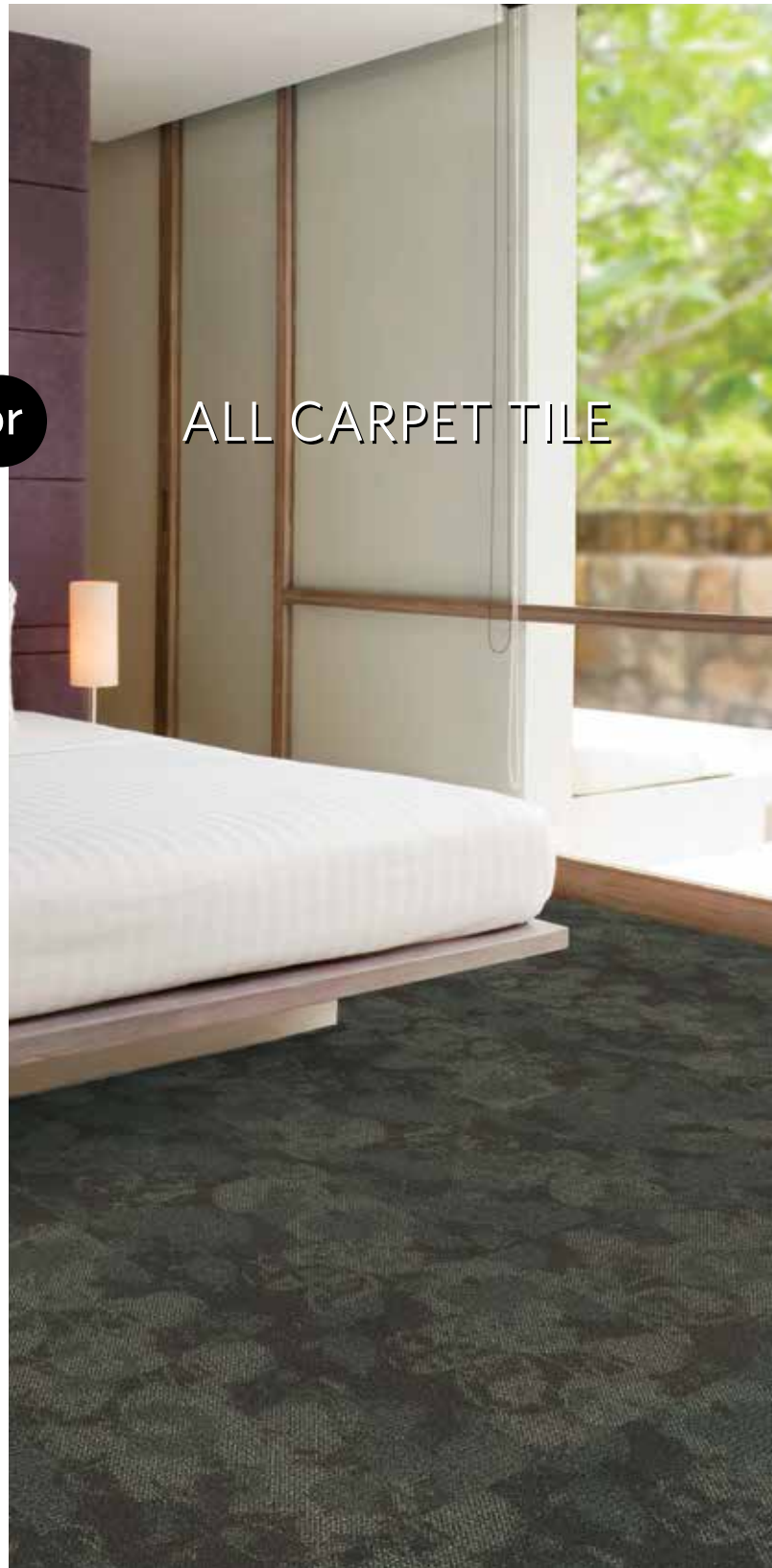


Background



LVT WITH CARPET RUG

or



ALL CARPET TILE

NATURAL LVT
Heritage Wood - HER218

ARCHIPELAGO
Sea Grape SEG164-174 Bay

Guest Room SDN & LVT

Make every guest room an unexpected upgrade with the possibilities provided by LVT and solution-dyed nylon modular carpet tile. Each room can become a unique installation with the use of multiple products to create texture or have a monolithic design with a single product selection. For the Whimsy Traditions collection, we've made selections from our open line LVT and SDN carpet tile offering easy coordination with the larger scale patterns in the collection. Awaken new choices in guest rooms with Milliken LVT and carpet tile.

COLLECTION	PATTERN	COLOR
SDN		
Archipelago	Fronde	FRD164-174 Bay
	Fronde	FRD174-176 Clay
	Mangrove	MAN164-174 Bay
	Mangrove	MAN174-176 Clay
	Sea Grape	SEG174-176 Clay
	Sea Grape	SEG164-174 Bay
Nordic Stories	Isograd (TS)	IGR251-153 Pulpit Rock
	Isograd (TS)	IGR171-67 Oresund Bridge
	Tectonic (TS)	TTN251-153 Pulpit Rock
	Tectonic (TS)	TTN171-67 Oresund Bridge
Whale Song	Beluga	BEL164-178 Baleen
	Beluga	BEL173-174 Barnacle
	Humpback	HUM164-178 Baleen
	Humpback	HUM173-174 Barnacle
	Narwhal	NRW164-178 Baleen
	Narwhal	NRW173-174 Barnacle
Paste Up	Art Crime	ARC97-122 Accidental Architect
	Art Crime	ARC79-120 Box Car
	Negotiator	NEG94-93 Hollows
LVT		
Natural	Heritage Wood	HER218
	Heritage Wood	HER145
	Pike	PIK144 Cloud
	Shenandoah	SHE145 Moose
	Shenandoah	SHE76-144 Fog
	Shenandoah	SHE208 Mist
	Shenandoah	SHE176 Whimsy



Broadloom & Tile — Fields/Runner

Four pattern repeats shown



1 5 7 8 9 11 12

WHIM02FL
 Broadloom Order#: 00854033
 Pattern Repeat: 40.5" x 40.5"
 Tile Order#: 00872231

Two pattern repeats shown



1 5 7 8 9 11 12

WHIM02RN
 Broadloom Order#: 00850843
 Pattern Repeat: 81" x 40.5"
 Tile Order#: 00872232

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WHIM02RN

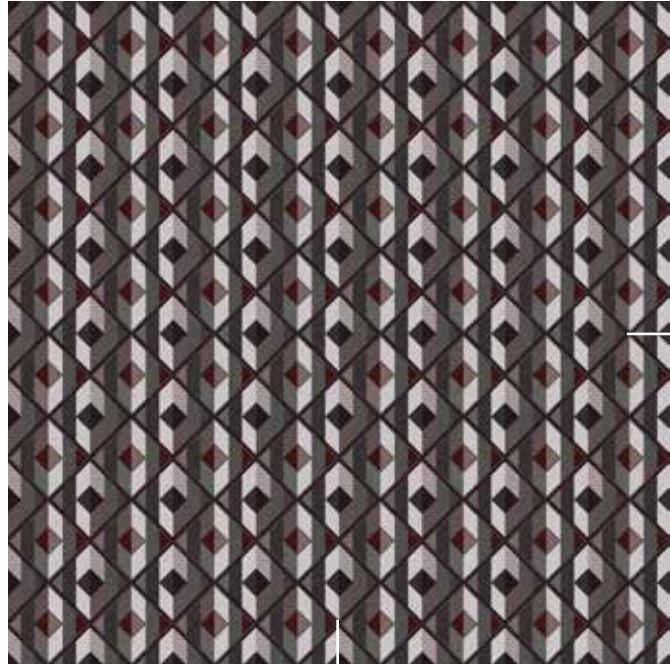
1 5 7 8 9 11 12

Broadloom Order#: 00850843
 Pattern Repeat: 81" x 40.5"
 Tile Order#: 00872232



Broadloom & Tile — Fields

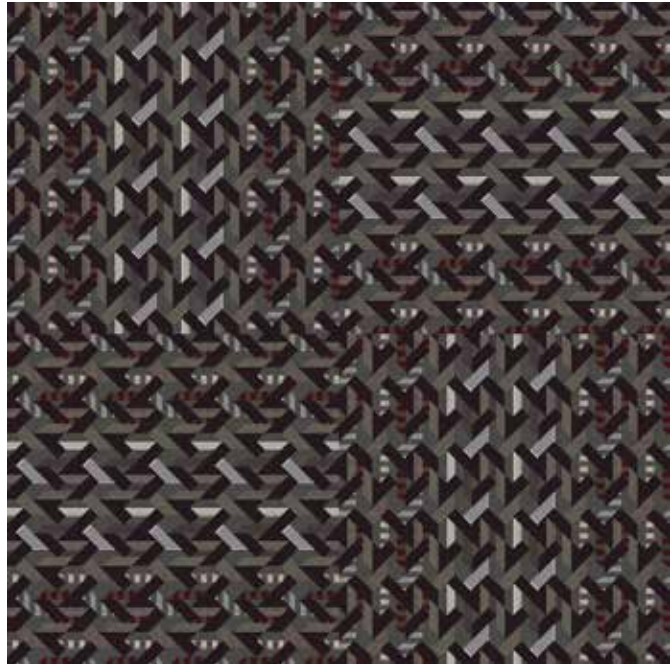
Four pattern repeats shown



1 2 3 4 7 8 10 11

WHIM03FL
 Broadloom Order#: 00848301
 Pattern Repeat: 40.5" x 40.5"
 Tile Order#: 00872238

One pattern repeat shown



1 3 5 7 8 10 11

WHIM04FL
 Broadloom Order#: 00850752
 Pattern Repeat: 81" x 81"
 Tile Order#: 00872239



Get more at etage.milliken.com

WHIM04FL

1 3 5 7 8 10 11

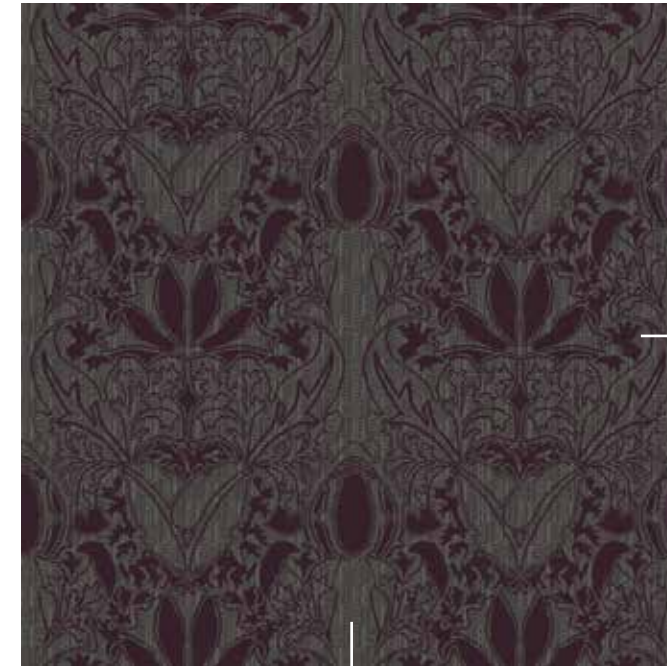
Broadloom Order#: 00850752
 Pattern Repeat: 81" x 81"
 Tile Order#: 00872239

NATURAL LVT
 Pike - PIK144 Cloud



WHIM01FL, Order #: 00854114, Pattern Repeat: 40.5" x 40.5"

Four pattern repeats shown



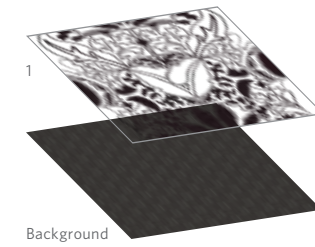
1 2 3

WHIM01FL

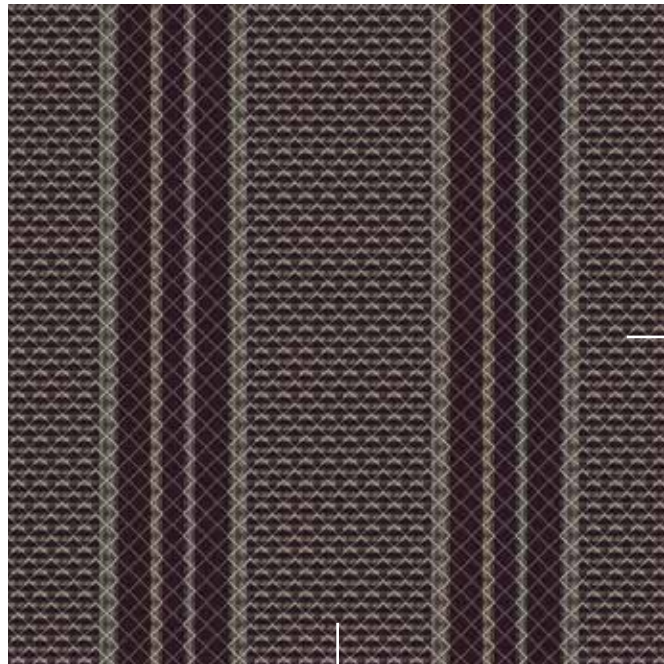
Broadloom Order#: 00854114

Pattern Repeat: 40.5" x 40.5"

Tile Order#: 00872229



Four pattern repeats shown



1 2 3 4 5 6 8 10

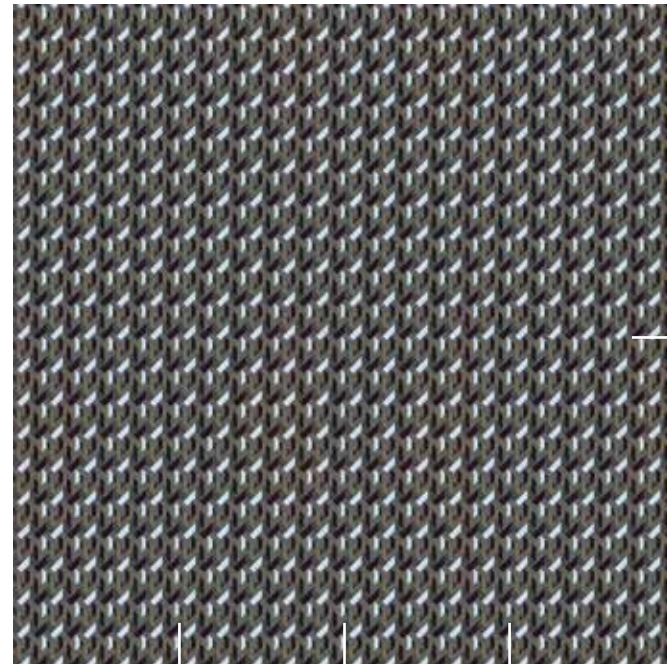
WHIM06FL

Broadloom Order#: 00853940

Pattern Repeat: 40.5" x 40.5"

Tile Order#: 00872327

Eight pattern repeats shown



1 2 3 4 5 12

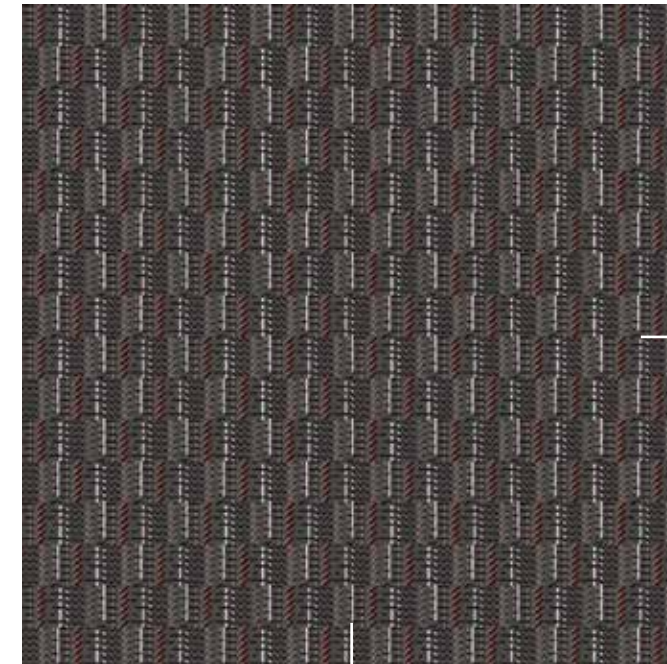
WHIM11FL

Broadloom Order#: 00853702

Pattern Repeat: 20.25" x 40.5"

Tile Order#: 00860826

Four pattern repeats shown



1 3 7 10 11

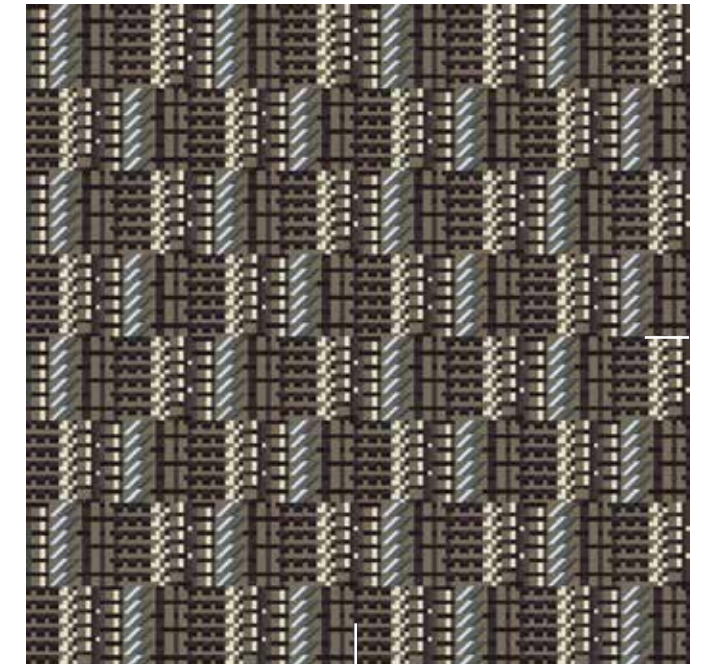
WHIM05FL

Broadloom Order#: 00855906

Pattern Repeat: 40.5" x 40.5"

Tile Order#: 00872242

Four pattern repeats shown



1 2 3 4 5 6 8 12

WHIM09FL

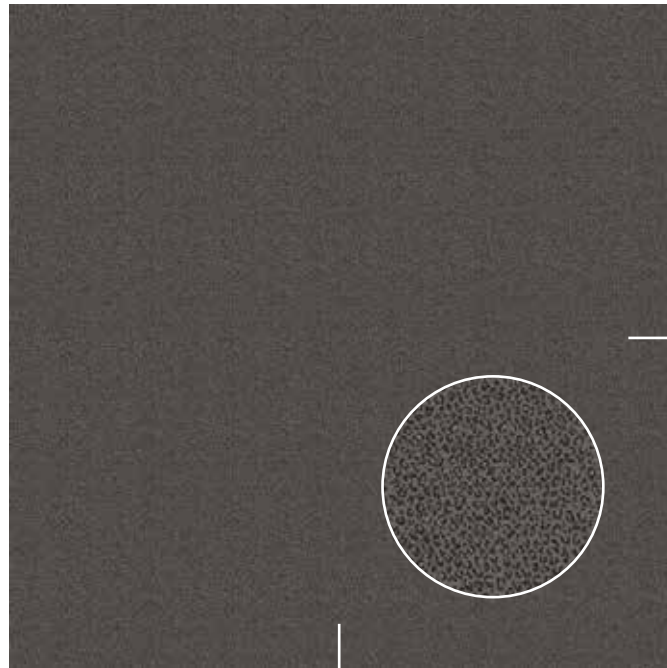
Broadloom Order#: 00846943

Pattern Repeat: 40.5" x 40.5"

Tile Order#: 00860695

Broadloom & Tile — Fields

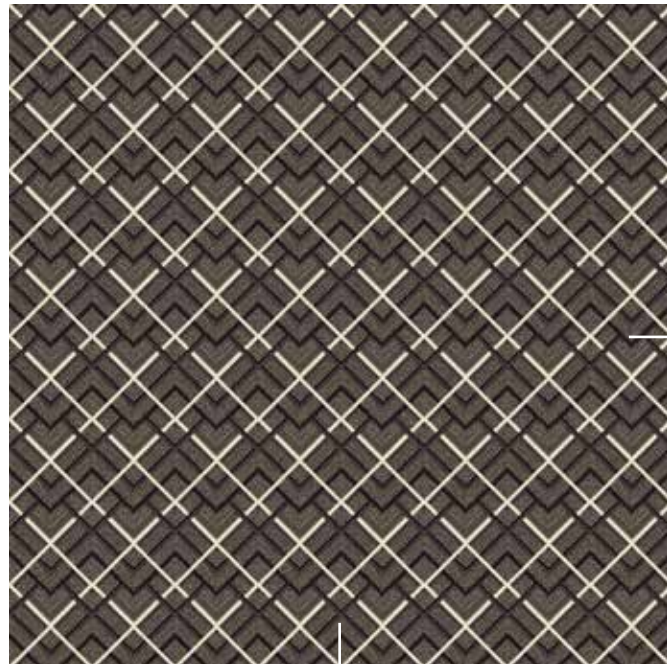
Four pattern repeats shown



2 4 5

WHIM17FL
 Broadloom Order#: 00848234
 Pattern Repeat: 40.5" x 40.5"
 Tile Order#: N/A

Four pattern repeats shown



1 2 3 5 6 8

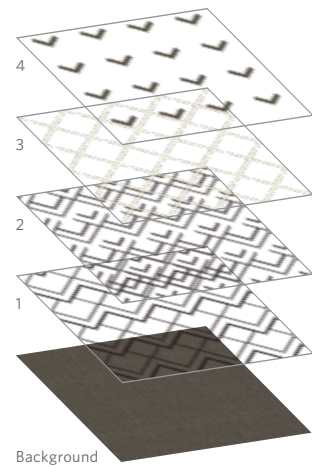
WHIM16FL
 Broadloom Order#: 00847764
 Pattern Repeat: 40.5" x 40.5"
 Tile Order#: 00860824



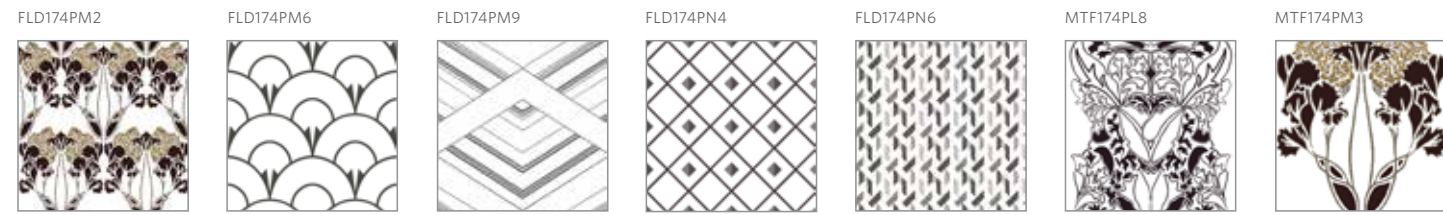
WHIM16FL

1 2 3 5 6 8

Broadloom Order#: 00847764
 Pattern Repeat: 40.5" x 40.5"
 Tile Order#: 00860824



Motifs & Repeats Single design elements, on a transparent background.



How To Use étage

1

Select a design as shown in this brochure, or use étage technology to customize.

Add and subtract design layers and motifs to create your own look. Remember that you must always use at least two layers, one of which must be the background.

2

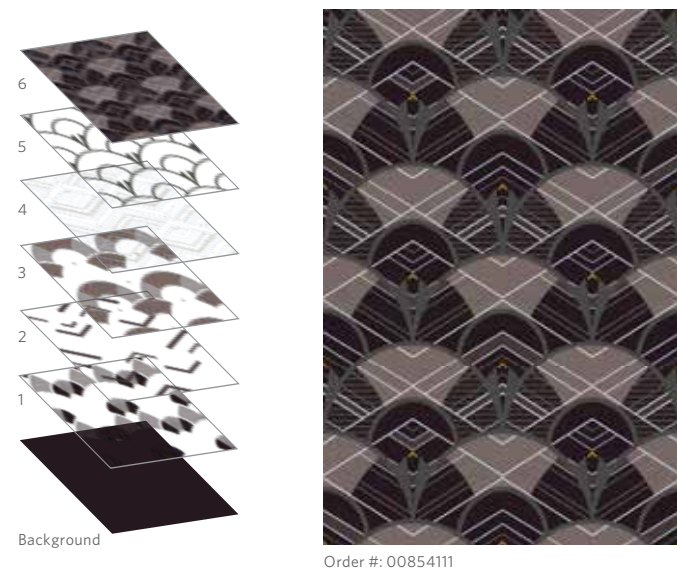
Designs in this brochure use a set of colors intended for this particular collection.

Specific colors used in each design are indicated below each pattern image as a swatch of the color with a number inside it. Refer to the colorway diagram on page 27 to find a corresponding color code. These colors are part of the Milliken Pure Color system.

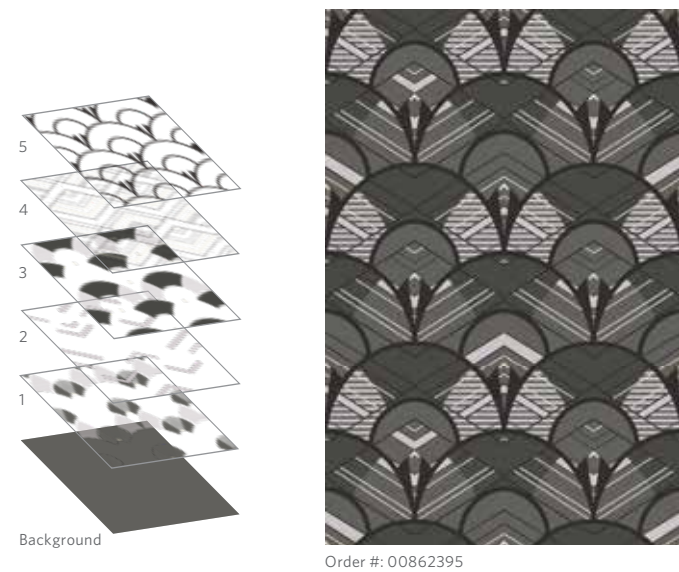
3

Choose a carpet construction that suits your installation.

Contact your Milliken representative to discuss the carpet construction that's best for you.



Designs shown in the brochure are ready to use, but you can also select them as a starting point for customization using étage technology.



No change is too great or too small (like simply choosing different colors from a pre-designed rug/runner).

Colorway

The Whimsy Traditions collection has twelve colors from over 1360 options in our Pure Color system.

pure|color

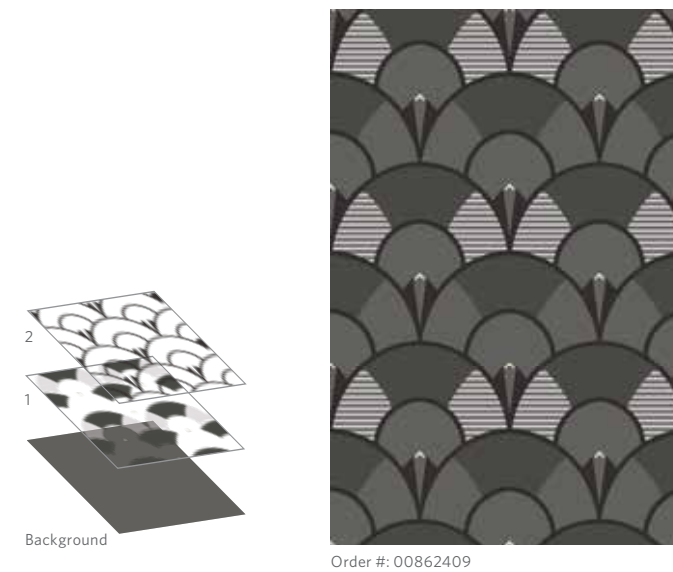
Based on the Natural Color System (NCS), the Pure Color Box lets designers play with the entire color wheel. With over 1360 defined colors and endless options in-between, PureColor makes custom easy.



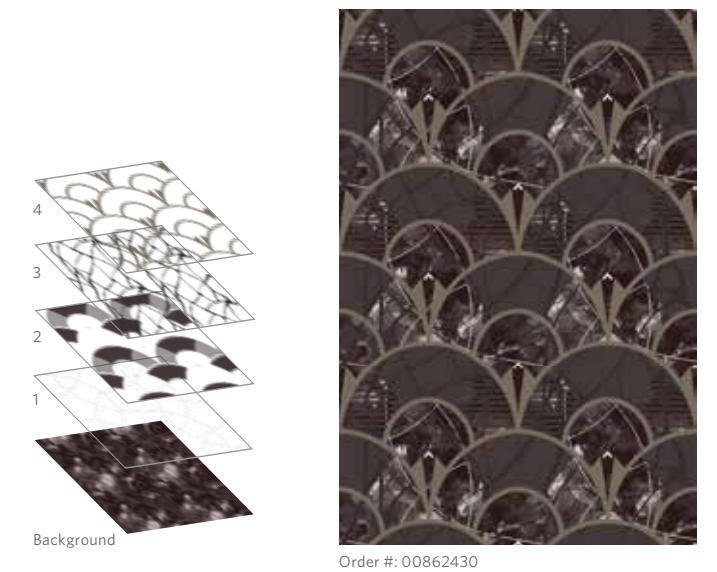
When it's time to break away from traditional hospitality looks, engage in étage technology.

This all-new process builds a complex pattern, layer by layer. Creating a fully custom look is as simple as choosing and combining layers — layers of organic design elements that defy traditional ideas of symmetry, boxes and borders. Étage technology brings a kind of freedom of design never before known in the hospitality industry.

Each collection includes small-, medium- and large-scale elements for ultimate flexibility in defining rugs, runners and open areas. Combine broadloom and modular and get the best of both. Freedom. Control. It's all here, waiting for an artist's touch. Exclusively from Milliken.



Layers can be added, subtracted, re-ordered, rotated, re-sized and re-colored in any combination to suit your needs.



Best of all, repeating layers and motifs from all étage collections can be used together to create a myriad of designs.

Complete Flooring Solutions

With an industry leading selection of high-performance broadloom, modular carpet, and LVT options, we are inspired to create exceptional hospitality flooring products that will inspire you and your guest.

Whether a custom option from our easy to specify PrintWorks™ technology or a solution dyed nylon carpet tile for a refresh, we have the right color, pattern, and construction that adds value to your property. From the front door, through the lobby to the ballroom and guest room, Milliken brings innovative design to every corner of your property.

BROADLOOM CARPET



PRINTWORKS™ CARPET TILE



SOLUTION DYED NYLON CARPET TILE



LUXURY VINYL TILE



Specs & Features

Grand Plaza® 36

Construction
Tufted, Patterned Cut-Pile Carpet Tile

Dye Method
Digital Millitron® Dye Injection

Tile Size
1 m x 1 m (39.4" x 39.4")

Yarn Type
Milliken WearOn® BCF Nylon Type 6,6

Stain Resist / Soil Release
StainSmart®

Tufted Face Weight
36 oz/yd² (1,220.7 g/m²)

Finished Pile Height
0.25" sheared (6.4 mm)

Average Density
5,184

Standard Backing
PVC-Free Comfort Plus® ES Cushion
Secondary with Synthetic Woven/
Non-Woven Composite Primary

Recommended Installation Method



MONOLITHIC

Royal Texture

Construction
Tufted, Cut/Loop Tip Shear

Dye Method
Digital Millitron® Dye Injection

Broadloom Width
13'6" (4.11m)

Yarn Type
Milliken WearOn® BCF Nylon Type 6,6

Stain Resist / Soil Release
StainSmart®

Tufted Face Weight
38 oz/yd² (1,288.5 g/m²)

Finished Pile Height
0.22" sheared (5.6 mm)

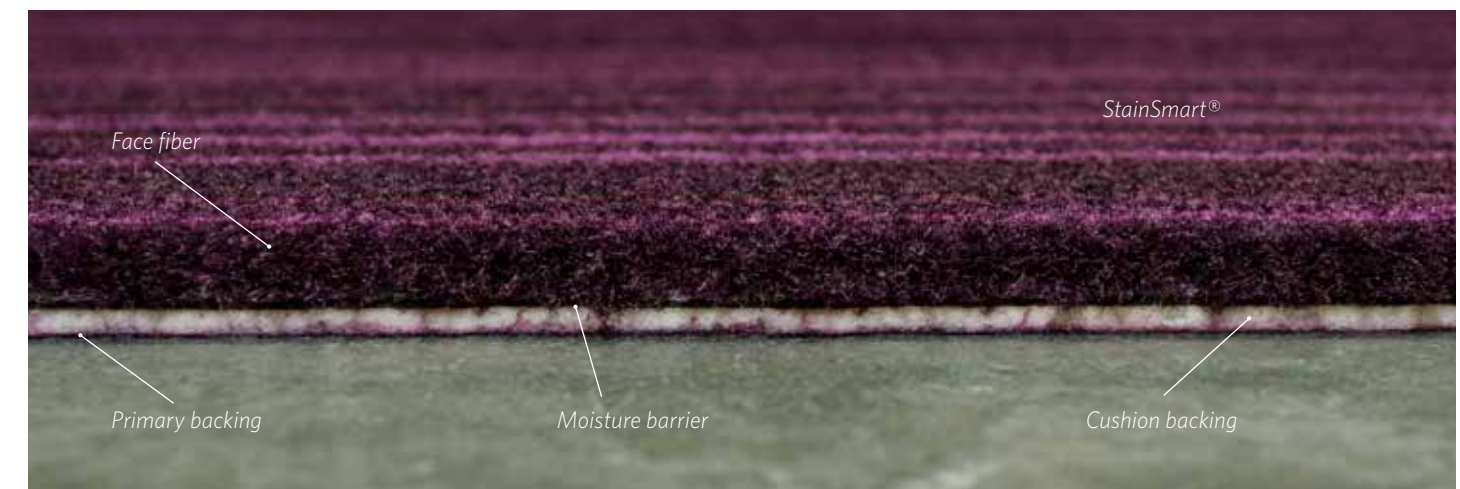
Average Density
6,230

Standard Backing
Endua-Loc™

Recommended Installation Method



BROADLOOM



MOISTURE MANAGEMENT

Milliken modular carpet is a moisture mitigation solution all by itself. Unlike with hardback products, water vapor has a way to escape from beneath Milliken's cushion backing. It travels freely through our open-cell cushion, evaporating naturally through seams at the edges of each carpet tile. All modular carpet tiles come with a lifetime warranty against adhesive breakdown due to moisture vapor emissions. » millikenfloors.com/moisture



STAINSMART®

StainSmart, a proprietary treatment applied to Milliken carpets designed to protect against stains and enhance soil release. » millikenfloors.com/stainmart



WARRANTY

Our products are backed by lifetime commercial warranties that ensure quality and give peace of mind. Milliken stands behind its products in the areas of Face Fiber Wear, Staining/Soiling Resistance, Color Pattern Permanency, Delamination of Backing, Edge Ravel, Tuft Bind, Floor Compatibility, Antistatic, Flammability, Cushion Resiliency, Dimensional Stability, Floor Release, TractionBack and Moisture Resistance. » millikenfloors.com/warranty

OTHER RECENT DESIGNS IN ÉTAGE

Have you seen all of our patterns? Étage allows you to use design elements from any design collection. Visit us online today and experience all that étage has to offer.

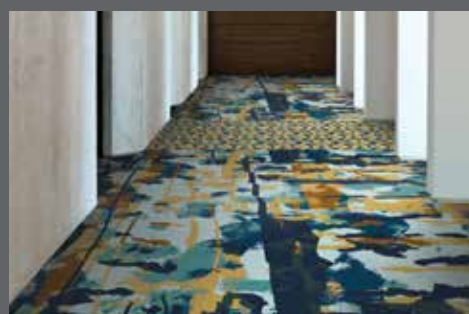
ID TWO



INSTRUO



MODERN MASTERS



Growing greener for over 100 years.

This product has a UL® Environment 3rd party verified Environmental Product Declaration (EPD). A copy of the EPD is available online at millikencarpet.com/epd and productguide.ulenvironment.com.

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