

**HONK IF  
YOU ❤️  
RUBBER**

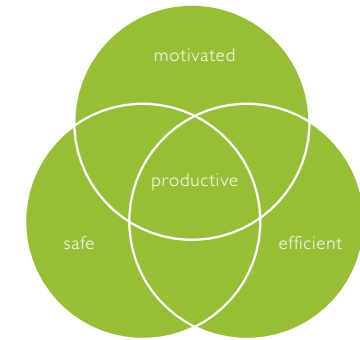


**Johnsonite®**



Revolutions start with ideas. And rubber flooring is an idea whose time has come. We live in an age that demands a value proposition: that every element in a space must provide economic return. But we also live in an age of innovation. Designers are looking for the next big thing. They push the boundaries, looking for new materials, new surfaces. And new ways to marry form with function.

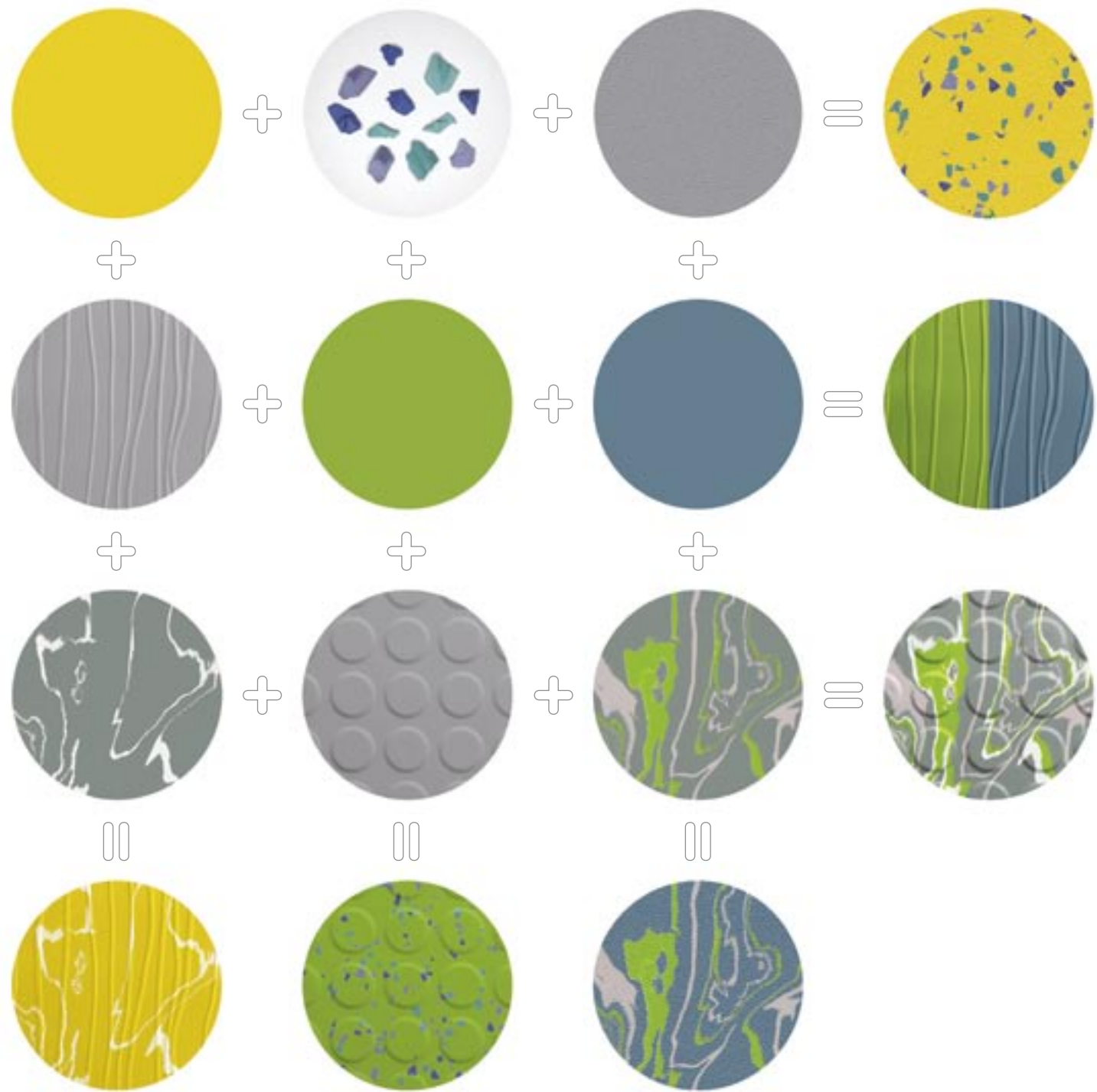
Designers are embracing rubber's practical beauty. They're using it to create spaces that inspire and motivate people. Spaces that are safe, efficient and easy to maintain. Spaces that are High Performing.



Revolutions are about change. And sometimes the first thing to change is perception. More and more designers are seeing sustainability as a concept that balances material resources with human resources. Rubber, with its long life-cycle, is more resource-efficient over time than other materials. And that reduces the impact on the environment while increasing the value proposition for end-users.

The rubber revolution is gaining steam. Designers are bringing rubber flooring out of the backroom and into the halls of academia, the floors of upscale retail spaces, the corridors of healthcare institutions, the conference rooms of large corporations.

Long live rubber flooring.



We, the people of Johnsonite, believe freedom of design should be an inalienable right. Freedom to find the exact color, the perfect pattern and the most appealing texture. We believe spaces should be designed for the people who use them. And since there are an unlimited number of uses for space, there should be an unlimited number of design options. That's why we offer an unlimited palette. The most textures in the industry. And a wide range of pattern options, from marbled textures to speckled tiles to solids in a myriad of colors. We believe designers should be free to pursue happiness and to maximize the return of the space. And that means pursuing their vision wherever it takes them. Here's to freedom of design.

= freedom of design



# ***COLOR REVOLUTION!***

Johnsonite has always been at the forefront of the color revolution. We've pushed for change and innovation through our team of senior color designers, our advanced color technology and our participation in the Color Marketing Group.

We believe color is fundamental to expression. That's why we offer over 140 standard colors. 30 ColorMatch® colors.

And unlimited custom possibilities.

We also believe in seeing the space as a whole. In fact, our ColorMatch system makes it easy to integrate our products with products from other manufacturers, creating a complete flooring system.

And we believe you should be free to express yourself in any color you want. We can create a color to match anything: another interior element, a piece of art, you name it. And because we don't use dye lots in our manufacturing process, you can get an exact color match of one of our solutions months or years later.

LET TEXTURE SET YOU FREE

We believe the right to be different is at the heart of what it means to be a designer. That's why we offer 11 textures. So design space the way you see and feel it. Use Chopped Bamboo or Pebbles to re-create the patterns of nature. Use Cubis or Artistic Square to give a space a graphic dimension. Go retro with Raised Round. Create calm with Hammered or Flagstone. Find your voice. Speak your mind.



Pebbles

Cubis

Bamboo

Raised Square

Smooth

Raised Round

Flagstone

Artistic Square

Hammered

Chopped Bamboo

Weathered

11 textures multiplied by an infinite number of colors. You do the math. Then start imagining the possibilities.

# TEXTURES

Designers crave diversity – of ideas, materials and trends. So don't settle for a few basic patterns. Demand more choice. Thinking speckles? Choose from the industry's largest standard selection. Or create your own. Pick your background color. Add a speckled color. Or two. Or three. Pick up all the colors in the space and put them into one perfect pattern.

## Patterns of change.

But don't stop with speckles. Take your colors and try a Marbleized or Olio™ effect. Mix and match. Add and subtract. With Johnsonite's easily accessible online design tools, you can create your own designs and see the results, right on screen.

Even solid colors combined with interesting textures make bold statements of their own. So go ahead. Make a statement.



We can match the color of any item, from a logo to an interior element. This is an example of how we created a custom tile to match a school letter jacket.

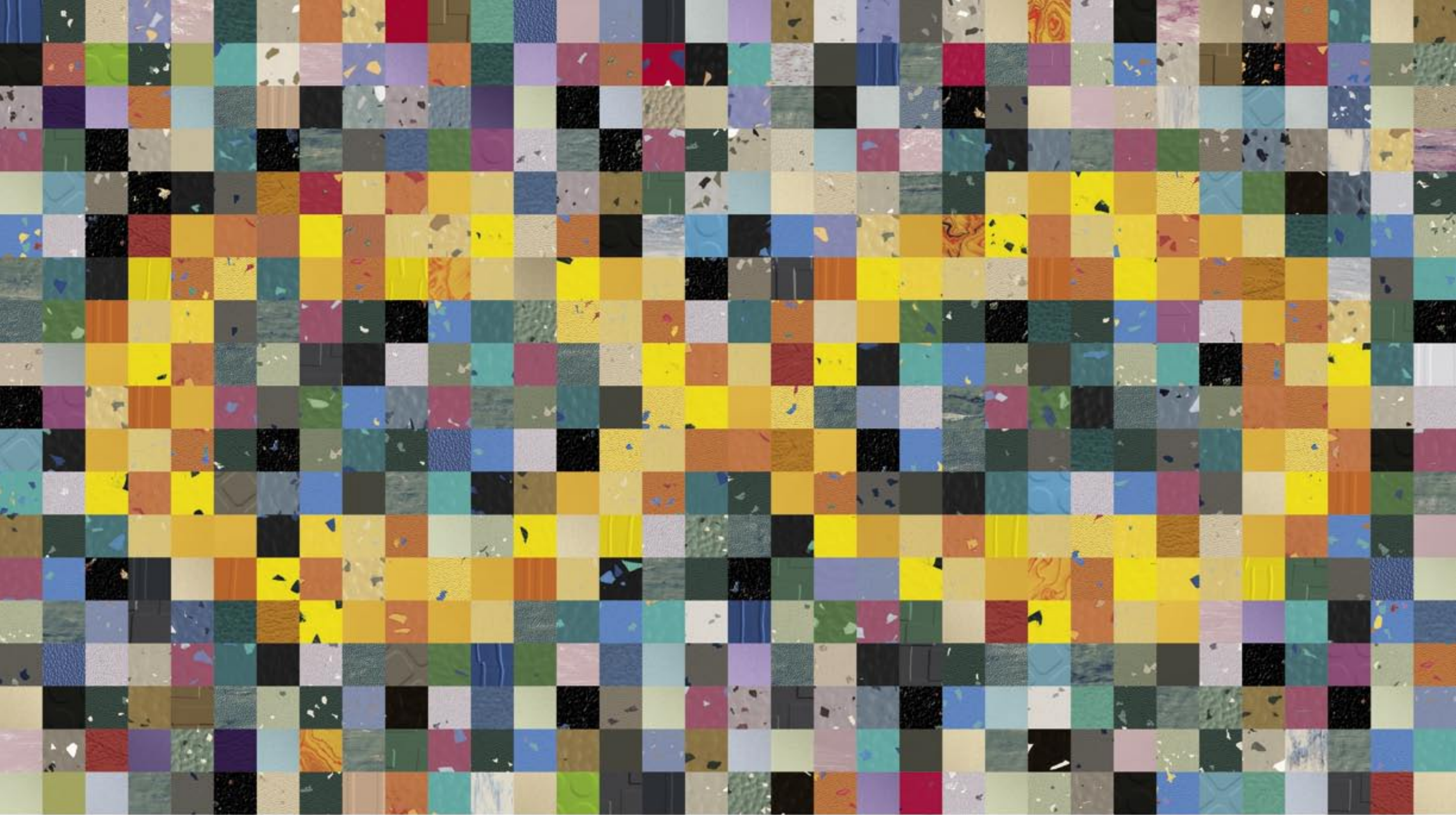
# Custom:

ANOTHER FUNDAMENTAL RIGHT FROM JOHNSONITE.

The right to get the pattern you want, in the color and quantity you want, when you want it, at a reasonable cost – that should be a fundamental right. And it is with Johnsonite. We promise you won't wait a long time for custom colors or patterns.

We promise you won't hear the words, "That's impossible." We promise you freedom of design. So go for it.

Design without constraint. Push the boundaries. Do what you do best.



Start your own revolution.

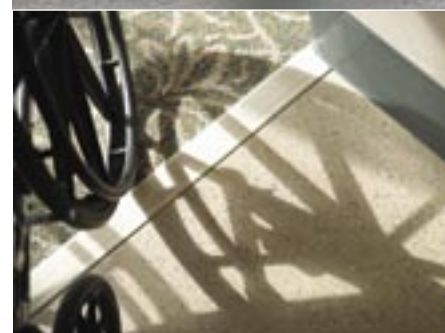
There are an infinite number of possibilities. Start with a texture. Pick a pattern. Then a color: Now add in the unexpected and see where that takes you. Create variations until you're satisfied you have the best possible solution. And do it all without risk. Just use our online tool, CustomfloorView,<sup>™</sup> to design custom

tiles. We'll then send you printouts or hard samples with accurate color representation, allowing you to view your creation from several different perspectives. See it how you want it, when you want it with no minimums and no constraints. That's real freedom of design.



*“First impressions are important for any business, even a hospital. We want patients to see a clean, safe, efficient space that’s also beautiful. We used to have carpet in the common areas. It ripped easily and always looked shabby. The Johnsonite flooring has upgraded our image while giving us great performance in terms of maintenance, safety and comfort.”*

*Richard C. Rose  
Director, Facility Management Systems  
Canonsburg General Hospital  
Canonsburg, PA*

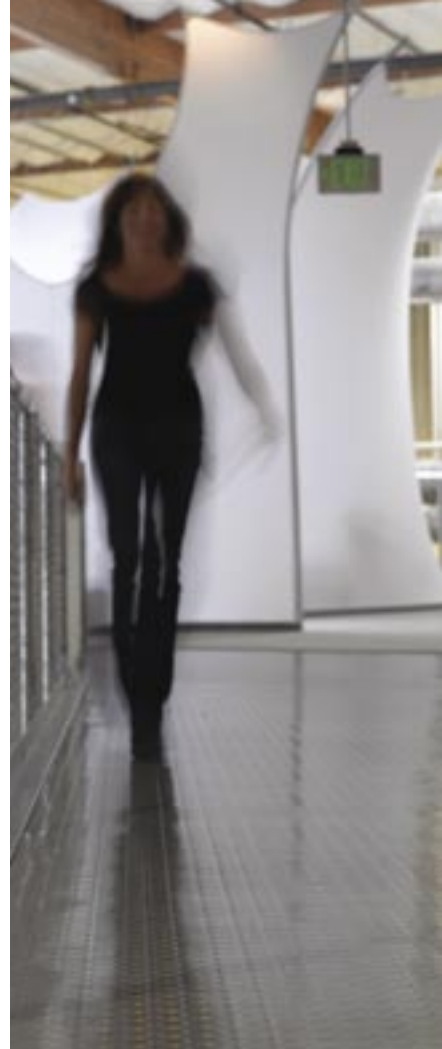


Healthcare facilities must immediately inspire confidence in patients and visitors. They must be well-organized, efficient, precise and safe. These are the qualities Johnsonite rubber flooring imparts to a space. Healthcare facilities are finding our flooring to be the perfect choice: comfortable under foot, easy to keep clean and sterile, slip resistant and long lasting. The practice of evidence-based design recognizes the healing aspects of color in healthcare space. Johnsonite’s infinite design options can contribute to healing environments.



*“Productivity is hard to measure in a creative field like advertising. But it’s not brain surgery to recognize that when people like their space, they work better. Our people love our new space – they say it motivates them. And because they like being here, they don’t rush out at 5:30.”*

*Connie Kozlowski  
Director of Agency Operations  
Foote Cone & Belding  
Los Angeles, CA*



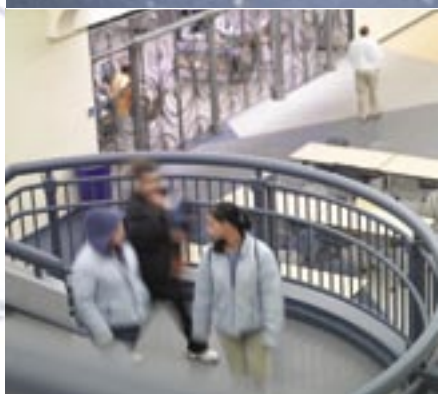
Most companies today are in the motivation business. They’re looking for a competitive edge, and more often than not, that edge comes from their greatest asset: their people. The more motivated they are, the more productive they are. That’s why smart companies invest in great spaces that don’t look like the status quo. Which is one reason more designers are choosing Johnsonite rubber flooring for their progressive corporate clients. They are using our flooring and our custom capabilities to achieve a different aesthetic, to help define a culture or a brand, while delivering a significant return on investment.





*"The ease of upkeep for this flooring has actually allowed us to cut one full-time salary from our maintenance staff. It can be mopped up and doesn't require the constant buffing we experienced with other resilient flooring."*

*Dan Bailey  
Assistant Supervisor of Operations  
Canton City Schools  
Canton, OH*



Education is at the forefront of the return on investment movement. Budgets are tight, and closely scrutinized, and educational facilities have to get the most out of every dollar they spend on interior finishes. That's why they're turning to Johnsonite rubber flooring. No flooring delivers a greater return on investment over the long haul. Johnsonite rubber flooring offers long life and low maintenance costs while increasing comfort and safety. Johnsonite's freedom of design allows for the matching of school colors and logos to enhance the overall pride in the space.



*“If sports facilities were just about sports, then any sports flooring would work. But more and more, these facilities include day care, offices, wellness centers and the like. My goal is to connect all these areas. To do that, I need a system of multi-functional flooring. That’s what Johnsonite offers.”*

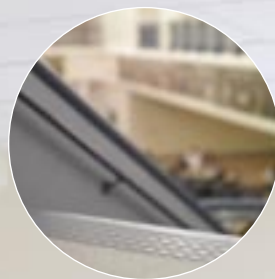
*John DeFrance  
Oslavsky-Jaminet Architects*



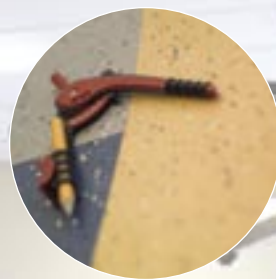
Sports facilities are by their nature high-performance environments, designed to help people push the boundaries. Which is where Johnsonite sports and multi-functional flooring comes in. No other flooring is a better balance of the three attributes – motivation, efficiency and safety – that combine to create high-performance environments. But today, sports facilities are often multi-use spaces. And our system of flooring design and color options helps designers connect the locker room to the weight room and the weight room to the lobby and the lobby to the day-care center...



We don't just give you more design choices, but we also make it easier to coordinate them. By offering an entire system of flooring, stair treads, wall base and finishing accessories, we make it easy to complete your design, right down to the last transition or landing tile. We also offer 30 ColorMatch® colors that match throughout our entire family of rubber and vinyl products, allowing you to use as many of our solutions as you want in the same space with confidence. Our system makes it easy to create high-performance environments. So go ahead, exploit the system for all it's worth.



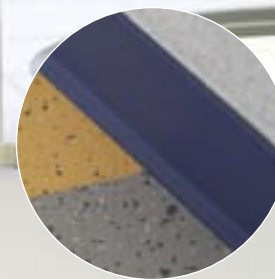
stair treads



tiles



transition



wall base



*"Johnsonite gave us total design freedom. We were able to custom design the tiles and come up with patterns that let us connect all the aspects of the school into one unified, unique whole that helped us create an identity for the community and students."*

*Rodney Meadows  
Mott & Meadows Architects  
Canton, Ohio*

UP WITH THE SYSTEM!

Prima Olio

Field Color: 132 Espresso

Vein 1: 64 Keylime  
Vein 2: 139 Glacier

Texture: Raised Round

**Citizens for  
the Intelligent  
Use of Rubber**

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Exercise your right to design with absolute freedom.

Consider specing Johnsonite rubber flooring for your next project.

Call 800.899.8916 for more information or visit [johnsonite.com](http://johnsonite.com). Let freedom ring.

**Johnsonite®**