**For Immediate Release**

**Timber From Kinetex Brings Hard Wood Inspired Aesthetic to Soft Surface Flooring**

*Demi-Planks with Grainy Wood-Like Appearance Feature Multiple Soft Surface Attributes*

CHICAGO—NEOCON EXPO (SHOWROOM #10-118), JUNE 13, 2016 –[J+J Flooring Group’s](http://www.jjflooringgroup.com) first Kinetex demi-plank tile product, Timber, combines the natural beauty of an organic-inspired aesthetic with multiple design installation possibilities. The result creates a new and visually appealing commercial flooring option not typically available through a soft surface product.

With its large scale 12” x 48” demi-plank format, and featuring a grainy wood-like pattern, Timber mimics the appearance of a hard surface product such as wood or LVT. However, as Kinetex textile composite flooring – Timber immediately offers multiple attributes associated with a soft surface flooring. This includes a soft, natural feel, an inherent warmth, high design and health advantages, most notably in the areas of safety, acoustics and comfort.

As with other Kinetex products, Timber is one of the most slip resistant flooring surfaces ever tested, wet or dry, thus reducing the potential for slip and fall injuries. Its unique low profile also has minimal rolling resistance, further mitigating possible injuries from pushing and pulling. It also has one of the highest Noise Reduction Coefficients (NRC) and Impact Insulation Classifications (IIC) rating of any commercial flooring product, resulting in dramatic reductions in both airborne and structure borne noise. Its unique construction and materials composition provide anti-fatigue advantages, including the ability to reduce repetitive foot stress injuries and injuries related to walking frequently from place to place.

Timber is an ideal flooring solution for a variety of end-use environments where a natural looking aesthetic is desired along with health advantages and high performance.

J+J engaged noted flooring designer Karen Maffetone of Karen Maffetone LLC., to lead the development of Timber. Maffetone is also working with J+J on two additional natural inspired products that will be released this summer.

Timber comes standard with J+J’s innovative pre-applied releasable adhesive, Pre-Fix™. Fully integrated with the unique Kinetex backing, this meticulously designed system allows for an increased adhesive performance while also offering highly breathable tile which can be installed on concrete with RH levels up to 99%.

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Timber is constructed using Universal Fibers, a 100 percent solution dyed polyester fiber that provides rich, long lasting color with superior stain resistance and wear performance. Timber is available in nine colorways.

Timber also contributes to sustainable design. Kinetex products have 50 percent lower environmental impact than traditional hard or soft surface flooring. They also contain 55 percent recycled content, are fully closed-loop recyclable and are certified to NSF 140 Platinum. All Kinetex products meet the Carpet & Rug Institute’s Green Label Plus certification for low indoor air emissions and come with a third-party Environmental Product Declaration

For information, visit [www.jjflooringgroup.com](http://www.jjflooringgroup.com) or call 800.241.4586.

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**About Kinetex**

All Kinetex products are constructed of knitted polyester fabric and cushioned polyester felt backing. The result is a soft textile aesthetic with the durability of hard surface flooring. Kinetex provides superior stain and crushing resistance through its ability to withstand more than 5 million foot traffics. It also provides better acoustics, comfort, cleanliness and slip-and-fall resistance than traditional hard surface flooring. Kinetex’s lifecycle cost of ownership (flooring materials, installation and maintenance over 7-10 years) is less than rubber, LVT and VCT flooring.

Named one of *Environmental Building News’* Top 10 Green Building Products of 2014, Kinetex has 50 percent lower environmental impact than traditional hard or soft surface flooring. Kinetex products contain 55 percent recycled content, are fully closed-loop recyclable and are certified to NSF 140 Platinum. All Kinetex products meet the Carpet & Rug Institute’s Green Label Plus certification for low indoor air emissions and come with a third-party Environmental Product Declaration.

**About J+J Flooring Group**

Established in 1957, J+J Flooring Group is a leading manufacturer of commercial specified flooring.  With our two brands - Invision broadloom and modular carpet and Kinetex textile composite flooring - we provide a range of product and service solutions to meet the needs of our customers in the corporate workplace, education, healthcare, retail and hospitality sectors.

In 2016, J+J Flooring Group joined Engineered Floors, LLC. Based in Dalton, Ga., Engineered Floors is a privately held carpet producer founded in 2010 by Robert E. Shaw. The company, which employs more than 2,800 people, produces stain-resistant and colorfast solution dyed nylon  and polyester fiber and carpeting for residential replacement, new home builder, multi-family and main street commercial applications. To learn more visit, [www.engineeredfloorsllc.com.](http://www.engineeredfloorsllc.com/index.php)

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