

Celebrating 20 Years of Smart, Beautiful and Responsible Design with the Heritage Collection by FLOR

2023-09-13

Premium Area Rug Brand Refreshes Three Archival Products for Milestone Achievement

ATLANTA--(BUSINESS WIRE)-- **FLOR®**, a high-end area rug brand for homes, offices, and every space in between, today announces the launch of **Heritage Collection by FLOR**, created to honor and celebrate the brand's 20th anniversary.

Launched by Interface, Inc., FLOR introduced the idea of carpet tile for residential space to consumers in 2003, pairing innovation with beautiful design. Over the last two decades, the brand achieved important milestones and continued to create products that look and do good, allowing customers to design with minimal waste and without limits and restrictions.

"Our team at FLOR could not be prouder of the last 20 years and the many milestones we've achieved to get to where we are today," said James Pope, General Manager at FLOR. "We launched the brand in 2003 to offer customers an area rug solution that doesn't compromise on style, functionality, or the planet. While we continue to evolve and grow as a brand, we commit to making product that will leave a lasting impression on our customers for the next 20 years while still being good to Earth."

Introducing the Heritage Collection by FLOR

The Heritage Collection by FLOR includes three products from the brand's vault of archived products that the company revived, modernized and re-released. These styles are timeless classics and are manufactured with

thoughtfully-sourced materials that look beautiful and are good to the Earth.

“We’re excited to celebrate our long history of design with the Heritage Collection by FLOR, celebrating archival carpet tile styles for today’s consumer,” continued Pope. “The three products included were well-loved, consumer favorites, and reimagining them for the future reflects how we will continue to grow and evolve with our customers.”

The collection includes:

Good Company: Designed to reflect the “beauty in simplicity,” Good Company is a reimagined take on FLOR’s Delaine area rug style, and is inspired by its namesake – a floor-length, lightweight wool dress popular in the 19th century. It features a subtle, antique pattern and is available in Black, Pigeon, and Eggnog.

Off The Record: Offering color, funk and extra edginess, this revived version of Good Vibrations, a popular area rug style from FLOR’s past, provides a visual representation of music in the form of sound waves. Off The Record is available in Eggnog, Black, and Teal.

Woven In Time: Reminiscent of a woven jute rug style, Woven In Time adds texture and a classic design for any space. Building on FLOR’s Weave A Story and its natural look, this rug provides a woven pattern in Jute, Marsh, and Grey.

All area rugs from FLOR are, at a minimum, carbon neutral. In addition, these three area rug styles utilize the brand’s CQuest™GB backing. This backing includes post-consumer carpet tiles, bio-based elements, and pre-consumer recycled materials that are net carbon negative. Consumers can shop with their carbon footprint in mind by looking for the CQuest or Carbon Negative symbol on FLOR’s website or in the Fall Collection catalog.

To learn more about FLOR and its 20th Anniversary, please visit <https://www.flor.com/heritage-collection.html>.

About FLOR

FLOR®, the specialty design brand of Interface®, has brought high-end area rugs to homes, offices, and every space between since 2003. FLOR carpet tiles are beautiful, easy to install, and responsibly sourced. Our customizable designs are engineered for high-traffic spaces, from family rooms to conference rooms. For more information, visit [FLOR.com](https://www.flor.com).

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Source: Interface, Inc.