

**kinetex**

COUNTERBALANCE COLLECTION

**FLASH / POP**



FLOORING GROUP





# contents

## J+J FLOORING GROUP

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From our establishment in 1957, we have become one of the oldest exclusive manufacturers of *commercial flooring* in the United States. As one of the largest privately held mills, our **FAMILY-OWNERSHIP** provides a *heritage* of proven performance and expansive industry knowledge. Most importantly, our focus has always been on *people...* ensuring them that our products deliver the highest levels of **BEAUTY, PERFORMANCE** and **DEPENDABILITY.**

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## INVISION kinetex

(cover) Flash Rojo, Pop Cielo, and Propel Outpace quarter turn (pages 4 & 5) Flash and Pop Cielo and Verde, quarter turn. Umbra Stripe Shadow Stripe, ashlar.



# 8

EDITOR'S NOTE



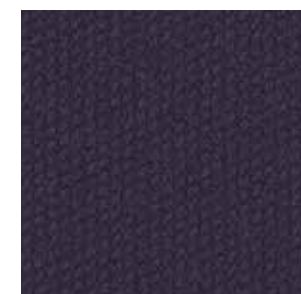
# 12

FLASH



# 20

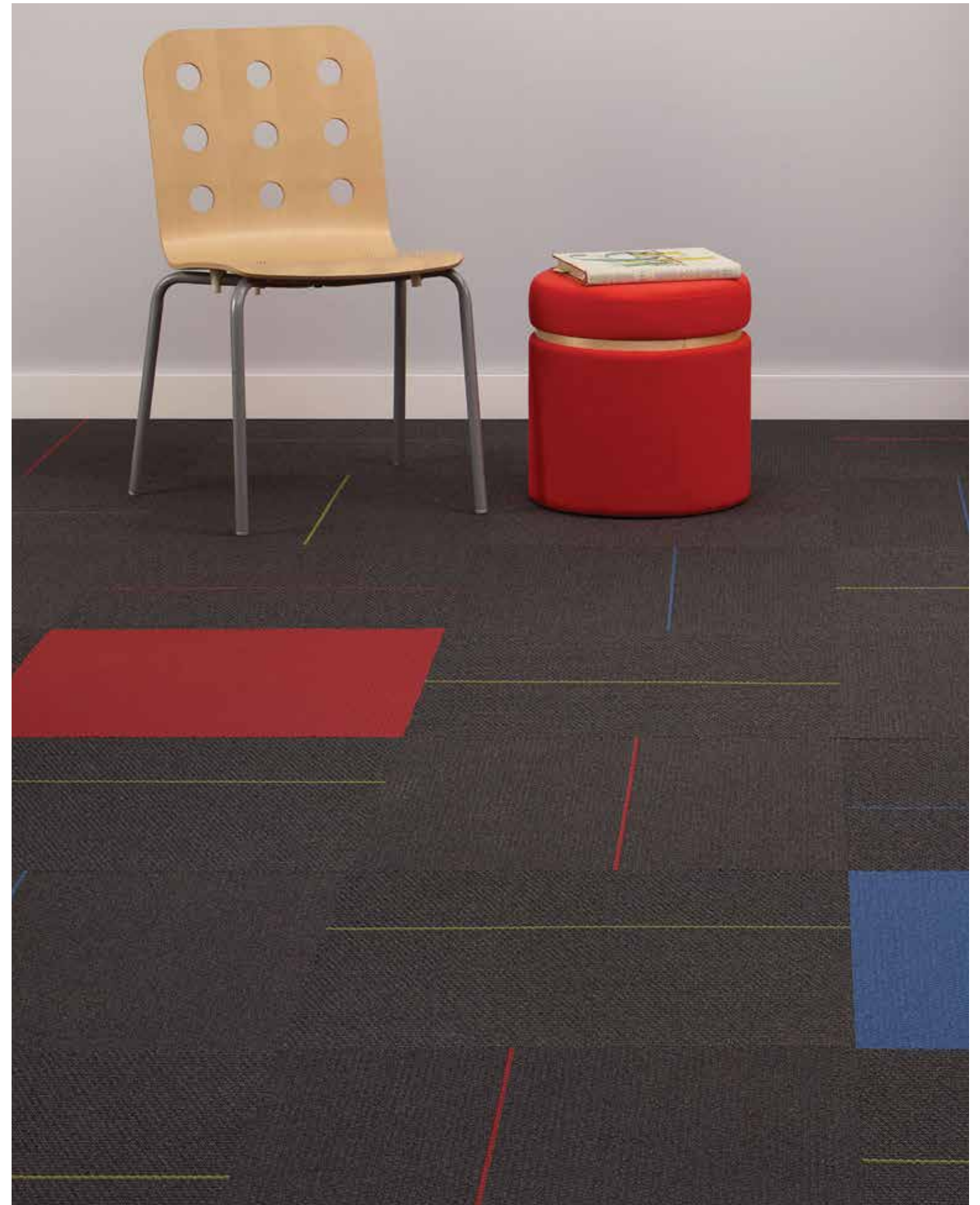
POP



KINETEX OVERVIEW	29
COLORLINE OVERVIEW	34
COORDINATING PALETTE	35
PRODUCT DETAILS	36
PRODUCT FLEXIBILITIES	38
CORPORATE PROGRAMS	39



(right) Flash Azul, Rojo and Verde, Pop Azul and Rojo, quarter turn



## editor's note

You take the same path to work each day, passing the same buildings, and overtime, the surrounding landscape becomes mundane and forgettable. And then one day, you turn a corner and there amid the grime of the concrete and brick is an unexpected addition of urban art that wasn't there the day before.

On a recent trip to visit friends in Philadelphia, I happened to mention to them that I was amazed by the amount of graffiti that I saw on my drive in from the airport. It was bold and more colourful than I was used to seeing and it added an almost 1980's retro energy that was really striking. Based on that somewhat offhanded comment, I was about to be schooled on the history of graffiti.

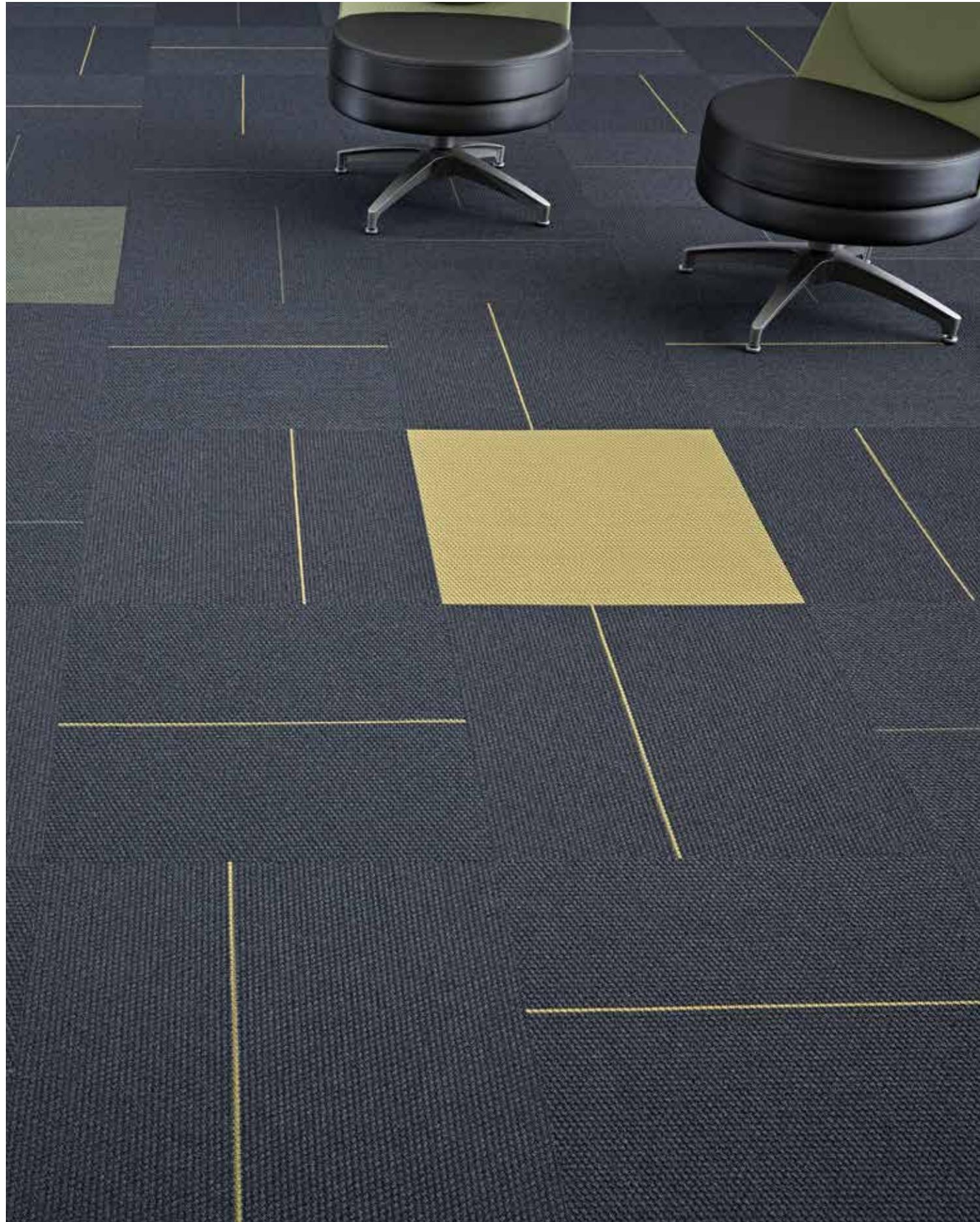
I had never really given much thought to the inception of graffiti and had naively never heard much about a famous local Philly boy named "Cornbread." Apparently the graffiti

movement took its turn from simple tagging to statement art when a young Darryl McCray, also known as Cornbread, decided to profess his love for his junior high crush by adorning the walls of North Philadelphia.

As Cornbread continued on with other colorful agendas, the movement quickly spread to all of the major U.S. cities. In some cities the movement was hijacked by unfavorable elements, but in New York, the movement took a creative turn that gave birth to a new generation as artists. Fast forward to today and graffiti has now become a legitimate

art form across the globe and a staple in the bridge between commercialization and pop culture.

Although still controversial, commercial graffiti or graffiti for hire, affords the masses the luxury of enjoying the bold colour and thought provoking murals and messages in a legal manner that supports the craft. And as long as commissioned works don't rob graffiti of its edge, we'll still be able to turn the corner one day and have our predictable surroundings flooded with a much needed pop of color to brighten our path.



(page 10) Flash and Pop  
*Esmeralda* and *Mostaza*,  
 quarter turn. (above)  
*Flash Rojo*, *Velocity*  
*Vector*, quarter turn.



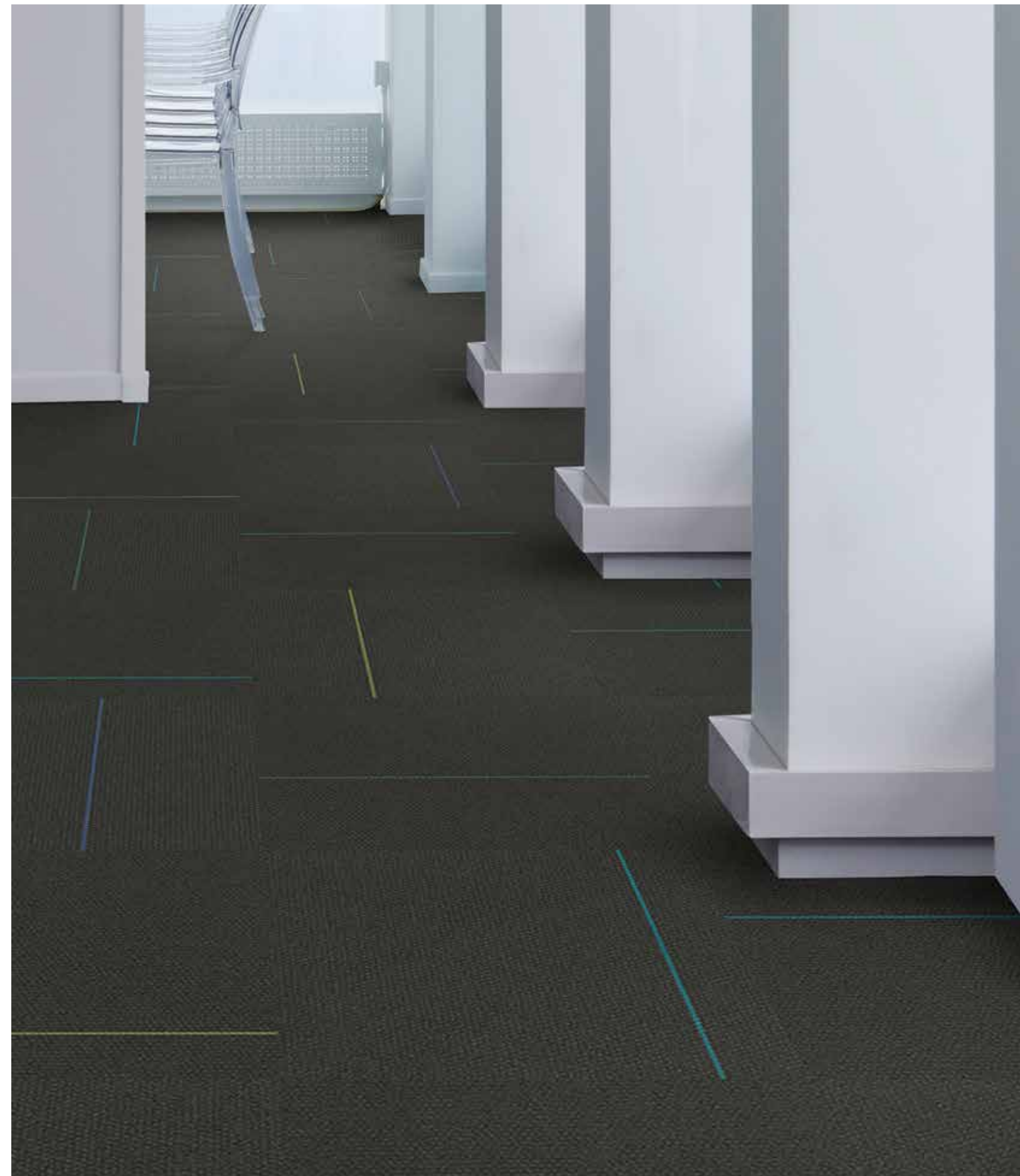
# flash...ah ahh!

Many times we encounter beautifully appointed interiors that stand firmly on a monochromatic palette of finishes. But more often than not, we are left wondering if just a small amount of colour wouldn't provide a much needed burst of life and energy to those surroundings.

With a solitary streak of color against a solid background of enhanced texture, *Flash* is the ideal product to provide subtle, unexpected accents in those spaces that need just a hint of a non-neutral hue. Each colorway of *Flash* can stand alone or multiple colorways can be used in tandem to create polychromatic bands of color that effortlessly ripple through large projects to create understated interest that can tie together a multitude of palettes and finishes.

And if just a flash of color isn't enough to make your space memorable, the addition of its companion product, *Pop*, can easily take your inspired install to a higher level of intensity. With both products available in 24" x 24" square modules and 12 distinct colors, you can confidently alter any environment in a flash

[right] *Flash Azul, Ceilo, Turquesa and Verde*, quarter turn



## SPECIFICATION

style	flash 1818 modular
wear layer	Universal Fibers solution dyed polyester
backing	polyester felt cushion
total weight (nominal average)	4.5 oz - 5.2 oz/ square foot
total thickness (nominal average)	0.205 inches
dimensions	24 x 24 inch modules
packaging	18 modules per box 72 square feet



style 1818  
color 1720  
mostaza



style 1818  
color 1721  
verde



style 1818  
color 1722  
esmeralda



style 1818  
color 1723  
rojo



style 1818  
color 1724  
violeta



style 1818  
color 1725  
morado



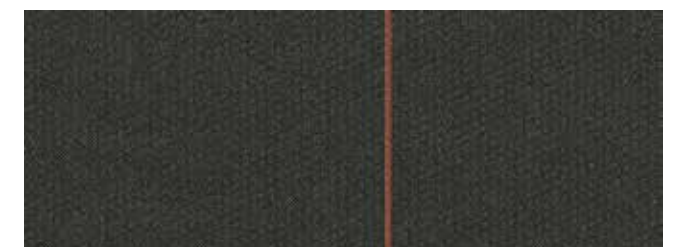
style 1818  
color 1726  
cielo



style 1818  
color 1727  
turquesa

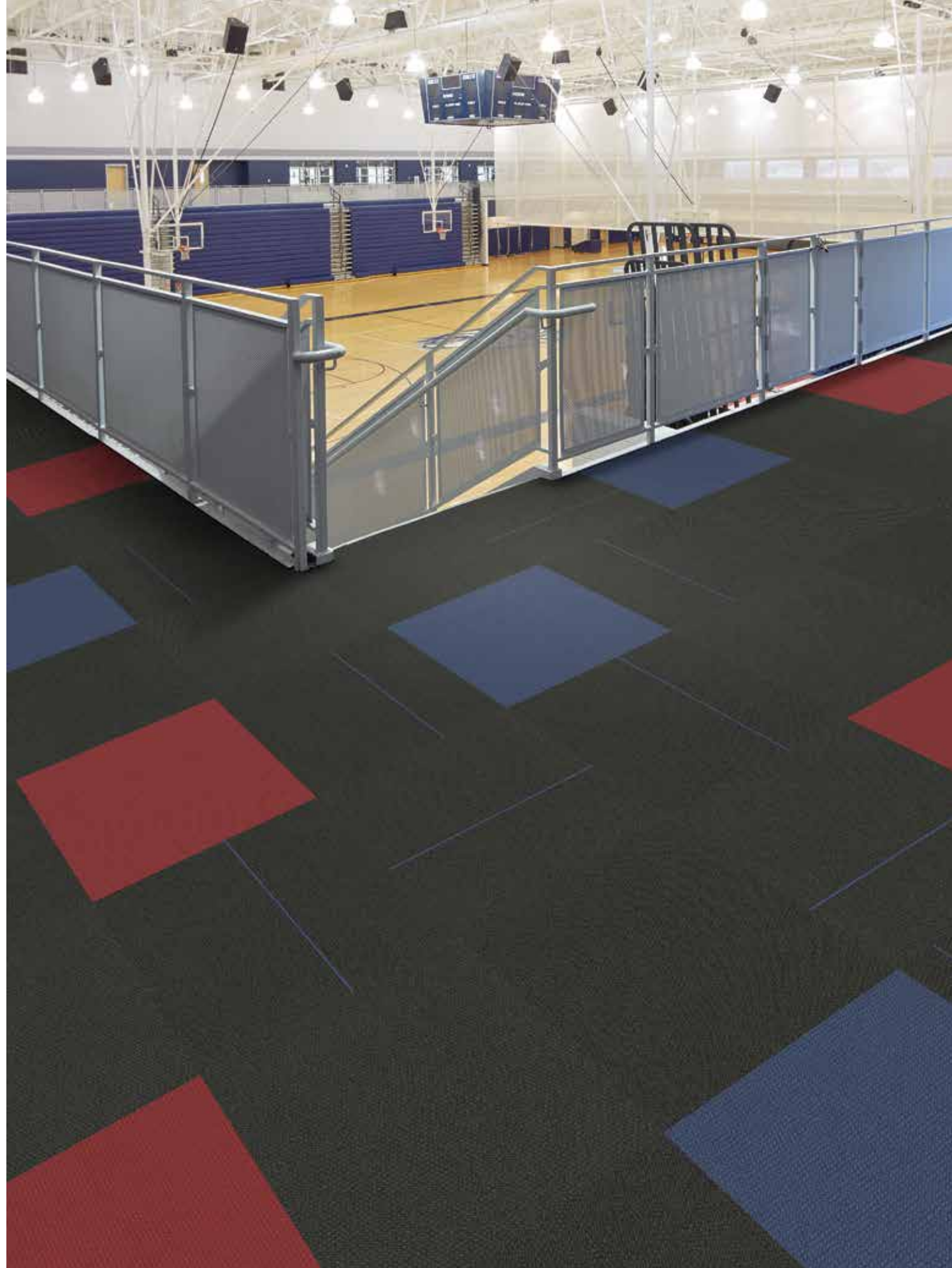


style 1818  
color 1728  
azul



style 1818  
color 1729  
anaranjado





(page 16) Flash Azul, Pop Azul and Rojo, Propel Outpace quarter turn.  
(below) Flash Esmeralda and Mostaza, quarter turn.  
(pages 18 & 19) Flash Anaranjado, quarter turn.







## pop'n and lock'n

Sometimes a small amount of color isn't quite enough to make the necessary impact that a space requires. And other times, too much color detracts from the overall objective of the project scope. It's that in between aesthetic, in which just a pop of color is the solution, that has inspired our aptly named product – *Pop*.

Designed with bright, bold, saturated color, *Pop* is the perfect choice for intentional color placement. Whether it's a playful inset, a regimented border, or a directional pathway, *Pop* lets you infuse a space with the perfect amount of interest and appeal.

Mix and match with the subtle stripes of our *Flash* pattern to incorporate a cohesive visual throughout your entire project. Available in 24" x 24" square modules and 12 coordinating colors, *Pop* and *Flash* can transform your floor and add instant energy to almost any space.

(right) *Flash* and *Pop*  
*Esmeralda*, *Mostaza* and  
*Turquesa*, quarter turn



## SPECIFICATION

style	pop 1816 modular
wear layer	Universal Fibers solution dyed polyester
backing	polyester felt cushion
total weight (nominal average)	4.5 oz - 5.2 oz/ square foot
total thickness (nominal average)	0.205 inches
dimensions	24 x 24 inch modules
packaging	18 modules per box 72 square feet



style 1816  
color 1710  
mostaza



style 1816  
color 1711  
anaranjado



style 1816  
color 1712  
rojo



style 1816  
color 1713  
violeta



style 1816  
color 1714  
morado



style 1816  
color 1715  
verde



style 1816  
color 1716  
esmeralda



style 1816  
color 1717  
cielo



style 1816  
color 1718  
turquesa



style 1816  
color 1719  
azul



(above) **Pop Azul** and **Turquesa**, **Propel Outpace**, quarter turn. (right) **Flash Cielo** and **Verde**, **Pop Cielo** and **Verde**, **Propel Outpace**, quarter turn. (pages 26 & 27) **Flash Rojo** and **Violeta**, **Pop Violeta**, and **Propel Outpace**, quarter turn.







Flash and Pop Verde, quarter turn.

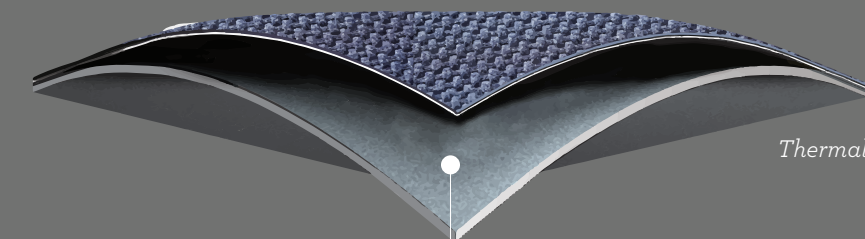


Kinetex® is an advanced textile composite flooring that combines key attributes of soft-surface floor covering with the long-wearing performance characteristics of hard-surface flooring. Created as a unique floor covering alternative to hard-surface products, J+J Flooring Group's Kinetex encompasses an unprecedented range of performance attributes for retail, healthcare, education and institutional environments. In addition to its human-centered qualities and highly functional design, Kinetex offers a reduced environmental footprint compared to traditional hard-surface options.

The key to the high-performance attributes of Kinetex lies within its construction. Each layer, when used together, creates a versatile, lightweight, soft-surface flooring designed with qualities parallel to that of hard-surface.

*Kinetex Construction*

*Wear Layer/Face Fiber  
Abrasion and Ravel  
Resistant Knitted Fabric*



*Thermally Fused*

*Cushioned Backing  
Polyester Felt*

# Performance by the Multitudes (and for the Multitudes)

A growing body of research correlates certain aspects of the built environment, such as acoustics, indoor air quality, glare and ergonomics, with measurable outcomes related to productivity, health, safety and effectiveness. Flooring can play a pivotal role in achieving positive outcomes when positioning these factors in many institutional environments. Combined with the practiced approach of evidence-based design, Kinetex provides a solid foundation for performance driven settings.



## 1 | Durability

With outstanding dimensional stability and crush resistance,

Kinetex has withstood over 5 million foot traffic events with minimal wear at a popular Florida-based entertainment venue. That equates to more than the total number of people who have attended every Super Bowl since the first game, over 50 years ago.

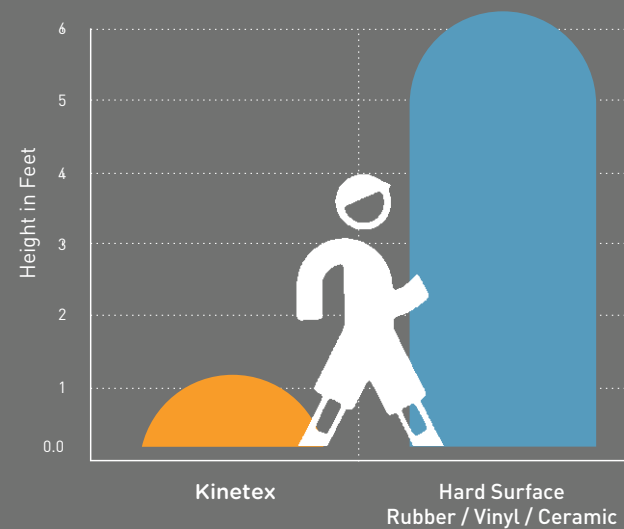


## 3 | Health

Kinetex easily surpasses California's 01350 requirements for low-VOC emissions and substantially minimizes airborne particles by sequestering common allergens, irritants and dust. In addition, bleach-resistant Kinetex is easily sanitized and has very short drying time when cleaned.

emissions and substantially minimizes airborne particles by sequestering common allergens, irritants and dust. In addition, bleach-resistant Kinetex is easily sanitized and has very short drying time when cleaned.

## Breathing Zone Analysis



Airborne Allergens and Irritants  
Foot Traffic Dust Emissions Test  
(ISO Fine Test Dust 12103-1, A2)

SOURCE: CONDUCTED BY AN INDEPENDENT TESTING LABORATORY



## 2 | Maintenance

Kinetex cleans easily with vacuuming, encapsulation cleaning or hot water extraction (in areas prone to heavy soiling). It retains less water than carpet and therefore dries quickly. Kinetex is bleach resistant and resists the most challenging staining agents, such as blood, urine, betadine and hand sanitizers. The maintenance of Kinetex is simple and more cost efficient compared to that of hard-surface flooring. There is no need for stripping, wear layer application or buffing — saving time and materials.

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## 4 | Safety

Kinetex's unique construction creates one of the most slip

resistant flooring surfaces ever tested, wet or dry — reducing the potential for slip and fall injuries. Its unique low profile also has minimal rolling resistance, potentially reducing injuries from pushing and pulling.

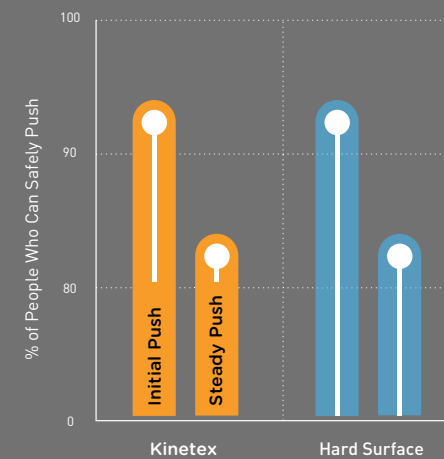


## 6 | Comfort

Kinetex's high-density backing and soft textile surface provides

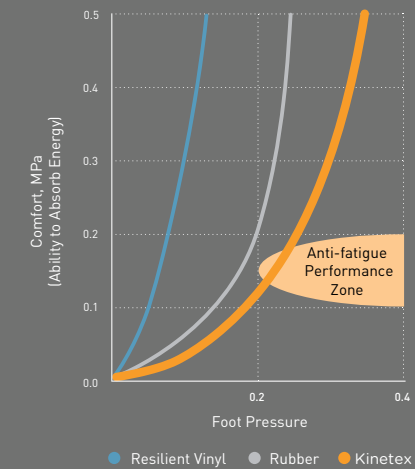
exceptional anti-fatigue properties along with minimal rolling resistance. It embodies the potential to absorb energy and reduce both repetitive foot stress injuries and injuries related to walking and moving frequently from place to place.

## Roller Mobility Safety



SOURCE: LIBERTY MUTUAL MATERIALS HANDLING TABLES

## Cushioning Properties Related to Standing Fatigue



SOURCE: CONDUCTED BY AN INDEPENDENT LABORATORY



## 5 | Acoustics

Kinetex offers one of the highest Noise Reduction Coefficients and Impact

Insulation Classifications of any commercial flooring product. This unparalleled acoustic performance results in dramatic reductions in both airborne and structure borne noise. Its excellent Impact Insulation Classification effectively promotes greater voice recognition, fewer mistakes, less vocal strain, enhanced learning and improved occupant perception.



## 7 | Sustainability

Due to its lower mass, Kinetex has a 50 percent lower environmental

impact compared to other commercial floorings. With more than 55 percent recycled content, Kinetex is NSF/ANSI-140 Platinum certified. In addition, Kinetex is easily recycled into the next generation of itself; as easily as an aluminum can.



## where to use kinetex

### Healthcare

Acute care hospitals, medical office buildings, urgent care clinics, outpatient surgery centers, outpatient physical therapy/rehab centers, outpatient imaging centers, etc.

- Cafeteria, dining areas
- Chapel
- Computer room
- Corridors
- Diagnostic imaging suites
- Dry physical therapy
- Elevators
- Exam/procedure rooms
- Gift shops
- Hyperbaric treatment rooms
- Lobbies
- Nursing stations
- Offices/administration / conference rooms
- Patient rooms
- Pharmacy
- Ramps/ramped corridors
- Staff lounge
- Waiting rooms

### Education

Early childhood development centers, preschool, k-12, higher education

- Auditoriums
- Classrooms/lecture halls
- Computer classrooms
- Dormitory rooms
- Food service areas
- Multipurpose rooms/cafetorium
- Ramps/ramped corridors
- Faculty/administrative offices
- Faculty lounge
- Libraries

### Commercial Offices

Offices, call centers

- Offices
- Waiting areas
- Corridors
- Conference rooms
- Copy/mail rooms
- Break rooms
- Computer rooms

### Fitness Centers

Health Clubs/Gyms

- Cardio Centers
- Stationary Weight Centers
- Dry Locker Room Areas
- Snack Bars
- Offices

### Retail/Mercantile

Wholesale/Retail merchants

- Checkout/cash wrap
- Dressing rooms
- Sales floor
- Offices
- Employee break areas

### Hospitality

Hotels

- Corridors
- Conference rooms
- Guest rooms
- Dining rooms
- Business centers
- Activity rooms
- Common areas
- Computer rooms

### Transportation /

Public Venues

Airports, bus/train stations, performing arts centers, athletic arenas

- Ticketing/baggage claim
- Concourses
- Jetways
- Conference rooms
- Waiting areas
- Administrative offices/ATC
- Airline clubs/USO
- Chapel
- Large public spaces
- Theaters



### Kinetex Installation

Installing Kinetex is as easy, however special attention should be applied until installers gain experience with module placement. Installers should perform site and material conditioning, surface preparation, concrete pH and moisture testing by following the Kinetex installation instructions.

By design, Kinetex uses J+J Flooring Group's proven releasable Kinetex Adhesive with lifetime performance warranties. As a flexible option, we also offer PreFix Pre-Applied Releasable Adhesive. PreFix features a release liner that easily peels away to reveal a series of pre-applied adhesive strips that securely anchor the Kinetex module in place. PreFix is a quick installation option and is available on all Kinetex styles.

Because Kinetex is such a lightweight material, the modules cut very easily, reducing installation time. Kinetex also offers the flexibility to simply remove and replace individual modules if conditions warrant a quick fix.

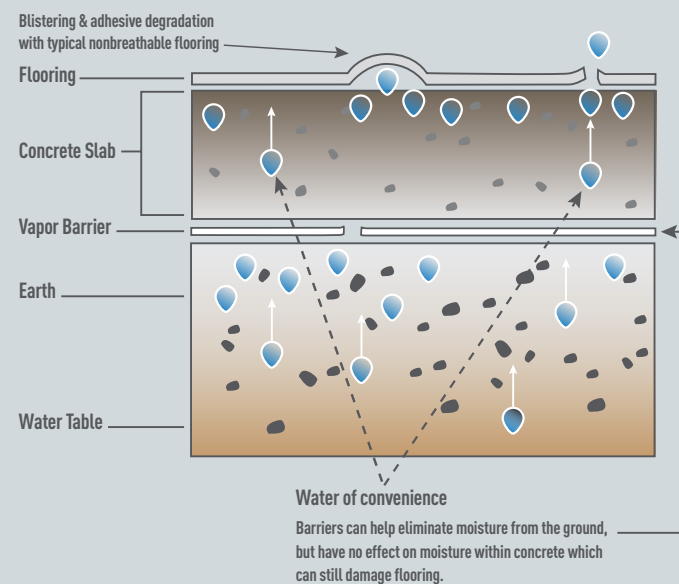
**Kinetex should be installed using approved installation methods only.**

*Please see the Kinetex installation instructions for full installation details.*

### High-Tolerance Solution for Moisture Transmission in Concrete

If high moisture emission is discovered during concrete moisture testing, then proper precautions should be taken to prevent flooring system failures.

Kinetex textile composite flooring will perform in elevated RH slabs up to 95% and up to 99% when using PreFix. The breathable nature of this product allows moisture to pass through the backing rather than trap it underneath. This method of vapor transmission allows Kinetex to be installed without costly moisture mitigation.



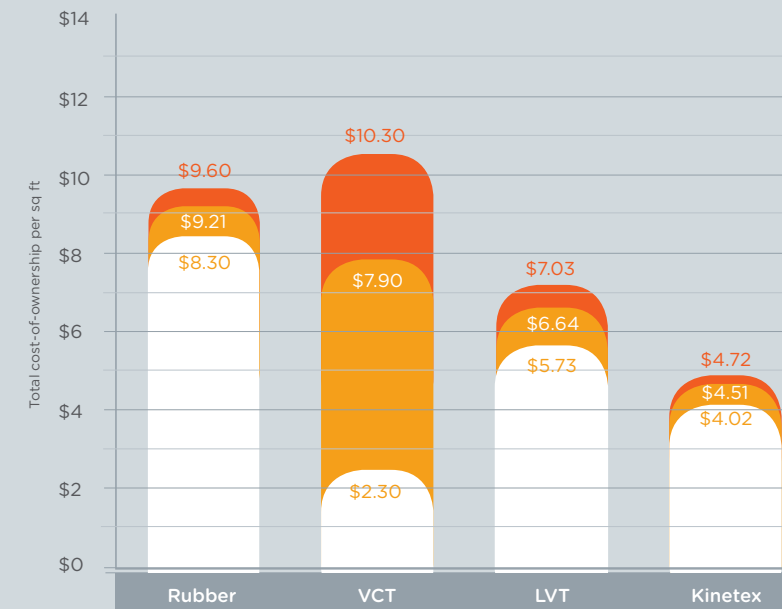
### Kinetex Maintenance

Kinetex is tough to wear out but easily cleaned. Regular vacuuming combined with interim low moisture encapsulation cleaning or hot water extraction in areas prone to heavy soiling is all that's needed to keep Kinetex looking new. Because its lightweight face construction retains less water, Kinetex dries 75 percent faster than carpet, rendering it suitable for cleaning while occupied. While wet, it has a highly reduced slip-coefficient when compared to a wet hard surface — which offers a much safer area for walking and standing.

Because Kinetex's wear layer is bleach resistant, sanitizing and spot cleanings are easily performed without affecting color.<sup>1</sup> This low maintenance product also resists the most challenging staining agents, such as blood, urine, Betadine and hand sanitizer.

*Please see the Kinetex maintenance instructions for full recommendations concerning schedules and cleaning supplies for preventative, daily and interim maintenance.*

*When using the recommended 5% bleach/95% water solution.*



Material	Installation & materials cost / Southeastern US	7 years maintenance cost / Southeastern US	10 years maintenance cost / Southeastern US
Rubber	\$8.30	\$0.91	\$1.30
VCT	\$2.30	\$5.60	\$8.00
LVT	\$5.73	\$0.91	\$1.30
Kinetex	\$4.02	\$0.49	\$0.70

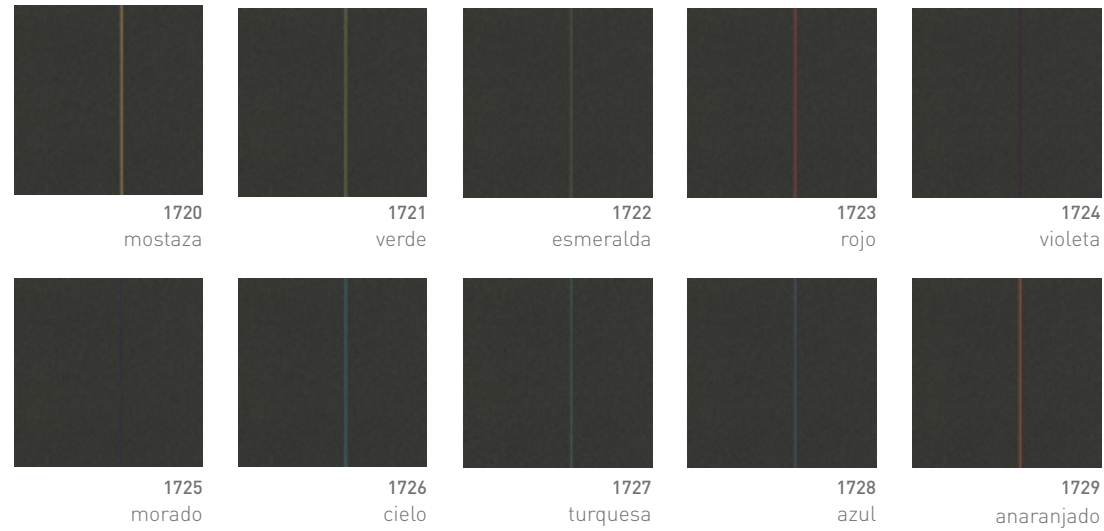
The costs shown reflect average SE United States costs, which may vary depending upon the cost of materials, the cost of installation and the cost of maintenance. The relative costs will remain approximately the same for most geographic locations.

### Life Cycle Cost Comparison— The True Cost of Ownership

Kinetex has a significant cost advantage over hard-surface floors, a critical factor at a time when administrators, managers and others are operating their facilities on greatly reduced budgets. The life cycle cost of ownership — defined as the cost of flooring materials, installation and maintenance over a seven to 10-year period — for Kinetex is approximately 51% less than rubber flooring, 33% less than VCT flooring and 55% less than LVT flooring. This offers substantial savings over the life span of the flooring installation.

## colorline overview

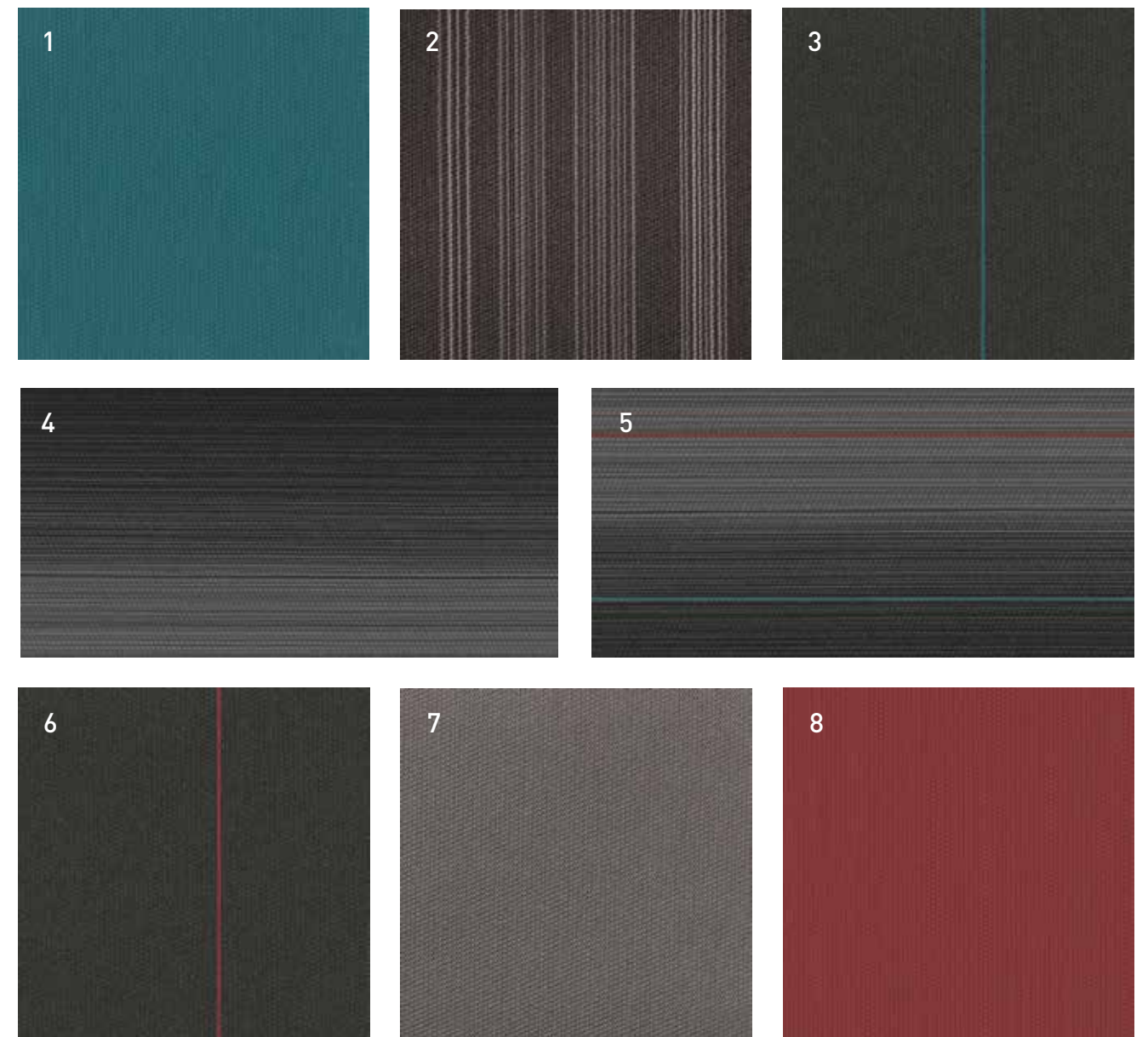
### flash 1818



### pop 1816



## coordinating palette



Beyond the beauty of individual products, our flooring coordinates effortlessly with each other. This offering enables you to blend a range of designs with tonal simplicity to create palettes that reflect the demands of each unique space.

1	Pop	1816	#1717 Cielo	Modular
2	Velocity	1814	#1608 Move	Modular
3	Flash	1818	#1726 Cielo	Modular
4	Umbra	1819	#1764 Shadow	Modular
5	Umbra Stripe	1820	#1728 Shadow Stripe	Modular
6	Flash	1818	#1723 Rojo	Modular
7	Accelerate	1813	#1593 Increase	Modular
8	Pop	1816	#1712 Rojo	Modular

# product details

## FIBER

### Universal Fibers<sup>SM</sup>

As a global leader in the production of solution dyed fiber in multiple chemistries, Universal Fibers enjoys a well-earned reputation for partnered innovation. Our durable lightweight PET fiber delivers unmatched performance for stain and abrasion resistance, colorfastness, and ease in care and maintenance. And, since Universal Fibers' products are solution dyed, zero water is used in the dye process.

Partnered with



## ADHESIVES

### Kinetex Adhesive<sup>®</sup>

By design, Kinetex uses J+J Flooring Group's proven releasable Kinetex Adhesive with lifetime performance warranties. Because it is such a lightweight material, the modules cut very easily, reducing installation time. Kinetex also offers the flexibility to simply remove and replace individual modules if conditions warrant a quick fix.

## WARRANTIES

We stand behind every aspect of Kinetex and extend certain lifetime warranties. Each warranty is covered for the useful life of the product, provided that installation and maintenance is in accordance with J+J Flooring Group's Kinetex Installation Instructions.

### Wear Layer Warranties

- Lifetime Product Performance
- Lifetime Colorfastness to Light & Crocking
- Lifetime Stain Removal
- Lifetime Static Protection

### Backing Warranties

- Lifetime Protection from Edge Ravel
- Lifetime Protection from Delamination Failure
- Lifetime Dimensional Stability

## ACCOLADES

Kinetex is one of the most extensively tested flooring products to ever be introduced. In addition to its unprecedented range of performance attributes, the human-centered qualities and highly functional design have quickly garnered attention. Below is a list of current awards and recognitions that Kinetex has received.

- 2015 Nightingale Award Gold, Hard Surface (Umbra / Umbra Stripe)
- 2015 Best of NeoCon, Hard Surface – Silver Award (Umbra / Umbra Stripe) (Contract Magazine)
- 2014 Top Ten Green Building Product (BuildingGreen, Inc.)
- 2014 Greenstep Award (Floorcovering Weekly)
- 2014 Grand Prize Winner for Product Innovations (Buildings Magazine)
- 2014 Excellence in Product Development (British Institute of Facilities Management)

style flash 1818, pop 1816

## physical characteristics

wear layer	Universal Fibers solution dyed polyester
backing	polyester felt cushion
total weight (nominal average)	4.5 oz – 5.2 oz / square feet
total thickness (nominal average)	0.205 inches
dimensions	24 x 24 inch modules
packaging	eighteen modules per box, 72 square feet

## environmental attributes

recyclability	100% closed-loop recyclable
recycled content	>55% (post consumer/industrial)
LEED scorecard	IEQ 4.1 and IEQ 4.3
NSF/ANSI 140 certification	platinum

## testing

flooring radiant panel	class 1
smoke density	less than 450 (flaming & non-flaming)
electrostatic propensity	less than 3.0 kv
colorfastness to light	rating of 4.0 or greater
colorfastness to crocking	rating of 4.0 or greater
water repellency	rating of 4.0 or greater
appearance retention	4.5 or greater
slip resistance	Complies with ADA Guidelines for level surface
thermal insulation	R-4
noise reduction coefficient	NRC Rating: 0.30*
impact insulation classification	IIC Rating: 64**
stain resistance	resists most challenging stains
bleach resistance	rating of 4.0 or greater (5% chlorine bleach /95% water)

## adhesives

indoor air quality certification	CRI Green Label Plus <sup>TM</sup>
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## installation methods



quarter turn

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Due to the unique visual characteristics of modular carpets, pattern repeats and pattern run-off seams may appear more noticeable than in broadloom carpets. Such visual characteristics do not constitute a manufacturing defect, and as such, should be considered when selecting modular carpet and its installation.

These photographs are representations of the installation for this modular product. Your modular installation may look different than these photos depending upon individual tile placement, lighting, and overall space layout, including furnishings. Final tile placement and the resulting visual is thus the customer's, and not J+J Flooring Group's responsibility.



## product flexibilities

### ADDITIONAL TECHNOLOGIES

#### **Sentir® Advanced Odor-Blocking Technology**

J+J Flooring Group's Sentir is a self-renewing treatment designed for the control or elimination of offensive odors associated with various indoor environments, and it is especially beneficial with odor-bearing spills.

Sentir is not a deodorant that masks offensive odors. It is a technology that absorbs and fragments the odor into component parts over a period of time, thus destroying the odor itself. Sentir is not decomposed by this action and is therefore ready to destroy the next odor molecule it encounters. The binding properties of Sentir provide resistance to multiple cleanings and trafficking, ensuring durability.

### ALTERNATE ADHESIVES



#### **PreFix™ Pre-Applied Releasable Adhesive**

J+J PreFix, a quick installation for all Kinetex textile composite flooring products. The release liner easily peels away to reveal a series of pre-applied adhesive strips that securely anchor the Kinetex module in place.



#### **Green Circle - Zero Waste to Landfill Operations Certification**

We are proudly certified as a Zero Waste to Landfill manufacturer by GreenCircle Certified, LLC., a prominent third-party certifier of environmental claims. We are the first commercial flooring manufacturer in the United States to achieve this landfill free status and the first company in the industry to have its waste diversion efforts audited and verified by a recognized, third-party certifier. Any waste at our Dalton, Ga., campus that cannot be recycled, reused or repurposed – approximately two percent total waste – is sent to Covanta, the country's largest energy-from-waste operator. The waste received by Covanta is converted into energy to help provide steam power to the Redstone Arsenal, a U.S. Army garrison that services a number of tenants including the Army Materiel Command, the Missile Defense Agency of the Department of Defense and NASA's Marshall Space Flight Center.

#### **Sustainability Progress Report**

The J+J Flooring Group Sustainability Progress Report documents our journey toward increased environmental accountability and transparency. Each annual summary provides an update on sustainable advances in product development, resource reduction, certifications and progress toward the company's 20/20 Vision. To view our most recent Sustainability Progress Report visit [www.jjflooringgroup.com/sustainability](http://www.jjflooringgroup.com/sustainability)

## corporate programs

#### **R4®**

In 2007, we developed the R4 program (return, reuse, recycle, reduce) specifically for our customers across the country to facilitate the recycling of all Invision carpet samples and architect folders that are no longer needed.

On average, we recycle/reuse 5,000 pounds of samples per month, which enables us to divert over 60,000 pounds of waste diverted from the landfills each year. We created this program to help ensure Invision architect folders or carpet samples will never reach a landfill.

The J+J Flooring Group R4 program is available to all customers in the contiguous United States. For customers in Canada, please contact us at 800-241-4586 x8020 or email [answers@jjflooringgroup.com](mailto:answers@jjflooringgroup.com) for details.



**We're on it.**  
The J+J Flooring Group Premium Customer Experience.

At J+J Flooring Group, you're not an account. You are a customer, and most of all a person we are privileged to serve. That outlook is fundamental to our business. It's at the core of our family-owned heritage, and this unwavering personal service is not without its structure and discipline. In fact, we call it our Premium Customer Experience, and it's a carefully crafted process by which we guarantee that our customers will get the products, services and the reliability they expect from us. We may be a very people-focused company, but those people use a disciplined and developed framework to meet and exceed our customers' expectations.

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 FLOORING GROUP

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INVISION **kinetex**

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Partnered with

