



*Lofty*

Expectations  
your city...your style

### Basic Info:

- 5 sub-collections
- 5 products per sub-collection
- 25 products total
- 13' 2" wide

### Specs:

- 100 gauge
- 10 mil wear layer
- SuperGuard finish
- 10 years residential warranty

### Merchandising:

- Oversized sample book
- Single tower display
- 15" x 15" strap set
- Brochure

## Austin Antiquity



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# American Heritage

# California Dreaming



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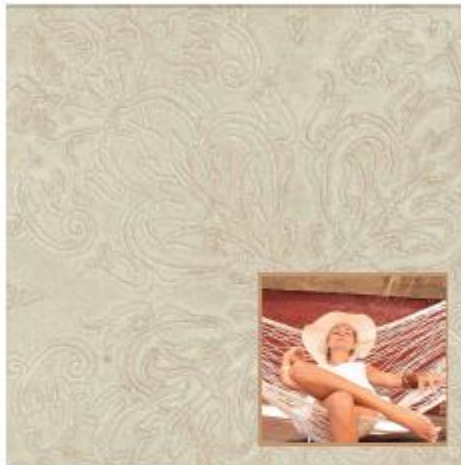
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## Charleston Charm



## SoHo Sensation





**Charleston Charm  
Blossom 572**



**Charleston Charm  
Capris 572**



**Charleston Charm  
Harbor 532**



**Charleston Charm  
Naples 575**



**Charleston Charm  
Tara 537**



**Soho Sensation  
Blossom 593**



**Soho Sensation  
Capris 590**



**Soho Sensation  
Central Park 788**



**Soho Sensation  
Naples 598**



**Soho Sensation  
Tara 599**



**California Dreaming  
Blossom 536**



**California Dreaming  
Capris 538**



**California Dreaming  
Hollywood 747**



**California Dreaming  
Naples 548**



**California Dreaming  
Tara 543**



American Heritage  
Blossom 535



American Heritage  
Capris 547



American Heritage  
Liberty 738



American Heritage  
Naples 547



American Heritage  
Tara 544



Austin Antiquity  
Blossom 568



Austin Antiquity  
Capris 568



Austin Antiquity  
Longhorn 818



Austin Antiquity  
Naples 596



Austin Antiquity  
Tara 574



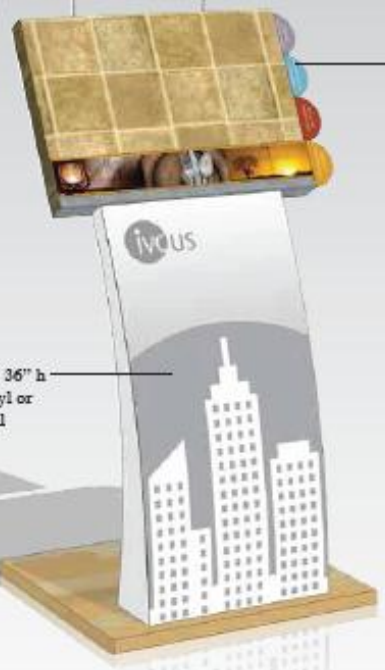


City header diecut from plexi



Size: app. 21" w x 35.5" h  
City diecuts from Frosted plexi

Square with images lug offs with pucks  
and prints on 3mm white Sintra  
Size: app. 19" x 13.5"



Size: 17" w x 36" h  
Magnetic vinyl or  
Cling material

Tab Size: 23" w x 4.75" h







### Lofty Expectations - Upright Merchandising Folder

Portable and able to stand by itself, the Lofty Expectations Upright Merchandising Folder acts as an extension of your display or as a display itself; enriching your merchandising and ensuring a truly unique presentation. The tripod piece features the entire Lofty Expectations collection complete with samples, respective photography and captivating descriptions of where each collection gained its inspiration. The folders measure 16.5" w X 35.5" h to give you a beautiful merchandising piece that will enhance your floor.



### Lofty Expectations - Curved Display

There's no doubt that Lofty Expectations is inspired by regional style and trendsetting cities with this eye-catching display. Sure to be a crowd stopper, the Lofty Expectations display is curved for added sleekness and is approximately 88" high and 23" at full width. The striking city skyline header is made from frosted Plexiglas and measures about 22" w X 38" h. The header image encapsulating the colorful inspirational photos for each collection illustrates the overall theme. It measures approximately 19.75" w X 13.5" h.

The base of your display features a magnetic vinyl and stands at around 23" w X 49" h. The actual display samples also feature inspirational images that tie in with the products and the Lofty Expectations Inspirational Brochure.





## Lofty Expectations - Inspirational Brochure

The essence of Lofty Expectations is to deliver a coordinating concept inspired by regional styles and trendsetting cities. It's a person's lifestyle; an attitude. Whether your consumer already knows his or her personal style or if he or she is looking to be enlightened, Lofty Expectations can help. The Lofty Expectations Inspirational Brochure is designed to help evoke your consumer's stylistic desires. One side of the brochure features inspirational photography and descriptions of the five cities or regions that stimulated their design; the other side highlights the coordinating floor patterns specific to each collection. Each card is perforated to encourage consumers to tear off their personal panache and utilize it for additional décor and home improvement inspiration.



## Lofty Expectations - Strap Set

No floor merchandising is complete without a solid strap set. The Lofty Expectations Strap Set contains all five collections and their respective five coordinating designs. Consumers can feel the thickness of the product and touch the mechanically embossed designs. This 15" w X 15" h strap set is easy to carry, light weight and comes with a black cloth handle for added durability and transferring ease.

