



Callaway Design Center™

Milliken™

IMAGINE. EXPLORE. CREATE.

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The Imagine carpet collection by Milliken takes residential patterned carpet to the next level, layering pattern and color to create a collection of flooring that will work in any decor.



Sketchbook

Accorde Lend panache to everyday living with the super chic Accorde design. This modern geometric pattern incorporates shapes and shades re-imagined for today. To enhance the graphic visual, we’ve added rich striated undertones to contrast the interlocking squares. Available in 8 colorations derived from modern upscale interiors.

Ancient Expression We’ve updated this classic Persian design with a serenely soft palette of 5 colors and more open field to create a pattern that is both striking and versatile.

Covington The beautiful tones and layered textures of this pattern are made for living and create a space to get away from the rush of life.

Flux The modern rhythmic shape of Flux stays ahead of the curve with clean contours and contemporary styling. Showcased in a palette of 9 modern colorations.

Gesture Clean and graceful lines accentuate the movement in this updated yet classic scroll design. Variations of 13 classic hues work beautifully on any floor in this soft cut pile construction.

Hensler The most restful retreats have soothing color palettes, soft textural patterns and filtered natural light. Hensler fits this description by featuring a classically tailored Japanese lattice design. It is available in beautiful range of twelve upscale colorations.

In The Wild Take flooring beyond the expected with In The Wild. Available in 3 skins patterns that will add exotic flair and personality to any decor.

Love Letter Inspiring and comfortable, Love Letter will help you create a room that is truly unique and inviting. Compiled of imagery from antique French postcards and letters, this design is sure to be a conversation piece. Various papers and patinas inspired the palette of six neutral tones.

Mercado The new Mercado design is a thoughtful blend of pattern, texture and color. It captures the classic modern ideal of being pleasing to the eye and practical for everyday living. This design is offered in six beautiful neutrals, rich enough to take center stage.

Natural Beauty The move toward simplistic styling drove the concept behind the blending of this organic and scroll like design. Coupled with a nice flowing pattern and a perfect scale, this luxurious cut pile in 15 monochromatic colorations will inject character and work in any space lending itself to both classic and transitional settings.

Pleasant Haven Multiple Vines entwine with organic twists and curls in this eye-catching lattice design. Nine rich colorations will inject character into both classic and transitional settings.

Rooftop Garden Let Rooftop Garden welcome you home with its references to nature and simplicity. This flowing design will put your mind at ease as soon as you walk in the door.

Rotunda Rich in color and style, this ogee pattern is the epitome of good design. Subtle striations and architectural curves provide a refined platform for any design scheme.

Royal Villa Revitalizing one of our most classic designs, the damask is always a popular choice. Royal Villa stems from a restored vintage pattern from our archives. This beautiful cut pile construction will grace any floor with its 16 rich colorations of monochromatic tone on tones. The effect is distinctive and stylish.

Sketchbook A timeworn fabric is the creative impulse behind this cut pile construction. The focus on the imperfections and distressed areas of the fabric helped to add a textural element to the product. 15 colors of neutrals and trendy tones create a hand tufted effect while the overall look remains simple. This product will be a great platform for any design scheme.

Trillium Trillium is a large scale Ikat pattern inspired by the handcrafted textiles of Central Asia. Break from the mainstream with this ethnic pattern that is versatile enough to be used in both traditional and more modern settings.

Urban Order Simplicity at its best...This Mid-Century styled design combines clean symmetry and a richly striated background. Offered in 9 harmonious colors.

Villa Retreat Villa Retreat is the perfect expression of good design. Its simple shapes and soft to mid tone colors give pleasure to our rooms and to our everyday.

Wentworth Regal and dramatic, our modern interpretation of the classic diamond pattern makes an elegant statement to any room. Offered in 6 distinctive colors.

Willowcrest A room with Willowcrest is like weekendng in a boutique hotel... only you get to enjoy its soft touch and relaxing pattern day after day.

Featured on cover: **Natural Beauty**



Accorde



Ancient Expression



Covington



Love Letter



Mercado



Natural Beauty



Flux



Gesture



In The Wild



Pleasant Haven



Rooftop Garden



Rotunda



Royal Villa



Trillium



Urban Order



Villa Retreat



Wentworth



Willowcrest

Commercial Carpet

All products are available as a commercial base using **designforbusiness™**, which features Framework Stainmaster Active Family™ nylon with exceptional warranties.

How it works:

1

Feel the difference.

Framework™ is a carpet construction which offers unique qualities and features specifically developed for commercial interiors.

2

Enjoy the benefits.

Framework™ lets you enjoy these patterns with the full benefit of a commercial warranty.

featuring Millitron® high definition dye technology & Stainmaster® Nylon.

STAINMASTER

Active Family™ carpet

Framework Commercial

10 Year Abrasive Wear Limited Warranty
Outstanding Fade Resistance

Additional Warranties Provided by Milliken

10 Year Stain Resistance Limited Warranty
10 Year Soil Resistance Limited Warranty
10 Year Antistatic Limited Warranty
2-Year Latent Defects Warranty

3

You're ready to be floored.

If you like a color and pattern shown on this display, it's as simple as ordering that pattern in the Framework™ commercial construction!

PRODUCT FEATURES

100% Stainmaster® BCF Nylon 6,6 fiber
with Lotus FX™ Fiber Shield.

Millitron® High Definition Dye Technology
features unparalleled color and clarity at 400 pixels/in²

13’ 6” Width Carpet
Wider, 13’ 6” carpet means fewer seams and easier installation than traditional 12’ carpet.

Expedited Service Guarantee
We promise your beautiful, new carpet will be delivered quickly!

Improved Home Environment
CRI® Green Label Plus™ Certified - independently tested to ensure stringent criteria for low VOC emissions have been met.
AlphaSan® Technology - resists the growth of mold and mildew.

 **Proudly Made in the USA**



SUSTAINABLE EXCELLENCE

At Milliken, sustainability is a core value of our company. We believe a healthy enterprise and healthy earth are vitally linked. We care about and respect each other, our customers, and the world we share. While we hold ourselves accountable to the highest ethical standards, we derive our greatest satisfaction from creating innovations that help solve the worlds’ problems at a human level – adding value to people’s lives, improving health and safety, and making this world sustainable.

Carbon Neutral
Milliken is the only carpet manufacturer to achieve carbon neutral certification for operations worldwide without purchased carbon credits.

Zero Waste
Milliken has 35 manufacturing locations that send zero waste to landfill.

Health & Safety
Milliken & Company had more than 20 facilities achieve the VPP STAR status, the first US Company ever to achieve this.

Ethical Standards
Milliken has been named to FORTUNE Magazine’s Best Companies to Work For and the Ethisphere Institute recognized Milliken & Company as one of the World’s Most Ethical Companies.

Certifications
Milliken has numerous third party certifications accrediting our sustainability efforts, including ISO 9000 for Quality, ISO 14001 for environmental sustainability, NSF 140-2007 for Sustainable Carpet Assessments Standard and CRI Green Label.

Carpet America Recovery Effort (CARE)
Milliken became a founding member of the Carpet American Recovery Effort in 2002.

Affiliations
Milliken remains at the forefront among corporations supporting respected organizations, including Alliance for Sustainable Built Environments, U.S. Green Building Council, World Green Building Council, Carpet and Rug Institute and Leonardo Academy.



Love Letter



Royal Villa

Area Rugs

You've found the perfect pattern, but... **"I NEED A MATCHING AREA RUG."** We can do that! Let us make it for you.

How it works:

1

Find your perfect pattern.

Choose from any pattern on the display.

For your convenience, on the display, there are pattern sample sheets on each card underneath the large carpet sample. Take one to use in Step 2.

2

Choose your colors from a palette.

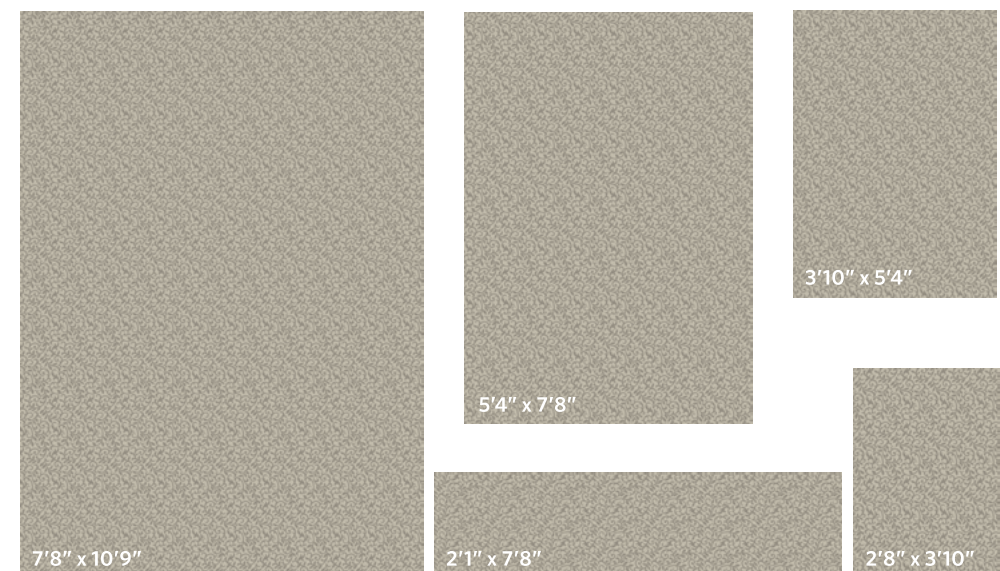
Reference the Imagine Rugs collection catalog for all available SKUs.

3

Choose your rug size.

Choose from five rug sizes.

(Rug sizes shown in Natural Beauty Pattern)



**You're ready
to be floored!**



Hensler

ORDERING INFORMATION:

One Milliken Callaway Design Center Display (complete): 2710026391

Display components will be shipped via common carrier on one pallet. One hour assembly. Screwdriver and adjustable wrench required for construction.

Display Box

Shipping Size: 55"W x 38"L x 8"H
Shipping Weight: 70 lbs.
Contents: 1 metal center frame, 2 metal wings, 1 hardware bag, wooden sides and base

Card Boxes (2)

Shipping Size: 21"W x 27"L x 10"H
Shipping Weight: 50 lbs. each
Contents: 10 rack cards each

Display Graphics Box

Shipping Size: 38"W x 18"L x 2"H
Shipping Weight: 10 lbs.
Contents: display header and footer, right and left wing cards and planogram

Display Dimensions

64.5" high x 59" wide x 20" deep

