

## **VITA GROUP, ACCRINGTON**

*Case Study*

### ***Mash Up by Milliken***

*Mash Up is a striking floor covering collection that can be installed in almost any environment. With six colour palettes to choose from, the collection is compiled from a curated combination of first quality carpet tiles derived from excess Milliken product. This sustainable initiative makes an important contribution to driving down product waste while providing a creative and economical floor covering solution.*

*Milliken*<sup>™</sup>

# Background

Vita Group subsidiary Caligen, is a specialist manufacturer of high specification foam technologies used in a variety of industrial and consumer products, including Milliken carpet tiles. Based in Accrington, the company chose Milliken's Mash Up carpet tiles in the Blue colour palette for their conference room, corridor and office desking areas.

# Design approach

The eclectic mix of Mash Up designs inject a real sense of energy and creativity into Caligen's office environment. Toning perfectly with the company's branding and office furnishings, the blue colours in the Mash Up collection offer a rich combination of light and dark tones, textures and patterns. The 'freeform' installation creates a stylish patchwork look across the floorscape that was quick and easy to install.



# Cushion backed performance

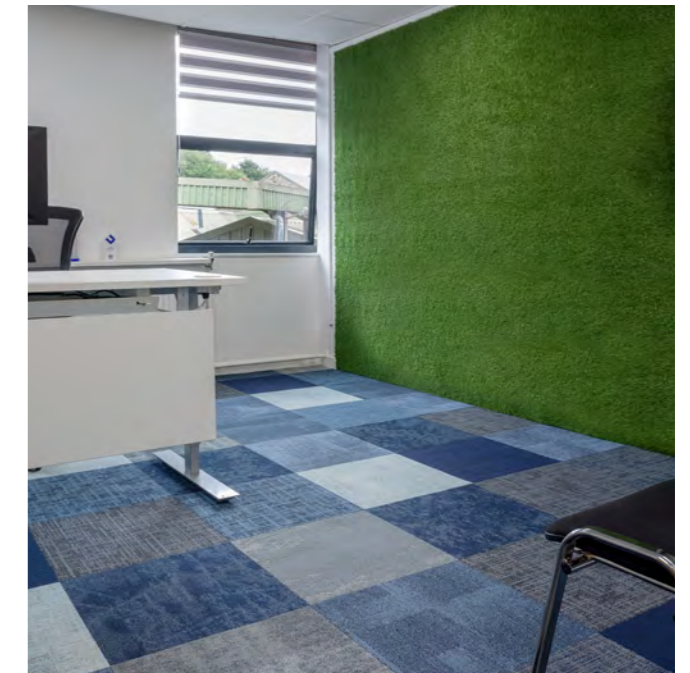
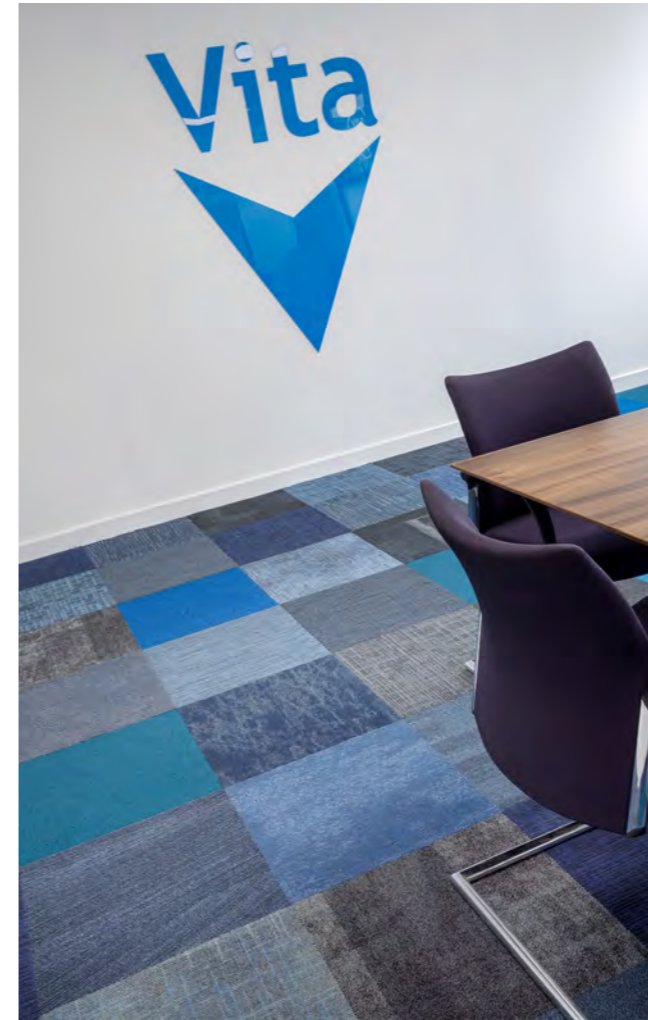
The carpet tiles feature Milliken's WellBAC® Comfort cushion backing which delivers excellent underfoot comfort for the company's employees. The cushion backing also absorbs wear from foot traffic, retaining its appearance for longer. To support this, Mash Up carpet tiles are provided with a 7-year wear warranty.

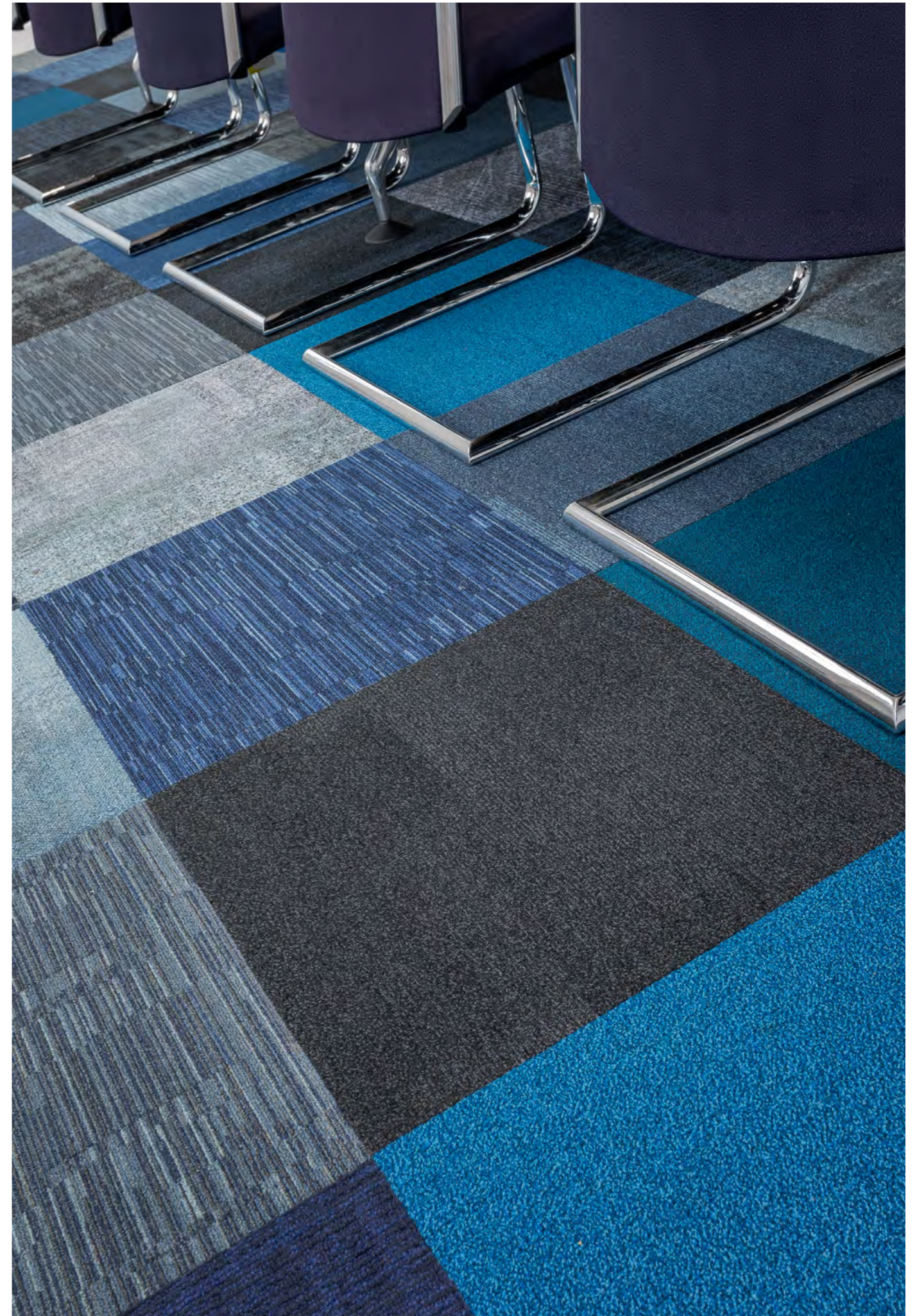
For the large meeting room, which also serves for video conferencing, acoustic performance is particularly important. The carpet tiles offer exceptional sound absorbency helping to reduce ambient noise and enabling people to concentrate more easily. For the corridors and office space, the carpet absorbs the impact noise of people moving around, helping to keep these areas much quieter and calmer.

# Sustainable flooring

As an environmentally conscious company, Vita Group is able to benefit from a new floor covering that incorporates a high percentage of recycled material content, is carbon neutral and fully supported with EPD certifications.

As a significant waste reduction initiative from Milliken, the Mash Up collection can also help contribute to Vita's ESG and carbon goals. It seems fitting that the 90% recycled polyurethane backing material, made by Vita, is present in its new Mash Up floor covering.





# ABOUT MASH UP

As part of an innovative waste reduction initiative, the Mash Up collection offers our customers and communities an attractive floor covering solution that is both economical and sustainable.

Finished carpet waste can occur even in the most tightly managed manufacturing processes resulting from production overruns, development material and unused samples. All are first quality Milliken carpet tiles that meet the company's usual high standards of performance and sustainability.

## Creative and contemporary

With Mash Up, no two installations are ever the same! Unexpected and always stunning, Mash Up offers a contemporary and often eclectic combination of products that you can have fun with.

Composed of a random combination of cohesive colour palettes, the tile range is available in 6 colour combinations – Beiges, Greys, Darks, Blues, Brights and Multi-Coloured.

The collection also includes a Multi-Coloured range of carpet planks.

## Economical and environmentally responsible

Mash Up offers the opportunity to access a high-performance Milliken carpet product at less than half the cost of a standard Milliken collection. As for all Milliken floor coverings, Mash Up reaches the highest of sustainability standards and is fully carbon neutral.

For a design specifier or end user looking to minimise their project's carbon footprint, Mash Up offers an ideal floor covering solution.

## First quality Milliken product

The Mash Up collection features :

- WellBAC® Comfort or WellBAC® Comfort Plus cushion backing for additional comfort, wear and acoustic performance
- Optional [TractionBack 2.0](#) adhesive-free installation
- Simple non-directional / batchless layout
- 7-year wear warranty

### 25 x 100cm Plank - Examples of Colour Palettes\*



PLMSH 167 MULTI-COLOURED

### 50 cm Tile - Examples of Colour Palettes\*



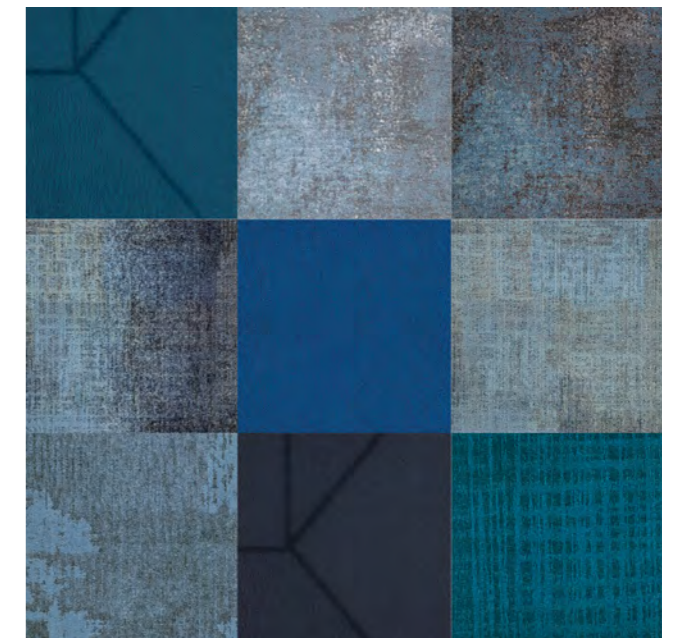
MSH251 BEIGE



MSH5 GREY



MSH27 DARK



MSH123 BLUE



MSH109 BRIGHT



MSH140 MULTI-COLOURED

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