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## **AtlasMasland Introduces The Living Series, a Comprehensive Carpet Collection for Senior Living**

Extensive selection of broadloom and carpet tile patterns combines key elements of senior living, hospitality, and multi-family into one complete offering



**May 15, 2020 -- AtlasMasland**, a leading commercial flooring producer, today revealed **The Living Series**, a program of dual portfolios entitled **Achievements** and **Blossoming**, which include a total of 16 coordinating patterns presented in 13 on-trend colors that are offered in both carpet tile and broadloom.

“The Living Series is a response to marketplace demand for more modern and contemporary flooring designs for today’s seniors. Senior living communities are evolving and adapting to the expectations of well-traveled, sophisticated baby-boomers who want better flooring designs than muted pink and green florals,” said Elena Córdoba, executive director of design, product development, and marketing for AtlasMasland. “Because I am approaching that season of my life, The Living Series is very personal to me. I think of aging more as growing, and that’s why I named the portfolios Achievement and Blossoming.”

Living’s Achievement portfolio features structured patterns. The three main patterns are Intrepid, inspired by a sunset Córdoba experienced just before she moved from California; Purposeful, which is a grid pattern; and Spirited, a modern botanical. Five supporting patterns include lively designs ranging from an animal print to linear to disrupted geometrics. Living’s Blossoming portfolio offers natural designs. The Adventurous pattern is a bold adaptation of the classic Moroccan design; Energetic is a kinetic pattern takes a grid into motion; and Keen is a small texture that doesn’t speak loudly but definitely has a voice.

Supporting patterns range from large and small mosaics to a grand scale organic trellis.

Featuring a tip sheared and loop construction, the patterns from both portfolios are designed to be combined throughout a space for visual interest. The collection is created to accommodate all senior living environments, including active, independent, assisted, and memory care. The on-trend color palette offers a diverse mixture of sophisticated neutrals and vibrant brights that can either soothe or energize an environment.

“The Living Series definitely does not have your grandmother’s colors,” said Córdoba. “Even the neutrals have an infusion of color that you normally would not find in a palette geared toward senior living. The collection also includes unexpected colors such as orange, fuchsia, and lime green. Every colorway includes a metallic yarn that is deliberately placed in the loop to reflect light instead the tip shear that absorbs the light.”

All of the styles are manufactured from 100 percent solution-dyed Universal Fibers® nylon 6,6 with permanent stain resistance. The carpet tile products feature AtlasMasland’s proprietary Sustaina™ non-PVC, non-polyurethane backing



system that is made from polyester non-woven felt cushion. Broadloom carpets have Permian Bac™ moisture barrier backing.

Based in Saraland, AL, AtlasMasland is a leading marketer and manufacturer of quality commercial flooring, serving the corporate, healthcare, hospitality, retail, education, and institutional markets with broadloom, modular carpet, luxury vinyl tile, and area rugs. An industry innovator, AtlasMasland consistently delivers high-end design and sophisticated, statement-making patterns while excelling as a styling leader with products that exemplify originality, sustainable construction, and enduring beauty. As the commercial division of The Dixie Group, AtlasMasland has a heritage of craftsmanship that spans more than 150 years. To learn more about what is next from AtlasMasland, visit [www.atlasmasland.com](http://www.atlasmasland.com).