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AtlasMasland Introduces Revealed, a Carpet Plank Collection for Workplaces

Modular styles feature Thrive® -- the most environmentally conscious solution-dyed high performance nylon 6,6 carpet fiber in the world



May 15, 2020 -- AtlasMasland, a leading commercial flooring producer, today introduced **Revealed**, a boldly-styled collection of three modular carpet styles manufactured with Thrive® by Universal Fibers-- the most environmentally conscious solution-dyed carpet fiber in the world.

Inspired by the the art of excavation where timeworn artifacts and rare fossils are discovered, Revealed blends rich colors and provocative styling. Pattern Unmask resembles brushes of color found deep in the earth. Uncover translates the undulation of minerals, and Unveil is an elegant staccato linear pattern.

“Revealed is full of delightful surprises and discoveries,” said Elena Córdoba, executive director of design, product development, and marketing for AtlasMasland. “All three patterns have a color change that occurs over six feet, yet the planks are only one foot. Therefore, every tile is unique and delivers interesting and intricate patterns just within the color itself.”

All three patterns are offered in a palette of 12 neutral bases with pops of green and blue. The patterns are designed to stand alone or work together, and many of the colorways can be combined.

“Revealed is designed for workplace environments, but I do see potential crossover application to hospitality and senior living markets,” said Córdoba. “This collection has a sumptuous visual texture that defies its all-loop construction and 16-ounce weight.”

Beautifully Sustainable

Revealed is manufactured with Thrive which consists of 75 percent recycled pre and post-consumer material while reducing carbon emissions by 70 percent. As an early adopter, AtlasMasland was first to launch products with Thrive, and has since reduced carbon emissions by approximately 1 million pounds per year which translates to an annual offset benefit equal to all the trees in Central Park, NYC. In addition to the use of Thrive, Revealed features Sustaina™, a non-PVC, non-polyurethane, recycled backing system. The combined use of Thrive and Sustaina establish Revealed as the most sustainable modular carpet in the marketplace.



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.atlasmusland.com.