

# Vendors vie for the spotlight in Atlanta

By Megan Salzano

The debut of Hannover Fairs USA's Domotex USA will soon be under way. The show, which is set to take place Feb. 28 to March 2 at the Georgia World Congress

Center in Atlanta, will focus on the American residential floor covering industry. Exhibitors across multiple floor covering categories will converge to showcase the latest in car-

pets, rugs, resilient flooring and wood in addition to application and installation technologies.

Following is a sampling of products attendees can expect to see there.

## The Dixie Group

The Dixie Group plans to roll out more than 50 new carpet products, 60 WPC and SPC rigid core offerings and eight new wood products. Pictured here is Masland's new carpet collection Victoria Island, a cohesive balance of texture, color and luster.



## American OEM

American OEM will show its new Neutrality collection. The collection is crafted of sliced white oak with clean grade. It features a multi-tonal look with a wire-brushed texture. It is available in 7-inch-wide x 8-foot-long planks. Shown here is the Enigmatic Elegance colorway.



## Stanton

A lineup of approximately 100 new product introductions across the company's family of brands, including Stanton, Antrim, Rosecore, Crescent and Hibernia, will be on display. Antrim, for example, will unveil its first indoor/outdoor carpet line, Varkala, in the new Seacliff collection. Varkala, seen here, channels seaside cliffs and combines a unique handspun striation with an outdoor-friendly UV stabilized SD polysilk base.



## Anderson Tuftex

The company will debut a number of new collections at the show, including Artistry, seen here. The collection features subtle patterns and natural textures. The organic lines are designed to feel like hand-sketched impressions of wood grains, animal prints, water ripples and the veins in natural stone. Artistry products are built to last, featuring durable, stain-repelling and wear-resistant technology.



## Southwind



Southwind will present new carpet and hard surface products, including its Classic Traditions collection. All patterns are designed with Southwind's So Soft PET yarn system. Pictured is Heirloom, a herringbone pattern designed with layers of cut and loop for visual and tactile interest.

## Cryntel



The company will showcase three collections: The Decora rigid composite wall and floor products, shown here in red oak, with new PressureBond pre-applied super adhesive that will stick to most smooth dry surfaces. The natural visuals and embossing are designed to transform any room. The collection meets ASTM E84-18B Smoke Density & Flame Spread standards; the rigid composite PureCore plank and tiles; and Avalon PressureBond super adhesive LVT.

## Bella Flooring

In hard surface, the company will introduce two new collections: Marche & Lazio, a luxury vinyl plank available in 12 x 24 and 8 x 48 sizes and multiple colorways, and Sicily, pictured here, which is a rigid engineered luxury vinyl. In soft surface, Bella will also introduce two new collections: Abstract and X-Stitch. Both collections are constructed of multi-level loop and are 100% nylon.



## DriTac



The DriTac EnviroTread high-performance rubber underlayment and acoustical barrier boasts anti-crush mechanical properties and the ability to diminish minor floor irregularities. The underlayment is said to improve foot fall sound performance and is made from 100% post-consumer waste and is VOC compliant.