



Arabian Library — Scottsdale, Arizona

Digital Color Placement: Not just a printed carpet

Is this carpet tile printed?

No, Milliken uses Digital Color Placement, a post dyed method that's not just "printing." The real concern for designers and end users is usually performance on the floor over time. So the question then becomes: Does it matter to you how this carpet tile is dyed? When it comes to performance, absolutely not! But when it comes to service, selection and the environment, it absolutely does matter!

Why Digital Color Placement?

Milliken is a global company that manufactures a diverse variety of products for industrial, automotive and even medical uses. The Milliken Research Corporation was founded over forty years ago to focus on advanced technology that would move Milliken businesses away from commodity markets and into highly specialized products.

It's the key to innovations that led to making Crayons® color; wounds heal faster and protecting astronauts in space. Milliken holds over 2000 patents for performance engineered textiles, specialty chemicals and unique manufacturing processes. The average American touches a Milliken product, or product component, twenty times every day.

That passion for scientific innovation is what led Milliken to develop Millitron® injection dyeing. In the 1970's, the digital world was just beginning to unfold and Milliken was at the forefront of using computers to model and create patterns. It was only natural that Milliken would become the first carpet tile manufacturer in the U.S. and would chose a unique technology that would offer superior service, pattern/color flexibility and maximum performance on the floor.



MILLIKEN

www.millikencontract.com | 800.241.4826

Milliken Contract

Digital Color Placement: Not just a printed carpet

This method offers many advantages:

- It's not just printed. Digital color placement is an advanced 3-D dye injection technology powered by proprietary design software. The technology has continually improved since its inception in terms of speed, flexibility and capability.
- The carpet is already in tile form before the color is applied, enabling Milliken to offer unprecedented speed and flexibility.
- The process is very energy efficient, with low water usage and little solid waste (because we are not dealing with colored yarns). Computer technology allows the change of colors and styles without even stopping the process.
- Precise pattern match and capability is unique. When carpet tile is made by tufting pre-dyed yarns into broadloom carpet and then cut into squares, it is inherently difficult to match patterns across seams. With Milliken digital color placement technology, exact pattern matches are possible and using layering techniques, truly random looks can be achieved.
- Milliken can offer continuity of products far better than most manufacturers who depend upon availability of SDN or pre-dyed yarns.

Yes, but does it perform over time?

In over 30 years, Milliken has never had a complaint for color "walking out." It just doesn't happen. Milliken has always used only the highest quality of premium nylon carpet fiber. Milliken carpet tile has been installed in the most extreme environments such as airports, convention centers and corporate offices for decades. Remember it's not just the way color is applied; it's the whole package of construction, backing and stain / soil treatment that determines performance.

Here's what a few of our long term customers have to say about Milliken Contract

"Milliken's technology is extremely customer-friendly (for the end user) as well as design-friendly. They have the ability to very easily do custom patterns, colors and even scales. Combining that with the guarantee of long-term availability, it makes even more sense for the customer. Lastly, it holds up extremely well under very heavy traffic and use."

Graham Reese — owner of *Graham Reese Design Group*
Memphis, TN

"The Milliken carpet technology of printing has provided STUDIOS Architecture with the ability to create crisp and clear custom patterns that, when installed, appears as broadloom. This approach has been well received by our various carpet tile clients. With the addition of Discovery and Suitable, we now have standard product lines to add to our repertoire of aesthetics."

Jane Merlo Richter — *Project Manager, Studios Architecture, New York, NY*

I've worked with Milliken since at least 1992 in a variety of roles – project coordination and facility management. The biggest technology benefit Milliken offers is the fact that any Milliken pattern can be "re-made" – regardless of its age. Milliken products never really go "out of production".

Milliken continues to make manufacturing and raw materials improvements – to continually improve an already outstanding product line. Milliken brings a full range of technology to the table – from how their products are made, installed, maintained and even to the point of how they're recycled / reused.

The Tower Building here at P&G's General Offices is a prime example of Milliken's longevity. With average janitorial care, we have carpet on the floor that is so old, it's coming back into style – and still in very good condition. Seriously, some carpet in the Tower is 15 years old and still looking good.

Literally, when it comes to carpet, the only questions have been, "what colors / patterns?" – never, "what brand?"

Eric Jacobsen — *Facility Assistant, General Offices, Procter & Gamble Account*

"I like the fact Milliken Carpet has long term pattern availability. Great for long term accounts that have standardized on Milliken Carpet tiles. As someone who has worked in flooring most of my life, as well as for other manufactures, I believe Milliken's cushion backing gives Milliken carpet a longer life."

David Serviss — *Modular Flooring Technology*

The last word...

The assurance of our warranties and our history of outstanding performance is good but in the end, what's important it that you can specify any Milliken carpet tile with confidence. With sound sustainability, thousands of designs and colors over a broad range of price points, the only limit is your imagination.