

# Works

**Interface®**

## Internal Product Brief

### What is Works

Made using 100% solution dyed nylon, these new Works products are structured patterned loop piles offering design solutions at a competitive price point. Available at a size of 50cm x 50cm there are 9 co-ordinating colours in each.



### Background

With a large percentage of the market at CAT 1 and CAT 2 price point we must develop products to drive volume sales at this value end of the market. The CAT 2 developments should be additions to the already successful Works range of products. With the launch of the Works collection in Q4 of 2017 we strengthened our CAT 2 portfolio to address the decline in volume in this large share of the market. Whilst Works volume has increased our overall CAT 2 volume share hasn't. To further strengthen the category, to support the Value Set initiative and in response to the various PULL requests we must therefore develop additional Works styles.

### Position & Pricing

Category 2. Staple product in the Good category. Increased focus on this area of the market particularly through Value Set. Interface often not considered for entry level products, particularly amongst Flooring Contractors, and so need to change this mindset and refocus to drive volume growth.

### Target group

Transactional customers, Distributors, Flooring Contractors, Fit Out Companies etc

### Target segments

All

### Channel to market

Standard route to market: Flooring Contractors, Distributors etc.

### Service level

Q200. Products are mixable.

### Custom options

300m<sup>2</sup> minimum.

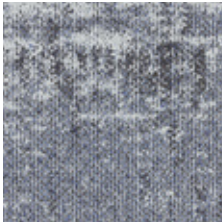


## Internal Product Brief

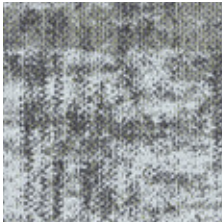
| Features                             | Advantages                                                                        | Benefits                                                                                                                      |
|--------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| CQuest™Bio backing as standard       | Total recycled and bio-based content of up to 72.7%.                              | Reduced carbon footprint of the finished product                                                                              |
| Co-ordinating colour line            | Common yarn system means the product is compatible with other products.           | Looks great by itself but also when combined with others in various ways.                                                     |
| CAT 2 competitive price point        | Design at an affordable price.                                                    | Offers design at a highly competitive price point for on budget projects.                                                     |
| Class 33 Heavy Contract performance  | Design and quality from Interface in a proven construction.                       | Long lasting appearance retention to help maintain the appearance of the buildings interior, supported by a 15 year warranty. |
| Quick Ship Service offer             | New styles within Value Set to be launched with Quick Ship to offer Fast Service. | Customer demands will be met sooner, so projects are delivered on time.                                                       |
| Staple-Good product in our portfolio | Bfl s1 fire performance, 23 dB impact sound reduction, meets ESD criteria.        | High performance at an affordable price.                                                                                      |

| Competitors | Product                          |
|-------------|----------------------------------|
| Desso       | Essence Structure, Maze, Harvest |
| Modulyss    | Cloud, Tweed and Track           |

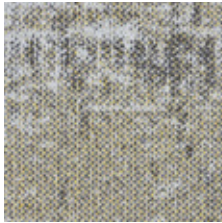
Internal Product Brief



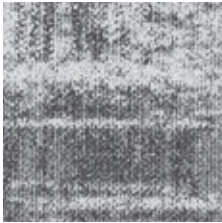
4311001 LAKESIDE



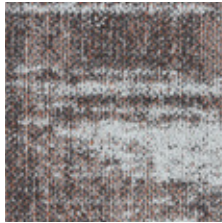
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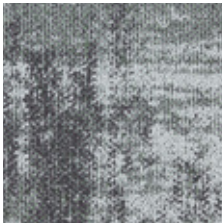
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4311004 HAZE



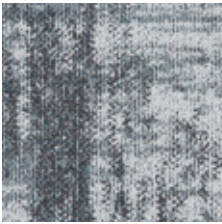
4311005 CANYON



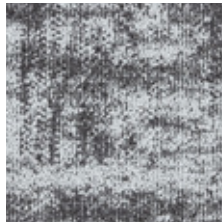
4311006 MINT



4311007 SHELL



4311008 ADRIFT



4311009 EBONY

Key Specifications

- Yarn:
- Size:
- Pile Yarn Weight:
- Total Weight:
- Fire rating:
- Installation Methods:
- 100% Solution Dyed Nylon
- 50 x 50 cm squares
- 612 g/m2 ± 5%
- 4215 g/m2 ± 5%
- Bfl S1
- Non Directional

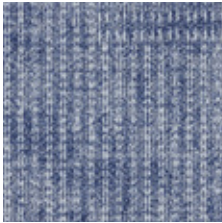
Sample Card Code: SHC4311ZZA001

| Sustainability Impact                                                             | End of life solution                          |
|-----------------------------------------------------------------------------------|-----------------------------------------------|
| CO <sub>2</sub> footprint cradle to gate 7.16 kg CO <sub>2</sub> / m <sup>2</sup> | Solutions via ReEntry program                 |
| Total recycled and bio-based content: Yes, 72 %                                   | ReUse: Yes, high/moderate reuse possibilities |
| Carbon Neutral: Yes                                                               | Waste to energy: Yes, energy for cement kilns |





## Internal Product Brief



4310001 LAKESIDE



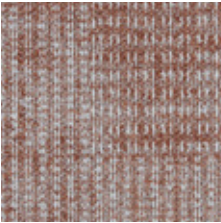
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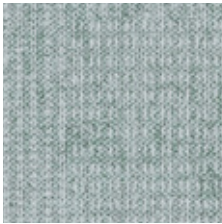
4310003 HONEY



4310004 HAZE



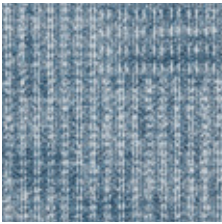
4310005 CANYON



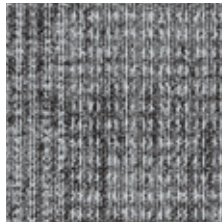
4310006 MINT



4310007 SHELL



4310008 ADRIFT



4310009 EBONY

### Key Specifications

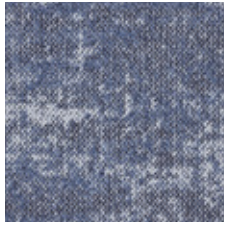
- Yarn: 100% Solution Dyed Nylon
- Size: 50 x 50 cm squares
- Pile Yarn Weight: 602 g/m2 ± 5%
- Total Weight: 3919 g/m2 ± 5%
- Fire rating: Bfl S1
- Installation Methods: Non Directional

Sample Card Code: SHC4310ZZA001

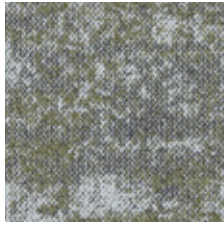
| Sustainability Impact                                                             | End of life solution                          |
|-----------------------------------------------------------------------------------|-----------------------------------------------|
| CO <sub>2</sub> footprint cradle to gate 7.16 kg CO <sub>2</sub> / m <sup>2</sup> | Solutions via ReEntry program                 |
| Total recycled and bio-based content: Yes, 72.5 %                                 | ReUse: Yes, high/moderate reuse possibilities |
| Carbon Neutral: Yes                                                               | Waste to energy: Yes, energy for cement kilns |



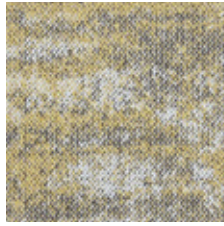
## Internal Product Brief



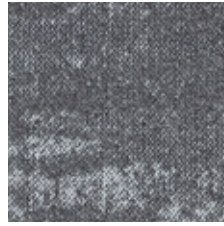
4312001 LAKESIDE



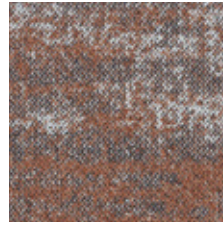
4312002 CACTUS



4312003 HONEY



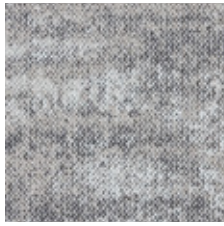
4312004 HAZE



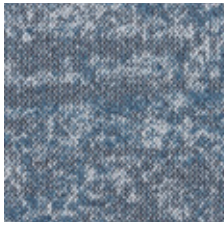
4312005 CANYON



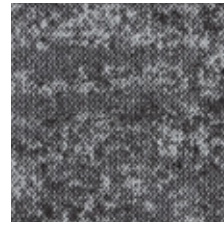
4312006 MINT



4312007 SHELL



4312008 ADRIFT



4312009 EBONY

### Key Specifications

|                       |                            |
|-----------------------|----------------------------|
| Yarn:                 | 100% Solution Dyed Nylon   |
| Size:                 | 50 x 50 cm squares         |
| Pile Yarn Weight:     | 598 g/m <sup>2</sup> ± 5%  |
| Total Weight:         | 3920 g/m <sup>2</sup> ± 5% |
| Fire rating:          | Bfl S1                     |
| Installation Methods: | Ashlar, Brick              |

Sample Card Code: SHC4312ZZA001

| Sustainability Impact                                                             | End of life solution                          |
|-----------------------------------------------------------------------------------|-----------------------------------------------|
| CO <sub>2</sub> footprint cradle to gate 7.03 kg CO <sub>2</sub> / m <sup>2</sup> | Solutions via ReEntry program                 |
| Total recycled and bio-based content: Yes, 72.7 %                                 | ReUse: Yes, high/moderate reuse possibilities |
| Carbon Neutral: Yes                                                               | Waste to energy: Yes, energy for cement kilns |

