

Surprising Beauty

 EF Contract



We're EF Contract.

Part of the fastest-growing, most progressive family of flooring companies, we stand for confidence in quality, relentless service and doing right by all.

Our products are inspired by you: offering the carpet and hard-surface flooring that you want and need, that you've been seeking but unable to find, until now.

Every collection, pattern and colorway are created with best in class performance and in pursuit of design that is simply beautiful.





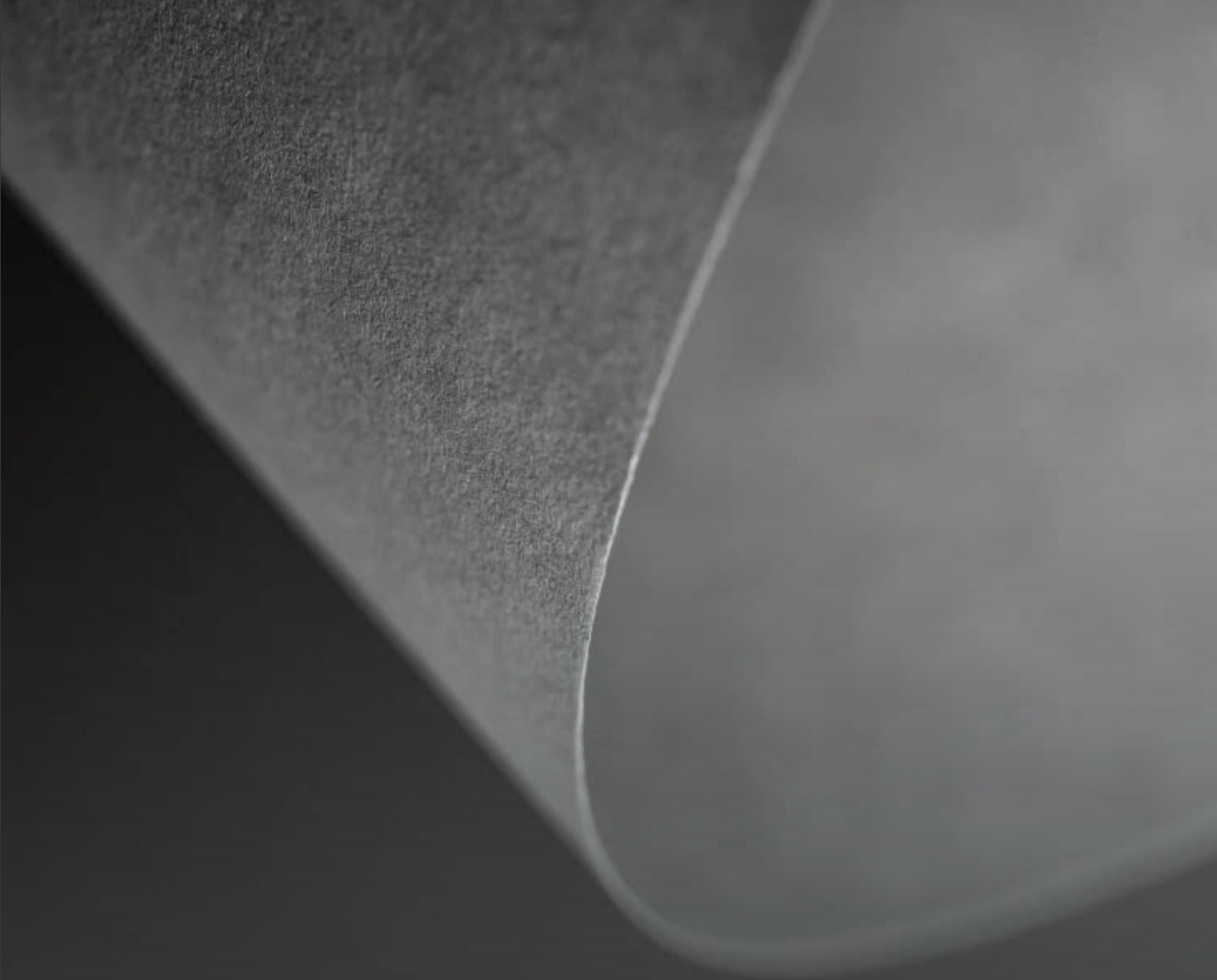
Surprising Beauty.

At any given moment, of any given day, we are surrounded by unimaginable loveliness.

The eyes of every person we meet.
The clouds that swirl overhead.
The simplicity of a line drawn on a blank piece of paper. A crack in the sidewalk.

These collections — Rust Dye, Kicks, Spilled Ink and Folded Paper — were inspired by small, everyday moments of delight and discovery. Of Surprising Beauty.

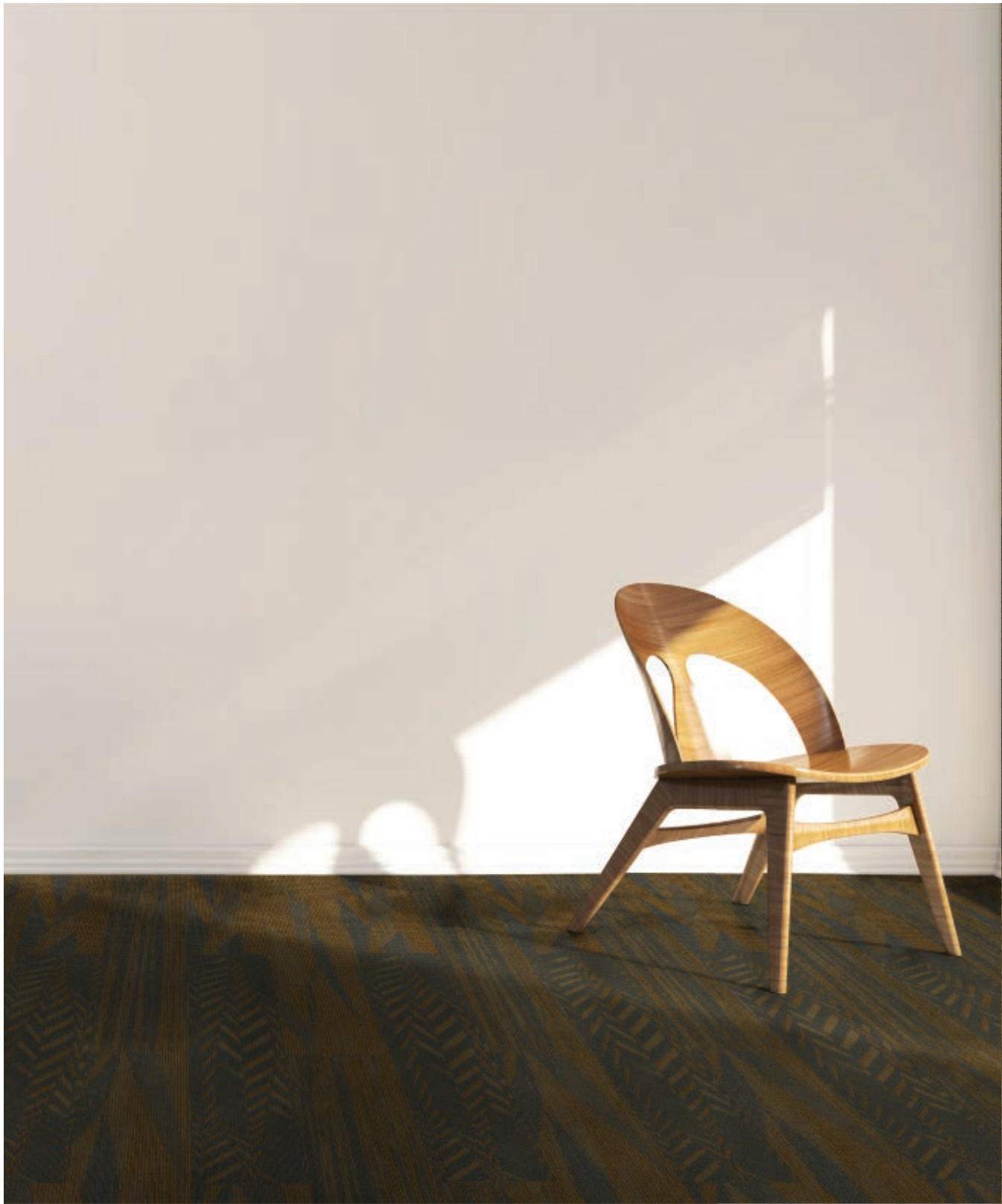
We live in a world that is full of surprising beauty. It's easy to miss. But it's also easy to find. To see it, all we have to do is slow down, stop, and look.



Folded Paper

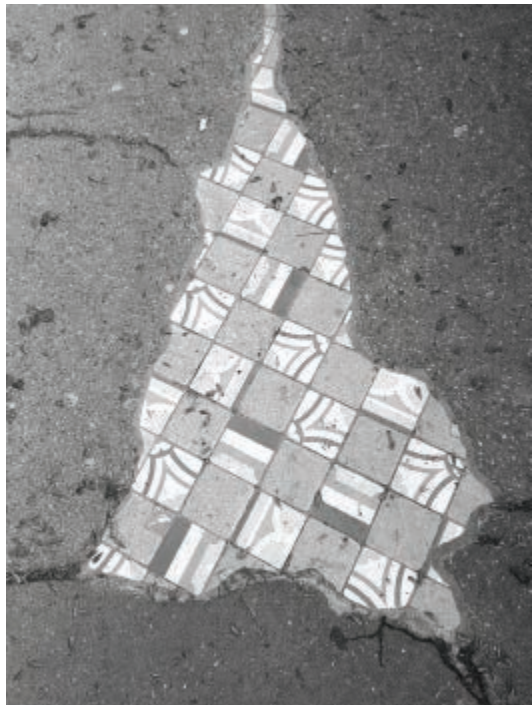
Starting with the shapes of light and shadow created by manipulating paper, our Design Studio has crafted carpet patterns that translate the geometry of straight-line folds and the organic hand of paper.








FOLDED PAPER: TUCK 12X48 / PLEAT 12X48 / CRIMP 12X48 / CREASE 24X24



WE ASKED YOU WHERE YOU FOUND SURPRISING BEAUTY, YOU SENT US THESE:
CLOCKWISE FROM TOP LEFT: SUZANNE DOORNBOS | BRITNI FLORES
MEAGAN HURST | RICK MCCORMACK

An aerial photograph of a city street, showing a sidewalk made of colorful, irregularly shaped tiles. The tiles are in various shades of red, orange, yellow, and brown, creating a vibrant pattern. The street is lined with buildings and trees, and the overall scene is captured from a high angle, looking down at the street.

As an unusual repair for aging public sidewalks, leftover tile in the hands of a visionary brings unexpected smiles, color and beauty to one of the most overlooked elements of our urban landscape.

- Meagan Hurst

Spilled Ink

Ink spilled on a tabletop, or in water, creates ribbons, swirls and drifting cloud shapes. A pattern that is both irregular and gently continuous, Spilled Ink flows with calm movement across the floor. Bringing a luxurious look and feel to any space.








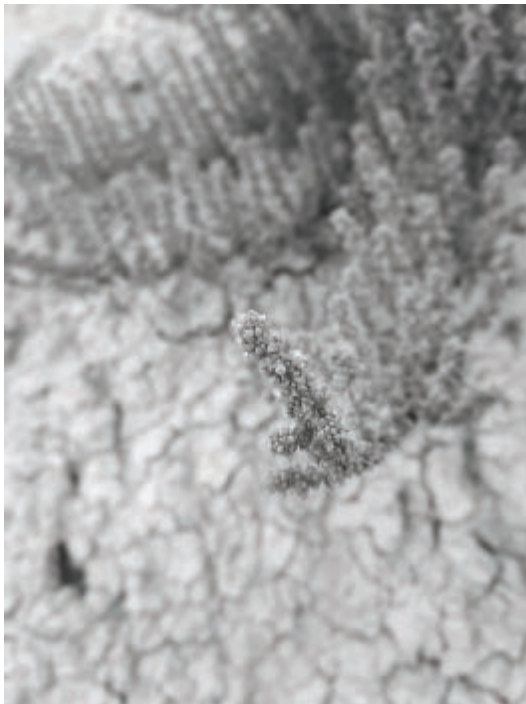
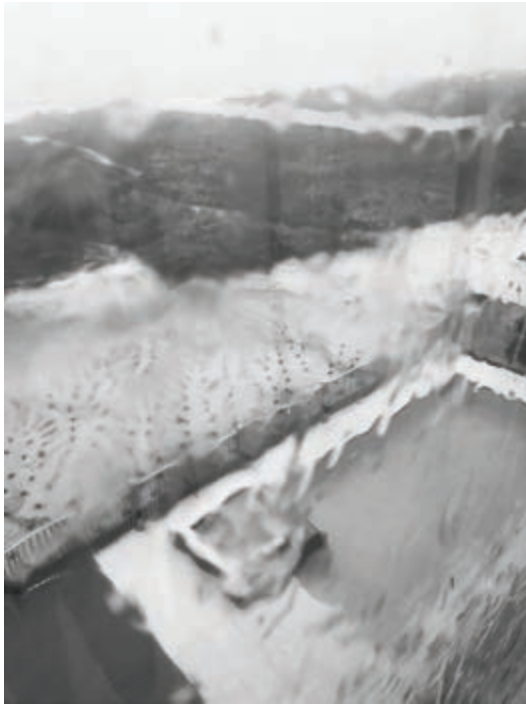


SPILLED INK: POOL 12X48 / BLOT 12X48 / SEEP 12X48



Even in the desert, there are bountiful signs of life full of beauty and optimism. It reminds me of the human spirit struggling to survive in whatever condition. In this case, the plant was holding the side of a cracked and barren hillside, thriving in the absence of water.

- Shonda McKinney-Short



WE ASKED YOU WHERE YOU FOUND SURPRISING BEAUTY, YOU SENT US THESE:
CLOCKWISE FROM TOP LEFT: KAREN BENSON | CARA MCKEDY
MAEGAN HOLLOWAY | SHONDA MCKINNEY-SHORT

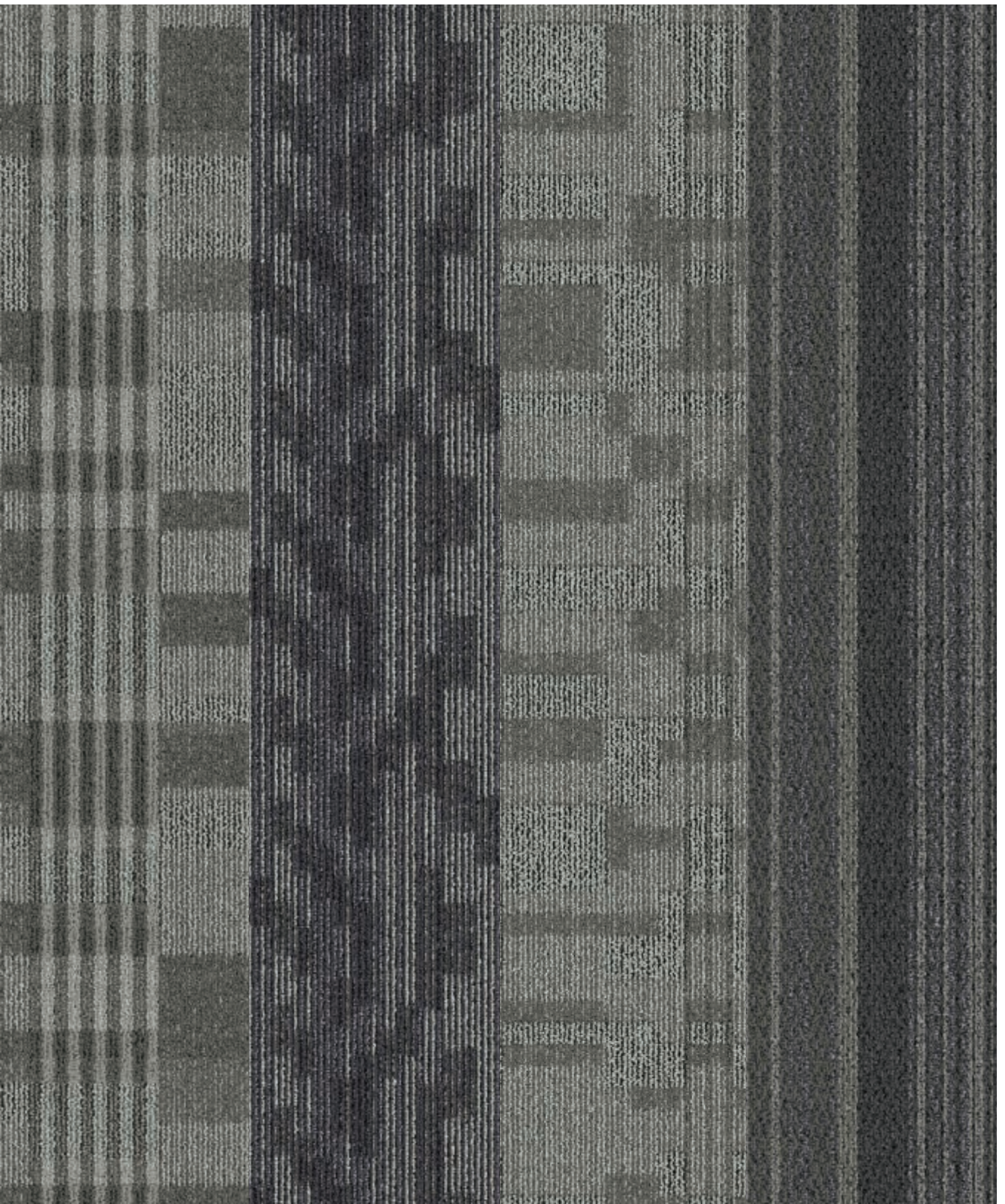


Kicks

Tech-forward, but also timeless, Kicks is inspired by products ranging from woven placemats to high-design, low-weight running shoes. The patterns bring tremendous design versatility, and with any installation, the modular formats can create complexity or a continuous, simple surface on the floor.







KICKS: DOUBLE FACE 12X48 / RIPSTOCK 12X48 / INTERLOCK 12X48 / STRETCH 12X48

Rust Dye

We usually think of rust as something to be painted over or repaired, but the process of oxygen, water and heat — working together to create color and patterns — can be beautiful. A creative act. Our carpet collection draws from the ancient technique of using rust's amazing variety of color to dye textiles — while creating a sense of weathered patterns found where nature meets the built environment.



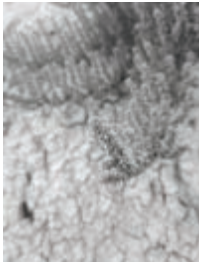




RUST DYE: VESTIGE 12X48 / TRACE 12X48 / IMPRINT 12X48

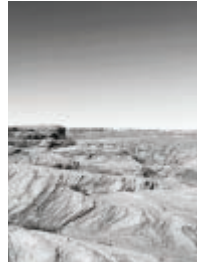
Thank you to our Surprising Beauty Selection Finalists

This Spring, we sent out an open call to designers around the country, inviting them to share moments of surprising beauty with us. We received amazing submissions, ranging from adorable dogs to beautiful beers. Our design team chose a handful of our favorites for display here in the showroom.



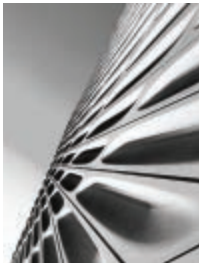
Shonda McKinney-Short
DEI Incorporated | dei-corp.com

Even in the desert, there are bountiful signs of life full of beauty and optimism. It reminds me of the human spirit struggling to survive in whatever condition. In this case, the plant was holding the side of a cracked and barren hillside, thriving in the absence of water.



Britni Flores
Studio McCormack | studiomccormack.com

I ran across this beautiful slick rock in Arizona for 10 miles. Every step, I was in awe of the layers, depth and vibrancy it provided. I found so much inspiration in the beauty of this organic patterning in the contrast between red rock and saturated blue desert sky. The perfect blend of elements.



Rick McCormack
Studio McCormack | studiomccormack.com

The sculptural skin of the Broad museum in Los Angeles takes on many different appearances, depending on the angle from which it's viewed and the time of day or night. What I find appealing about this photo is how the stark white geometric pattern plays against the emptiness of the darkening sky.



Karen Benson
Benson & Associates | klbinteriors.com

The rain flowing down the window pane distorted the view of the pool and beach below. (I took this photograph at a job site one afternoon.)



Cara McKedy
Remiger Design | remigerdesign.com

Functional Beauty. Light filters through the handmade umbrella, casting a ruby glow as it offers relief from the beating sun, demonstrating that something as utilitarian as an umbrella can be well designed and well crafted, adding beauty to the mundane.



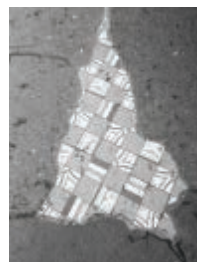
Maegan Holloway
STG Design | stgdesign.com

The dried vines on the concrete block is something that people probably pass every day and never think anything of it. When I walked past it, I found beauty in the gritty but natural feeling it evoked, as well as the contrast and texture the combination created.



Suzanne Doornbos
Friedman Real Estate | friedmanrealestate.com

The simplicity of nature.



Meagan Hurst
Studio McCormack | studiomccormack.com

As an unusual repair for aging public sidewalks, leftover tile in the hands of a visionary brings unexpected smiles, color and beauty to one of the most overlooked elements of our urban landscape.

We believe in:

Confidence in Performance

Surprising Beauty

Believing is Seeing

Collaboration is King

Doing Right by All

Simplicity in Everything

There are three responses to a piece of design — yes, no and wow.

Wow is the one to aim for.

- Milton Glaser



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