

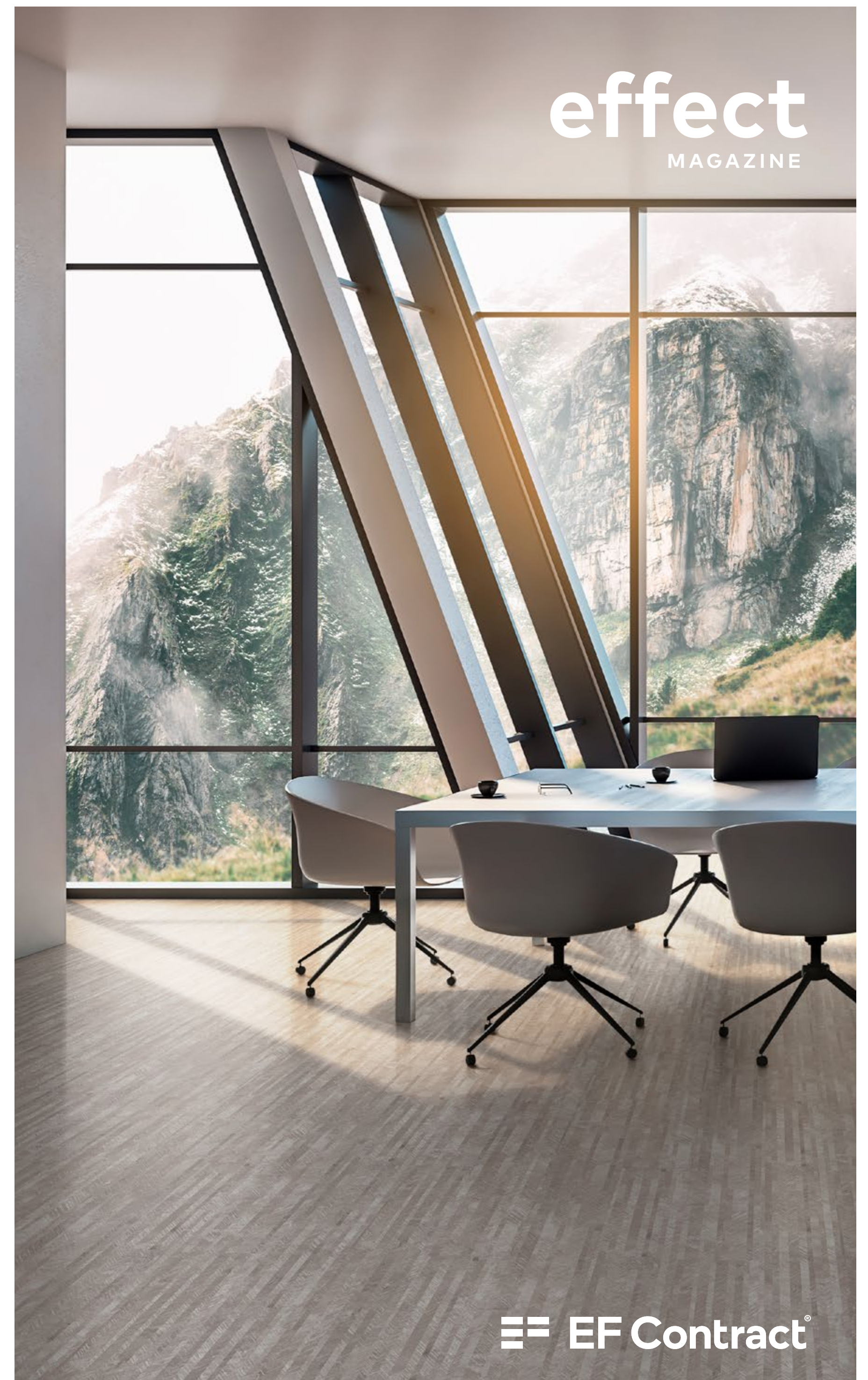
EF Contract is part of the **fastest growing** family of companies in flooring.

We are **committed** to **beautiful design, uncompromising quality, relentless customer service, and disrupting** how the **flooring industry** does business.

1502 Coronet Drive
Dalton, Georgia 30720
U.S.A.

800.451.1250
efcontractflooring.com

 **EF Contract**[®]
A DIVISION OF ENGINEERED FLOORS





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PRODUCT ON COVER:
ALL THAT JAZZ | Yesterday
INSTALL: Ashlar

EFFECT VOLUME TWO

Welcome to **effect** volume two

Nothing more than intuitive. Eat when you're hungry. Sleep when you're tired. And the natural world restores us mentally and physically.

We know this. Finding it in every day is the tricky part, especially when the day is spent in an office in a city. Let's make a short to-do list:

1. Take note of changes in natural light—bright to dim, changing every minute, always in motion.

2. Let the building blocks of the natural world influence you—vistas, forms, and patterns, like the organic flow of woodgrain.

3. Slow down to witness transformation, the life cycle of all living things – maybe notice the rotting apple in the office fridge, but better – follow the change in the tops of trees outside your window.

TO SIT IN THE SHADE ON A FINE
DAY, AND LOOK UPON VERDURE,
IS THE MOST PERFECT
REFRESHMENT.

— Jane Austen, MANSFIELD PARK



DAILY OBSERVATIONS

Take note. Light changes everything. So does the dark, defining the passing time and setting all things in motion.

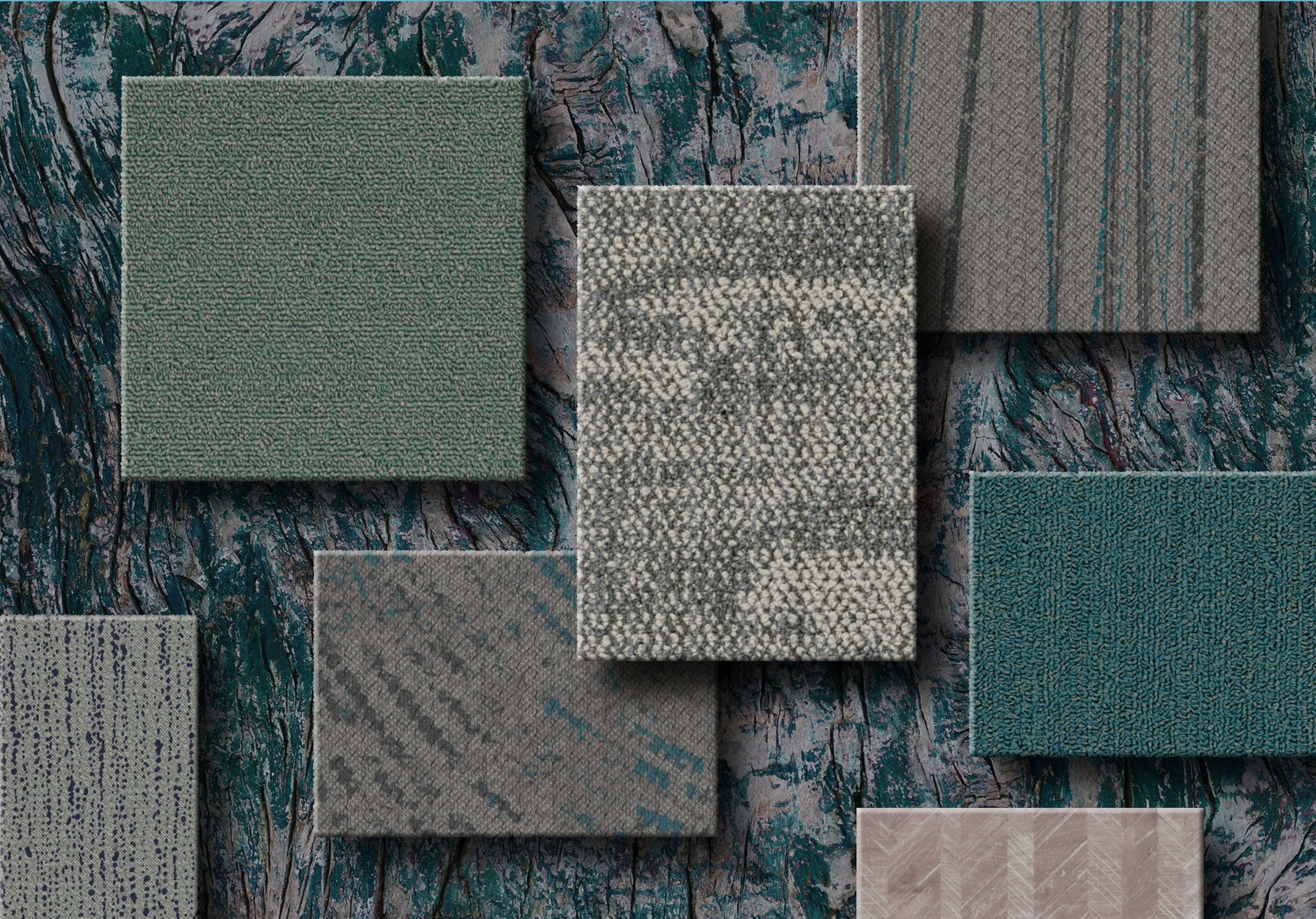
Light changes meaning. Consider the impressionist's method of documenting light in its changing qualities: how it transforms color and demands we reconsider what we see and how we understand it. **Paul Cezanne** said, "The day is coming when a single

carrot, freshly observed, will set off a revolution."

Practice really seeing a thing for its parts and allowing those parts to assemble into a whole, perhaps different than what you thought you knew.

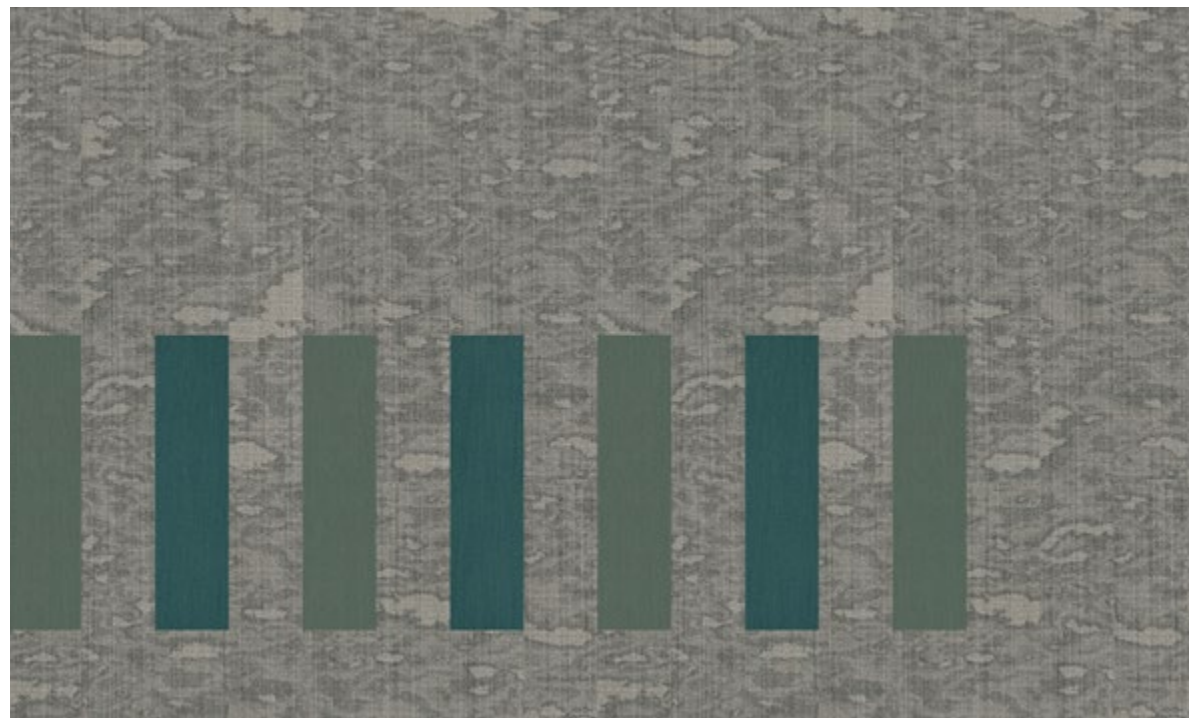


PRODUCT:
ARTISAN | Moleskin
INSTALL: Ashlar





PRODUCT: CHINOOK | Fresh Air
INSTALL: Ashlar



PRODUCT:
BLOT | Quarry
MICA | Surf Splash
THE BRIGHTS | Hyper Blue
INSTALL: Ashlar

Each day is a different
length of time and that
gives a different length
to the cusp between
light and darkness or
darkness and light.

—James Turrell

PRODUCT: BLOT | Quarry / MICA | Surf Splash / THE BRIGHTS | Hyper Blue / **INSTALL:** Ashlar





PRODUCT:
SIROCCO | Fresh Air
CASCADE | Shower
INSTALL: Herringbone





RAW EARTH

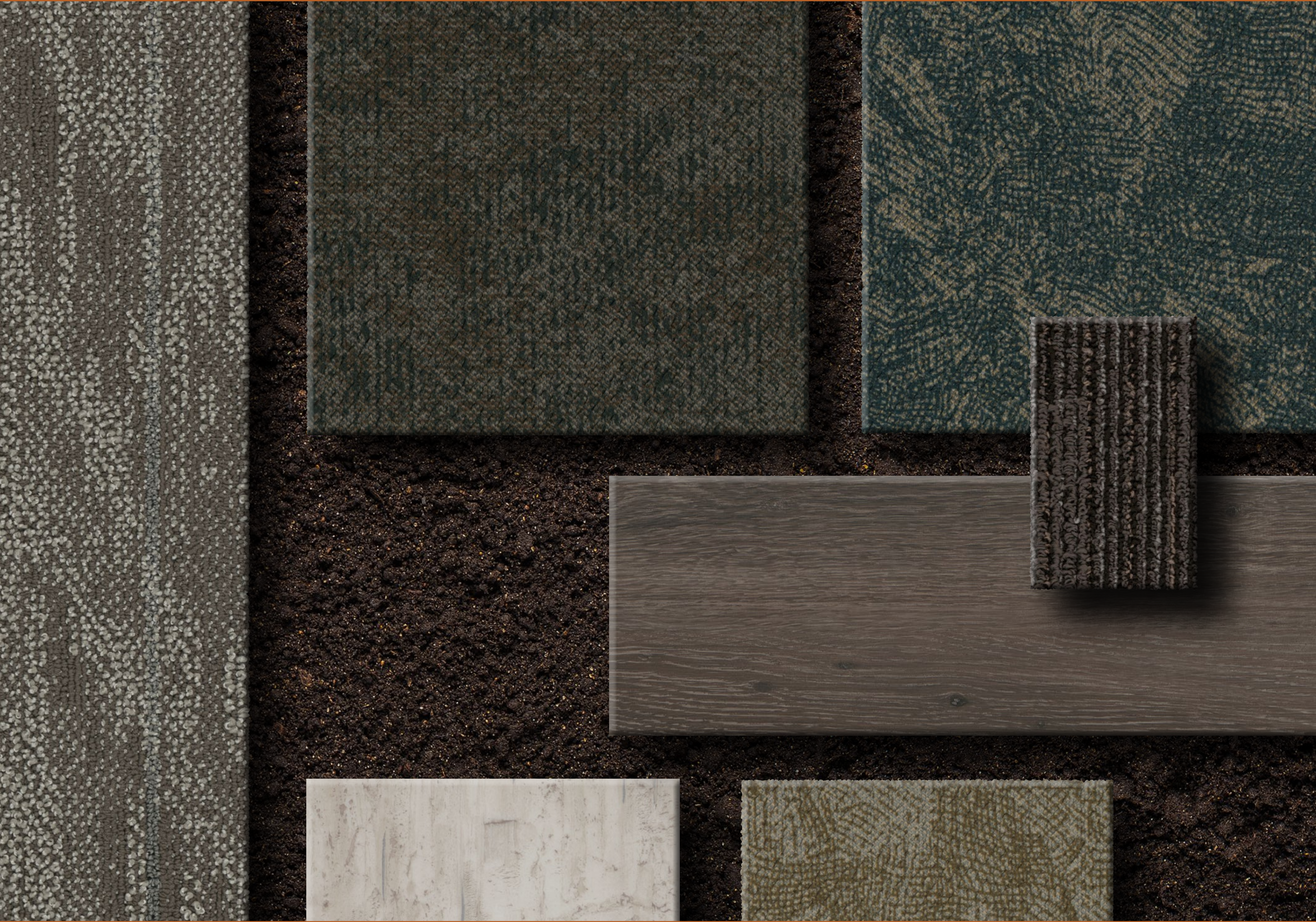
Nature's building blocks. Texture in finishes. Geometry in dimensions. We might miss the impact of any of these because they seem familiar. To overlook the details is to overlook sources of inspiration.

Inspiration is the coalescing of threads of things that you didn't even realize were knitting together. The ah-ha moment, introducing possibility, raising new

questions and sometimes revealing answers. Inspiration comes as an antidote to the present state of mind. Find it in nature.



PRODUCT:
PLAYBOOK LVT | Suede Gray
INSTALL: Herringbone



PRODUCT:
ALL THAT JAZZ | Stardust
VESTIGE | Walnut
INSTALL: Ashlar



PRODUCT:
IMPRINT | Umbra
IMPRINT | Indigo
INSTALL: Ashlar



A room is not a room without
natural light.

—Louis Kahn

PRODUCT: IMPRINT | Umbra / IMPRINT | Indigo / **INSTALL:** Ashlar





PRODUCT:
VEIL | Spiderweb
INSTALL: Herringbone





ORGANIC MATTERS

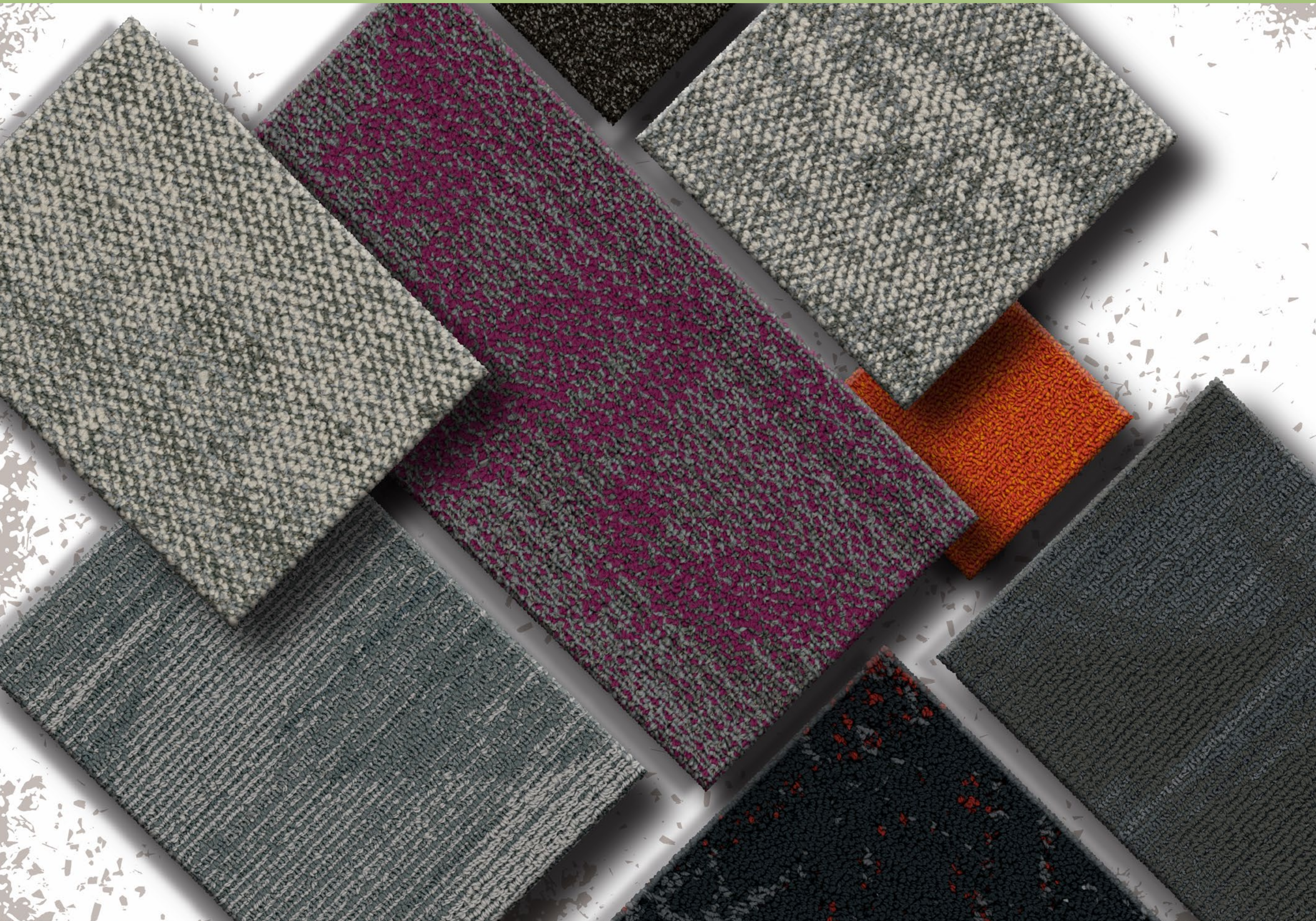
Witness. It's not really about what you look at, it's about what you see. It is useful to watch small things change in small ways.

These micro movements indicate hope. Or emerging hardship. Witness the change and make a mental note of your place in it. Nothing is static. It's a practice, a methodology, a way of participating in the real world, keeping

us attuned to our surroundings as well as the possibilities that lie within. Uncover a new point of view or even inspire an unimagined future...Just be sure to use your powers for good.



PRODUCT:
 BLOT | Quarry
 POOL | Quarry
 POOL | Concorde
 POOL | Luminol
INSTALL: Brick



There is no better designer than nature.
—Alexander McQueen

PRODUCT:
CASCADE | Rush
INSTALL: Brick



PRODUCT: TUCK | Cellophane / MICA | Caution / MICA | Black Magic / MICA | Star Performer / **INSTALL:** Ashlar





PRODUCT:
COMMON THREAD |
Graphite Link
PEN & INK |
Electric Crimson
INSTALL: Ashlar



IN EVERY
WALK WITH
NATURE
ONE
RECEIVES
FAR MORE
THAN HE
SEEKS.

— John Muir

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