

Pattern Variation

When we talk about pattern variation, we're essentially talking about the level of realism that is achievable with a product.

Patterns

A pattern is a totally unique board design. Real timber products naturally have an unlimited number of these, but synthetic products are limited by the amount the manufacturer can create within the price-point of the product.

 Our manufacturing process allows us to provide up to 3x as many unique pattern designs than the industry standard.

That's **Clever.**

Variations

Our eyes are great at picking out repetition, but we can fool them into thinking there is less than there actually is. We achieve this by designing patterns that are larger than our boards and then cutting them in multiple different spots to give the illusion of greater pattern variation for a significantly lower cost.

 We are one of the only manufacturers to combine high pattern variations with grain matched embossing.

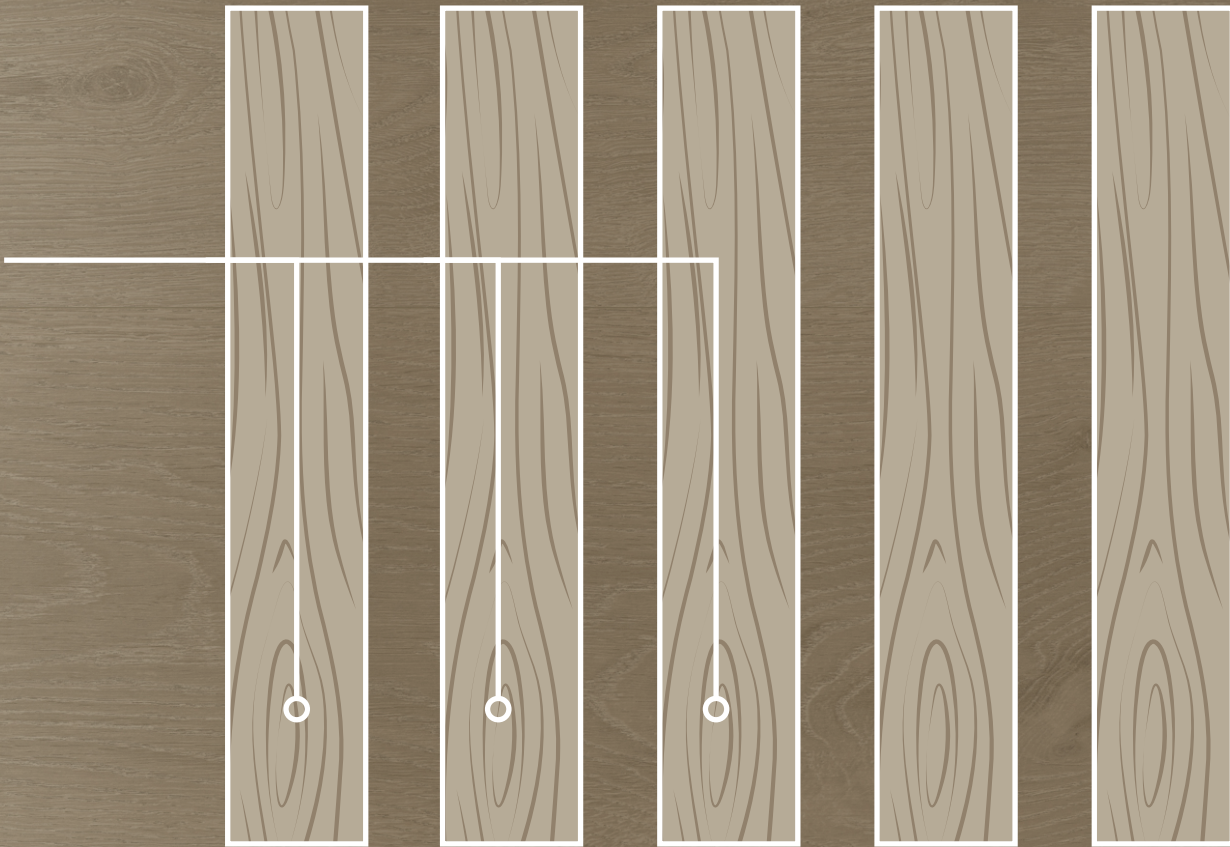
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Top Three Collections

- 1. Timber → All Products
- 2. Resilient → Hybrid (excl. Fusion & Superior)
- 3. Laminate → Shield

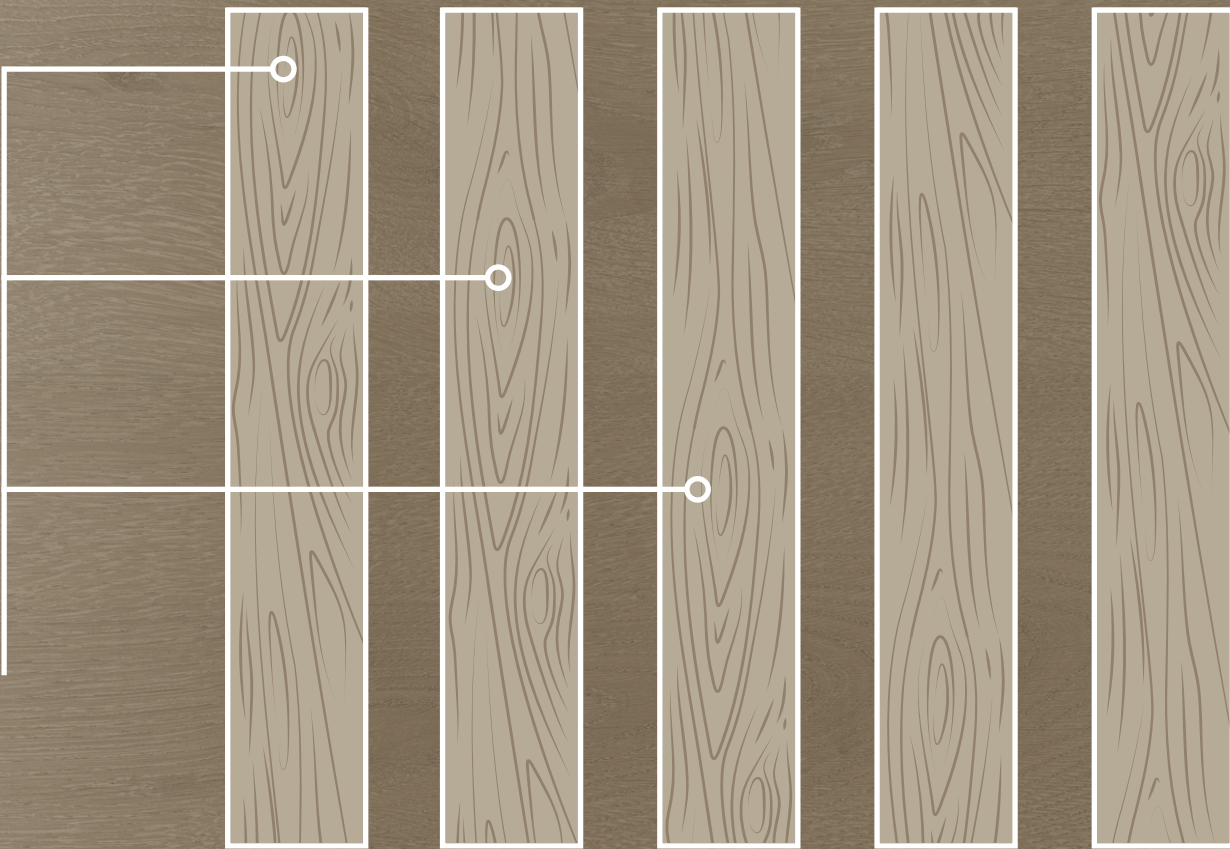


1 Unique Pattern | 0 Variations



Notice how key features stay in the same place and make the repetition more obvious.

1 Unique Pattern | 5 Variations



With variation in the cutting, the features move around the board making the repetition less obvious and the pattern feel more natural.

