

# RESILIENT'S

# NEW

The Golden Age of resilient flooring, once thought to be over, may just be aborning.

We have only to look back to our own family histories to know what the resilient experience is; only then we probably knew this flooring surface as something else, like linoleum or vinyl. The true roots of resilient date back further than anyone's memory, to the 17th Century and the advent of "oil cloth" coverings. Later, the discovery that dried linseed oil (from the flax plant) resulted in a rubber-like finish led first to the compound that makes linoleum and later to a process which could make colored inlay patterns in sheets.

Genuine linoleum, now as it was then, is made of natural materials — linseed oil typically mixed with powdered wood and/or cork, ground limestone, tree resins, drying agents and pigments applied to a backing of jute fiber.

Armstrong is generally credited with launching linoleum as a new flooring category around 1910. Its heyday lasted a half century. The product has recently found a new audience among customers interested in naturally-based products, softness underfoot, strength and versatility in home and commercial settings and its "colorability" — vivid for today's trends with the capability of presenting delicate and coordinated, even marbled looks.

Partially in keeping with "retro" looks and partly because of their blend of hard and cushiony characteristics, resilients, in general, are enjoying renewed interest.

But when we get right down to it, it's always the look — color, design, style, finish — that drives us. In the next pages you will see how resilient has found a place in today's home. 🐣



THE SATURDAY EVENING POST

*"No foolin'... a play rug just for kids? I'll be right over!"*

HERE IT IS, BETTY JANE... A NICER NEW PLAY RUG FOR ALL KIDS TO ENJOY!

LOOK! JOHN DOE HAS MADE LOTS OF NEW FRIENDS FROM HIS NEW RUG!

IT'S SO FUN TO PLAY ON IT ALL THE TIME AND NEVER WORRY ABOUT THE RUG!

Armstrong's Quaker Rugs

LOOK FOR THE QUAKER GIRL LABEL

"Mother Goose" child's play rug from Armstrong's Quaker Rugs line as advertised in the April 18, 1936 edition of *The Saturday Evening Post*.

# "GOLDEN AGE"

A photograph of a living room. In the foreground, a patterned carpet with a golden and brown floral motif covers the floor. A dark wood coffee table with a geometric X-shaped base holds a green candle in a glass holder and a small decorative object. Behind it, a dark leather armchair with a striped cushion sits next to a tall floor lamp with a textured shade. Large windows in the background offer a view of a wooded area with autumn foliage. To the right, a fireplace mantel is visible with decorative items.

It's a new season for resilientists like  
Armstrong's Urban Settings™  
Cottingham Mystic Gold.

*Home is the place where, when you have to go there,  
they have to take you in. – Robert Frost*



WELCOME  
HOME,  
RESILIENT!



Remember resilient? It's been called many things, but there are a host of advancements bringing resilient back home again.

For want of a better term, resilient includes any type of flooring that has "bounce back," that "give" making it a hard surface, yet with some soft qualities. Resilient, depending on the type, is available in tiles of various sizes and sheets which come in rolls of six or twelve foot width.

Linoleum probably is one we are most familiar with. It comes from *linum*, Latin for flax, and *oleum* meaning oil, the two basic ingredients for the product. Vinyl is another, as are rubber and leather.

"Sheet" materials, depending upon the size of the room, give a more continuous, uninterrupted solid look to the floor because they eliminate lines and seams typical of a tile installation. Sheet products are particularly useful in an area requiring lots of clean-up or mopping to maintain sanitary conditions. As for tile, the tic-tac-toe look of a tile may be exactly the look you want.

What's really changed about the resilient market in general is the fashion! Today's resilients are full of patterns in wood, ceramic and stone with realistic texturing, colors and designs with metallic flecks and actual embedded patterns and texturizing, a technique for producing grooves and grain areas that don't hold dirt and grime.

For protection, resilients are getting urethane with aluminum oxide particles, the same tough topcoat used in wearlayers for woods and laminate in recent years, making floors easy to clean up and resist scratching. 🍂

Three different approaches to "welcome home." Opposite: Domco's Eloquence Mountain Plank Spanish Gold. Above, a retro new design in a few of the one hundred colors of Marmoleum by Forbo. At right, Amtico's Woodland Leaves.

