

# BRAND ISSUES

2022

DEDICATED TEAM.  
QUALITY DESIGNS.

FEATURED PROJECT / EVEREST REHABILITATION HOSPITALS

# Thank You.

It's the perfect time to thank you all, including you, our devoted customers. Thank you for believing in our team, our products and services, which has helped us thrive in an ever-changing market. Your ongoing support, insight and encouragement keeps us inspired.

For those who we are meeting for the first time or are just starting out our relationship, we welcome you. Our team hopes you will find this visual booklet helpful for getting to know us — our family — a little bit better.

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A collection of discussional and technical topics related to flooring, installation, maintenance and more.

# About TAJ

Established in 2008.

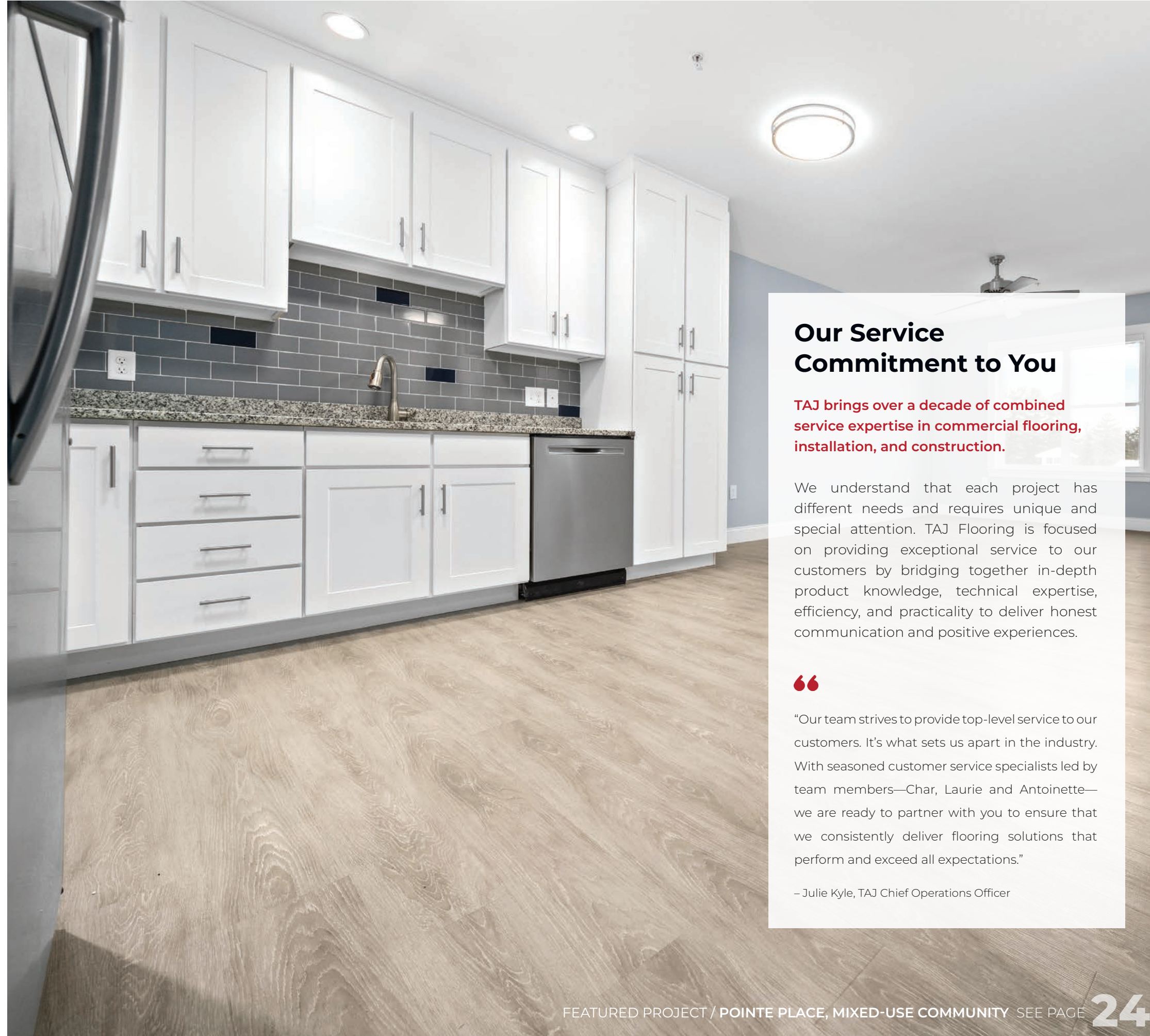
TAJ Flooring, Inc. is a family-owned business, proudly serving clients by offering a broad selection of highly versatile resilient flooring designs for today's modern commercial environments. Our values focus on service and superior quality, finding the ideal solution for your unique design and functional needs.

## Dedicated Team. Quality Designs.

Today, TAJ provides millions of square feet of commercial flooring to a wide range of customers. As we continue to grow our team and combined flooring experience, we have added unique service solutions to address our customer needs with an industry-by-industry approach.

Our team's flexibility, can-do attitude and expertise offers us the pleasure of working in a variety of industries including (and not limited to):

- Workplace
- Multi-Family
- Hospitality & Entertainment
- Healthcare
- Senior & Assisting Living
- Retail
- Education
- Sports & Multipurpose



## Our Service Commitment to You

**TAJ brings over a decade of combined service expertise in commercial flooring, installation, and construction.**

We understand that each project has different needs and requires unique and special attention. TAJ Flooring is focused on providing exceptional service to our customers by bridging together in-depth product knowledge, technical expertise, efficiency, and practicality to deliver honest communication and positive experiences.



"Our team strives to provide top-level service to our customers. It's what sets us apart in the industry. With seasoned customer service specialists led by team members—Char, Laurie and Antoinette—we are ready to partner with you to ensure that we consistently deliver flooring solutions that perform and exceed all expectations."

– Julie Kyle, TAJ Chief Operations Officer



Getting to spend time with the team means everything to me. Whether it's joining in on design meetings with my daughter, Ashley Hansen (also our Illinois representative) or meeting up at our home base in Elgin, Illinois; TAJ is about how we spend our time when we're together.

Top Left: Our team taking a quick photo-op before dinner. We think of it as our future album cover.

Top Right: That's Ashley, one of my three beautiful daughters. We're just about to get on the road to meet with our design customers.

Left: My loving and supportive family—Jan, Julie, Ashley and Jenny. You all have been an important part in building what TAJ is today.

# A Note From Our President

Tom Powell, President



Welcome to our first TAJ Brand Issue. We're excited to share what we've been up to lately, from product design and development to recent project installations. You'll even have the opportunity to meet some of our TAJ family – the people that make us who we are as a brand and are such an invaluable service to our industry. Sometimes we get so focused on talking with you about product that we forget to share more about what makes our team so dedicated and approachable. But before we get into that...

This year, I am extremely happy to say that the commercial flooring and interiors industry is getting stronger by the day, making its way through the pandemic that we all experienced together, but not without new challenges ahead. As you know, the cost and timing of freight delivery is something that we all share; one that we are constantly navigating to ease the pressure of. Sometimes these pressures allow us to find new pathways to support the future.

To address this immediately, we have invested in increasing the inventory levels of our best-selling designs to help facilitate large project needs and at a moment's notice. We refer to this initiative as our SuperStock program, and more information is

found within this issue on page 38. TAJ is also investing more resources in service-oriented options for our clients beyond product supply, and we are excited to share with you the details in the very near future.

Then there's our team. With the constant support from our customers, our team has been able to grow—even in the hardest of times. We have welcomed new team members in new roles within TAJ, as well as expanded our team of TAJ agent representatives, and just want to take a moment to thank each one of you for every contribution. Thank you!

If you know me well, I can go on and on, but let's just have you take a peek for yourself as to why I am so proud to be a part of TAJ and in serving each and every one of you.

Tom Powell, President



INDUSTRIES WE SERVE

# FEATURED PROJECTS

TAJ has had the pleasure of collaborating with our clients to support their design vision in efforts to make a positive impact. Our featured projects represent recent installations as we continue to discover what is next in design.



# Ascend Orthodontics

Combining Flooring  
Materials to Create a  
Seamless, Memorable Space

Luxury vinyl plank design Phoenix Big Apple featured in this Ascend Orthodontics project suited the environment and worked exceptionally well in combination with the other products in play, including the polished concrete flooring, exposed beams, vaulted ceilings, cabinetry finishes, and the lighting fixtures.

LOCATION: **LOVELAND, CO**

DESIGN: **JOEARCHITECT**

CONSTRUCTION: **BLEEKER CONSTRUCTION**



Phoenix Premium Luxury Vinyl Plank & Tile  
TAJ-706F Big Apple



The use of LVT to complement the entire project pulled together two separate suites and bridged them into one unified office environment. In short, LVT as a dental office flooring option proves to be a very versatile solution that adds to the betterment of the space's overall appeal.

The team collectively extended beyond a single product line to bring the entirety of the space to life, working together in concert. At the heart of those products was an LVT flooring solution, which helped tie the whole project together.



"LVT is generally our first recommendation when it comes to flooring. It helps with sound dampening and is a durable product. We really like it from a design standpoint as it's such a beautiful product. Affordability compared to a tile product is also huge. I always think that if I'm a doctor or an orthodontist and I'm carrying around all these tools and accidentally drop something, at least with LVT, it's not going to break, crack, or chip like a tile or concrete. LVT is a fantastic product with a lot of great options. The wood looks have really come a long way. They're beautiful, don't scratch as easily, and are simple to clean."

– Jenna Hann, Interior Designer at JoeArchitect

[READ THE FULL CASE STUDY](#)



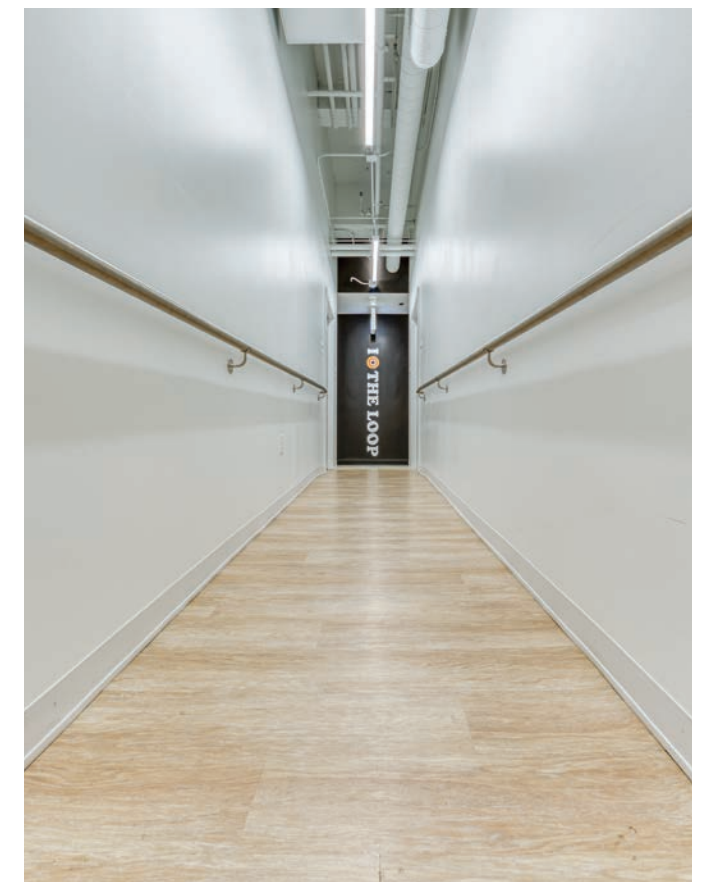
# CorePower Yoga

## Multi-Faceted Hot Yoga Studio Stretching the Bounds of Flooring Function and Aesthetics

From barre and hot yoga studios, to changing areas and locker rooms, CorePower Yoga members are often walking around barefoot. Selecting flooring that was both comfortable (and warmer) underfoot and easy to clean was extremely important. Featured in this CorePower Yoga studio is a luxury vinyl plank design with an organic wood look, and Limed Wood from our Select Luxury Vinyl Plank and Tile collection.

**LOCATION: CHICAGO, IL AND SERVING MULTIPLE LOCATIONS**  
**DESIGN: RGLA (CHICAGO LOCATION)**  
**PHOTOS: JAMIE LINK PHOTOGRAPHY**





Select Luxury Vinyl Plank & Tile  
NVF-2534F Limed Wood



[DOWNLOAD THIS FEATURE](#)



# Everest Rehabilitation Hospitals

A Multifunctional Environment  
Focused On Patient Well-Being  
and Healing

Spaces focused on wellness have different requirements for flooring design and range from comfort and safety to ease of maintenance and visual performance. Everest Rehabilitation Hospitals use luxury vinyl flooring to create guiding ways throughout their space by combining blue and varying gray toned flooring from the Spectrum collection.

LOCATION: **TEXAS, SERVING MULTIPLE LOCATIONS**  
DESIGN: **SJL DESIGN GROUP, EVEREST REALTY GROUP**  
PHOTOS: **COURTESY OF EVEREST REHAB**



Everest  
REHABILITATION  
HOSPITAL

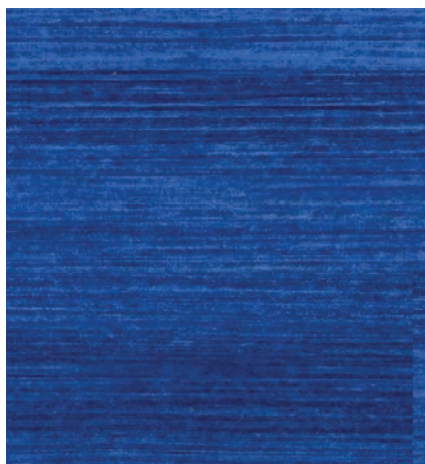


*We sincerely thank you for your service*



Everest  
REHABILITATION  
HOSPITALS, LLC.

Spectrum Select Luxury Vinyl Plank & Tile  
TAJ-8000H Carter



Spectrum Select Luxury Vinyl Plank & Tile  
TAJ-8006H Mayer



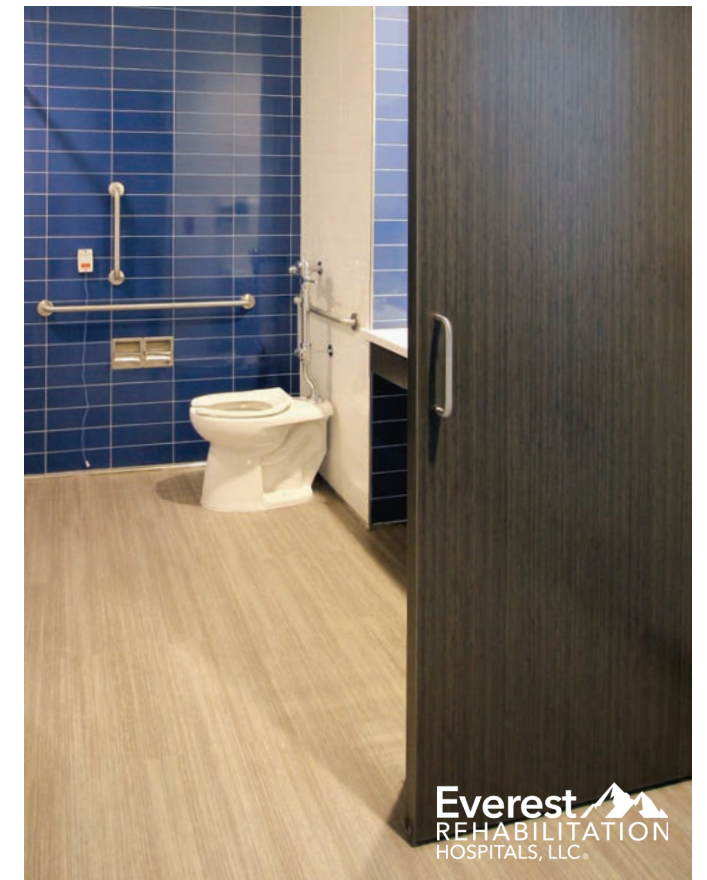
Spectrum Select Luxury Vinyl Plank & Tile  
TAJ-8012H Jagger



Everest  
REHABILITATION  
HOSPITALS, LLC.



Everest  
REHABILITATION  
HOSPITALS, LLC.



Everest  
REHABILITATION  
HOSPITALS, LLC.

DOWNLOAD THIS FEATURE



# Pointe Place

## A Mixed-Use Community Requiring Flooring With Acoustic Benefits

With 20,000 square feet of multi-function spaces set for installation in a tight timeframe, using luxury vinyl flooring within Pointe Place's living spaces offered the durability and practicality to get the job finished on time and within budget. Flooring for both apartment units and common areas, including hallways and lobby spaces, featured a variety of woodgrain visuals in a 5MM thickness, 20mil wear layer construction. The combination of highly desirable wood patterns in modern tones with the practicality of LVT offers tenants a lived in appeal that is easy to maintain.

LOCATION: **DOVER, NH**

CONSTRUCTION: **SUMMIT LAND DEVELOPMENT**

PHOTOS: **GEORGE MURRAY**



FEATURED PRODUCT / WAVELENGTH TAJ-6516D SHARKSKIN



FEATURED PRODUCT / COLOR INFUSED TAJ-6540X BOARD BUFF

The variety of luxury vinyl wood visuals selected to accentuate the contemporary tone of the community enabled the Pointe Place project to fashion a design that exuded comfort while leaving the space feeling subtle and neutral for tenants to have their own design freedom within.

Once the luxury vinyl flooring was installed in both the units and hallways, the overall design aesthetic of the community finally felt complete. Not only did the selection of 5mm modular acoustic flooring satisfy the design intentions of the overall space and environment, its acoustic performance requirements were met as well.



FEATURED PRODUCT / WAVELENGTH TAJ-6525D CHIA



“The building has pets, children, tenants walking through the space from late night work shifts. When in a unit, these sounds are well absorbed. Also, with the hallways being so long, you really don’t hear an echo.”

– Kendra Mayall, Project Manager of Summit Land Development

[READ THE FULL CASE STUDY](#)

Wavelength Modular Acoustic Flooring  
TAJ-6525D Chia



Wavelength Modular Acoustic Flooring  
TAJ-6516D Sharkskin



Color Infused Modular Acoustic Flooring  
TAJ-6540X Board Buff



# Dedicated Team.

## Q/A with Susan Ford, TAJ Vice President of Sales

### Tell us about yourself. How'd you get involved with the flooring industry?

My commercial flooring career began on the manufacturing side with a company that made water-based urethane finishes, sealers, and cleaners for wood flooring. I was their private label salesperson. All told I have 20 years of experience in the flooring industry and related sundries.

To date I've earned my certification as a wood flooring inspector and am a certified resilient flooring inspector.

### What do you enjoy about working for TAJ? What is it like working for a family-owned business?

I appreciate working for a smaller-sized organization where there's more involvement and knowledge of the inner-workings of other departments and functions as well as direct communication with ownership. This helps to ensure that I am reflecting the values and preferences of the family. Working for Tom Powell has been refreshing and empowering. I'm trusted to do what needs to be done to address a problem or create an opportunity to increase business. It's encouraging not to be burdened with restrictive policies/procedures but instead to be able to take care of the issue in a fair and balanced way.

### What motivates you to do what you do here?

Go ahead, call me a nerd! I love commercial resilient flooring and the A/D design community! What motivates me most are the people I work with now and have met over the years. I was attracted to working for TAJ because of the people! And they offered a great looking, quality product line supported by experienced staff. I could see how taking on this new role could positively impact growing the company. By actively engaging the sales team, I knew it would help them be better promoters of TAJ. I am motivated to continue to grow and change the sales team too. Since March 2020, things have been challenging in ways that no one could have predicted and they continue to change. Our success will continue to require flexibility as we navigate TAJ's future.

### What excites you about the now and the future of TAJ?

We offer exceptional service that is confirmed via customer feedback! We have relevance in today's competitive marketplace because of our company values and attention to delivering quality products within a quality buying experience. We value our business relationships and are working on new and different ways to increase our audiences' brand awareness about TAJ at all levels.

### What is one of your favorite TAJ projects or products? Why?

This is a tough question! A favorite product of mine is Phoenix's Alchemy Collection of acid-washed metals (Iron, Blued Steel, Cobalt, Copper). What I love about our products is meeting the people and learning the stories behind the connections that brought TAJ into a project or a new customer.

### What is something people don't know about you?

For over 20 years, I've volunteered regularly to read the newspaper to the blind and print handicapped via a low signal radio station. This services the state of Iowa, but my efforts are specific to the Des Moines metro area. Years ago, I was an Office Manager for an Ophthalmology office and learned about the impacts of sight loss later in life (macular degeneration, etc.). This is a way for me to give back to those that have lost something that keeps you connected to your world and community.



**Our team is why we thrive.** It's not just about the product and services we offer, it's about the why and how we do it. It's how we work together as a team, a unit, a family. This is what defines our brand.

## Q/A with Andy Aldo, CSS / TAJ Agent Representative for New England and Upstate NY

### Tell us about yourself. What is your agency focus?

I offer more than 20 years of experience in the commercial flooring industry representing a variety of manufacturers with specialty in luxury vinyl and resilient sheet flooring, servicing architects, designers, and contractors. I have worked on projects in a variety of markets throughout New England, NY state, and nationwide including retail and supermarket chains, healthcare environments and more.



### What motivates you to do what you do in the industry?

Over the years, I appreciate having my customers lean on me for expertise and service for their projects and trust that I will service their flooring needs from start to finish. I also love representing companies with innovative product direction, and who want to work as a partnership to grow together as a unit.

### How has the flooring industry changed over the years?

There has been a lot of industry consolidation over the years with the large corporate giants. Also, COVID has changed the way we interact with our customers through electronic and digital methods, as well as tools like Material Bank which TAJ is a partner of. As a small flooring agency, it is refreshing to represent flooring companies that are focused on what they do best and TAJ is one of those companies.

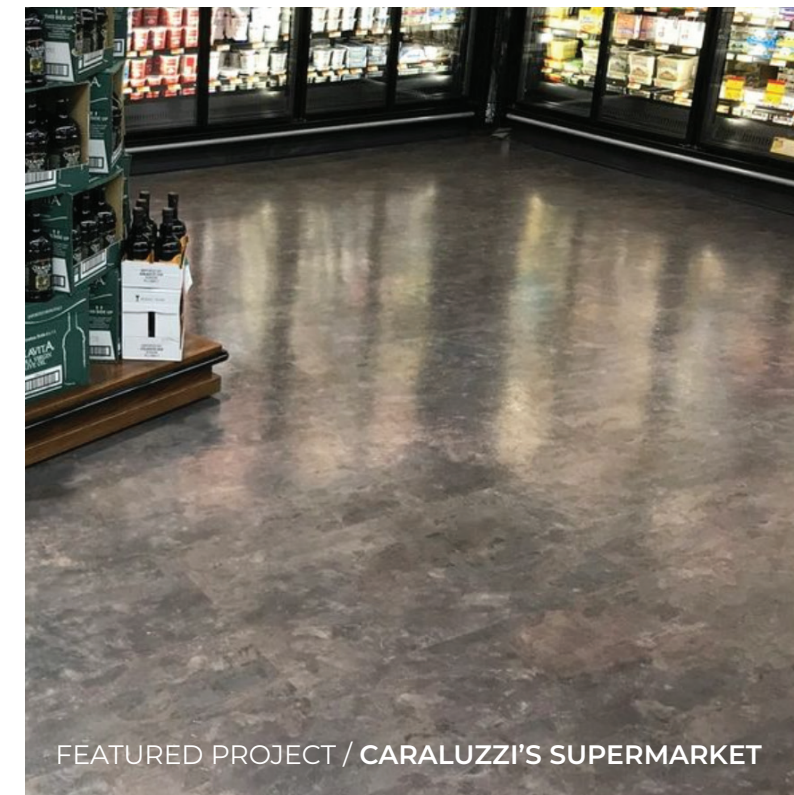
### What do you enjoy about working with TAJ? Do you have a favorite project or product?

I love the family-owned business atmosphere and their special attention to service. TAJ is focused on being a resilient flooring company and is focused on delivering exceptional service towards a positive customer experience.

Caraluzzi's Supermarket in Bethel, CT. This project was 35,000 square feet of custom luxury vinyl plank and tile, installed in 2017. Our clients love the product, and are currently in the process of completing another store in Danbury, CT which will be opening soon. This is just an example of the quality and service that we, together with TAJ, can provide.

### What do you enjoy doing when you're not working?

I love spending time with my family, cooking or being outdoors and enjoying many different activities like boating, hiking, ATV riding, taking many day trips on the weekend. Really, anything adventurous!



FEATURED PROJECT / CARALUZZI'S SUPERMARKET





# FEATURED PRODUCT

TAJ has long taken pride in providing the flooring industry with solutions that fit today's needs while anticipating and adapting to the ongoing evolution of commercial interior environments.

Over the past year, we've introduced products welcomed by new market segments and have designs new products that are stylish and functional. Let's take a closer look.

FEATURED PRODUCT / TAJ-6516D SHARKSKIN, WAVELENGTH COLLECTION  
TAJ-6531C BATTEN ICE, COLOR INFUSED COLLECTION

# Wavelength

Modular Acoustic Flooring designed for ease of application and acoustic requirements.

Wavelength Modular Acoustic Flooring is a high performance 5mm fiberglass reinforced luxury vinyl flooring product with non-slip backing. This advanced modular construction allows for multiple installation options in varied commercial end use applications. Wavelength is ideal for use over raised access floor panels, excellent for limiting sound transmission, and installs next to carpet tile without the need for transition strips.



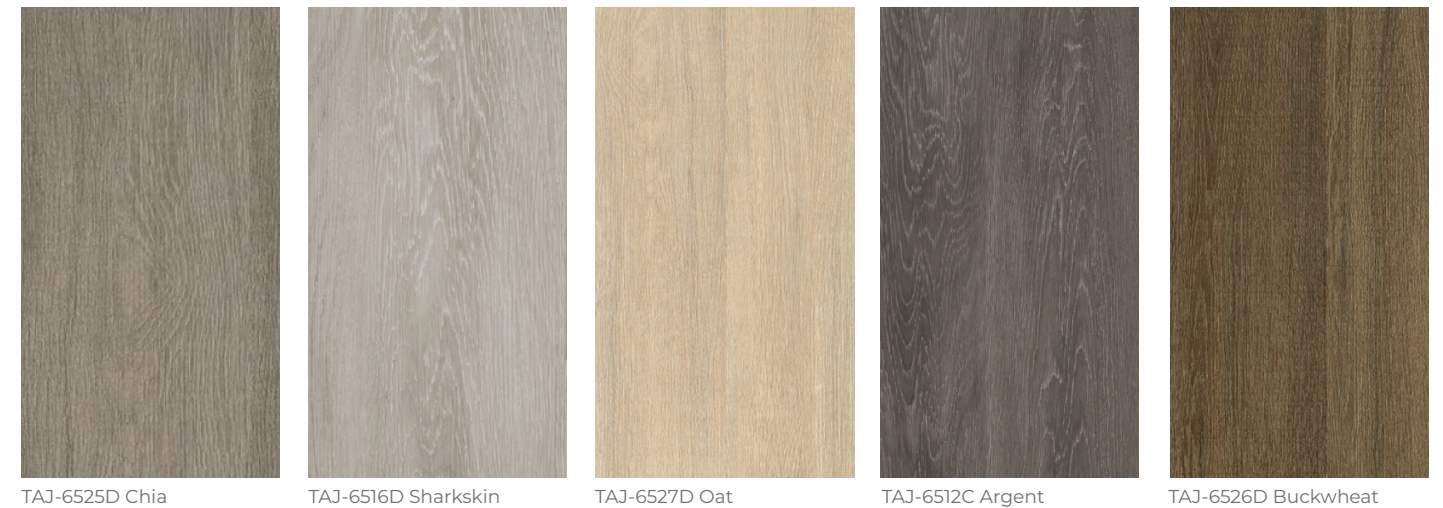
FEATURED PRODUCT / TAJ-6525D CHIA



FEATURED PRODUCT /  
TAJ-6561C RIPSTOP  
TAJ-6560C GAUZE



FEATURED PRODUCT / TAJ-6512C ARGENT



TAJ-6525D Chia

TAJ-6516D Sharkskin

TAJ-6527D Oat

TAJ-6512C Argent

TAJ-6526D Buckwheat

## DESIGNS ON TREND

The visual of soft wood grains in neutral tones remains a top choice for commercial interiors.



FEATURED PRODUCT / WOOD MAPLE WITH SOLID DARK BLUE



FEATURED PRODUCT / WOOD OAK

# Motivva

Sports and multipurpose sheet vinyl set to inspire movement.

A resilient sheet flooring designed for active environments, Motivva Sports and Multipurpose Flooring performs in interior settings that inspire, motivate and drive movement. From multipurpose community use to sport-focused facilities, Motivva excels in durability, stability, and visual strength.

With high performance activities in mind, Motivva offers various thickness options including 8MM Competition and 6.5MM Versa which feature a Class 2 shock absorption rating in accordance the ASTM F2772 standard.

[VIEW FULL COLLECTION](#)



FEATURED PRODUCT / STAINED WOOD MAPLE RED WITH SOLID GRAY

**MOTIVVA**  
SPORTS + MULTIPURPOSE FLOORING

## SuperStock

Luxury vinyl flooring designs with **25,000+ SF** of inventory in stock and ready to ship.

With an array of commercial design options to choose from, our SuperStock Luxury Vinyl Flooring selection offers visuals of wood, stone and more with high inventory availability of 25,000 SF or more that is in stock and ready to ship today.

[VIEW ALL PRODUCTS](#)



FEATURED PRODUCT /  
TAJ-2603G ROMA



FEATURED PRODUCT /  
NVL-2401 GUNMETAL



FEATURED PRODUCT / TAJ-6072F SILVER BIRCH



FEATURED PRODUCT / TAJ-6527D OAK

Sourcing quality products to promote functional, sustainable and socially responsible commercial interiors.

3MM LVT



VIEW COLLECTION

**SELECT LUXURY VINYL PLANK & TILE**

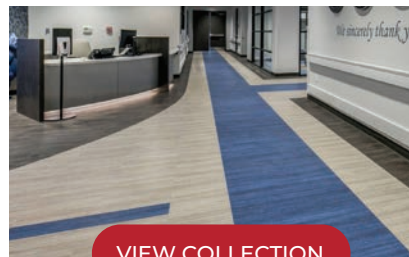
With endless design options of wood, stone and concrete, Select luxury vinyl plank and tile showcases affordability without compromising high style and performance.



VIEW COLLECTION

**PHOENIX PREMIUM LUXURY VINYL PLANK & TILE**

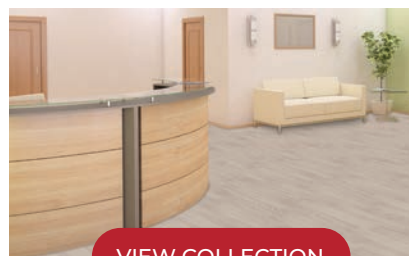
A mix of modern visuals, sizes and surface textures, Phoenix luxury vinyl plank and tile feature a premium construction with a 28mil wear layer ideal for the heaviest traffic environments.



VIEW COLLECTION

**SPECTRUM LUXURY VINYL PLANK & TILE**

Spectrum luxury vinyl flooring delivers bold colors and patterns for commercial end-use applications.



VIEW COLLECTION

**IMPERIAL PHTHALATE FREE LVT**

A collection of phthalate free, high performance, and low maintenance antimicrobial resilient planks. With 15 colors to choose from, each visual has been specifically designed to coordinate with a resilient vinyl sheet product from our Majestic Phthalate Free Sheet Vinyl collection.



VIEW COLLECTION

**WAVELENGTH MODULAR ACOUSTIC FLOORING**

A mix of contemporary wood looks to linear abstract and linen-like textural designs, Wavelength modular plank and tile options offer sound absorption benefits.

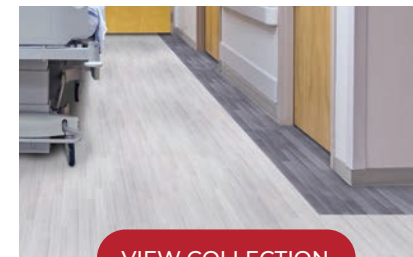


VIEW COLLECTION

**COLOR INFUSED MODULAR ACOUSTIC FLOORING**

Inspire and design with color. The Color Infused Modular Acoustic Flooring collection offers a selection of three coordinating designs — Board, Batten and Buff — in eight various colorways.

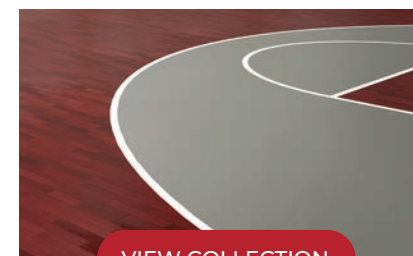
SHEET VINYL



VIEW COLLECTION

**MAJESTIC PHTHALATE FREE SHEET VINYL**

Majestic flooring designs combine woodgrain visuals with the high performance of resilient vinyl sheet. Ideal for spaces requiring top hygienic practices, pair this collection with Imperial Phthalate Free LVT.

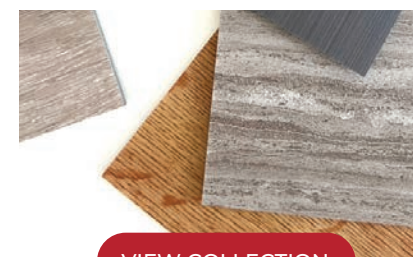


VIEW COLLECTION

**MOTIVVA SPORTS + MULTIPURPOSE FLOORING**

With high performance in mind, Motivva offers various thickness options including 8MM Competition and 6.5MM Versa which feature a Class 2 shock absorption rating in accordance with the ASTM F2772 standard, as well as 4.5MM Multi and 2MM Strongside for multipurpose use.

DEEP STOCK



VIEW COLLECTION

**SUPERSTOCK LUXURY VINYL FLOORING**

With an array of commercial design options to choose from, our SuperStock Luxury Vinyl Flooring selection offers visuals of wood, stone and more with high inventory availability of 25,000 SF or more that is in stock and ready to ship today.

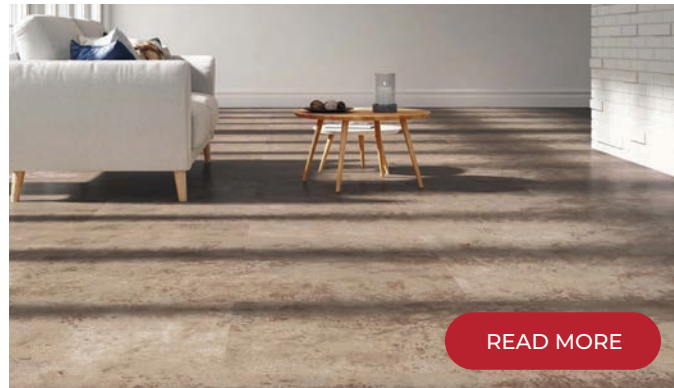
Our flooring products are FloorScore® certified with Environmental Product Declarations available. Visit [tajflooring.com](http://tajflooring.com) for support documentation, or review our collections on [mindfulMaterials](http://mindfulMaterials.com).



# Performance Matters.

Our team always keeps an ear to the floor when working with our customers. Whether for new trends or commonly asked questions, our goal is to continue to be a vital resource within the industry. Check out our latest blog posts on the topics we've been talking about.

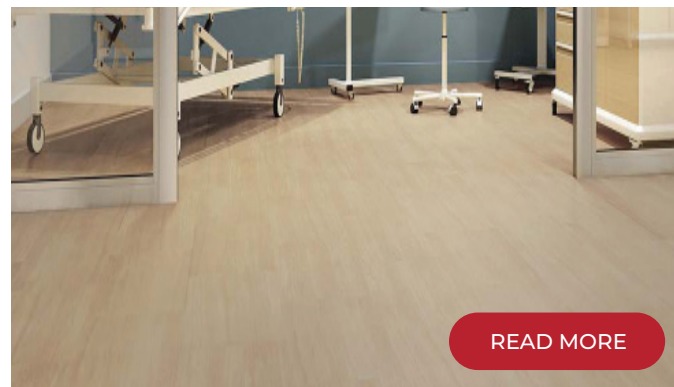
## What is LVT flooring?



[READ MORE](#)

We're going back to basics. Around the turn of the century, commercial applications turned to LVT and it has become the most sought-after hard surface in commercial design today.

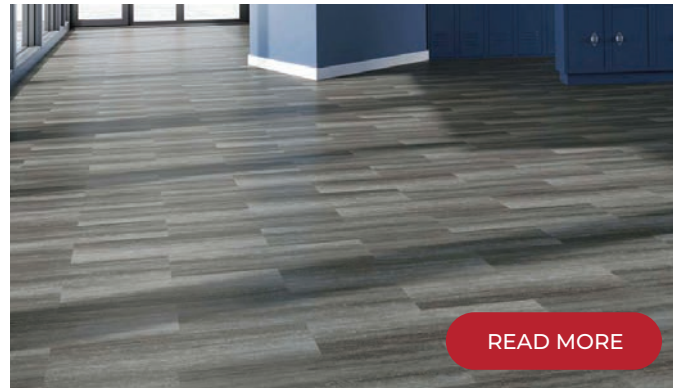
## The Hygienic Benefits of Commercial Vinyl Flooring



[READ MORE](#)

Hygienic flooring has been a top-of-mind requirement for commercial environments with luxury vinyl and resilient sheet flooring quickly becoming the preferred choices for promoting clean environments without the need for excessive maintenance routines.

## How Long Does Luxury Vinyl Tile Flooring Last?



[READ MORE](#)

Whether you are looking to install flooring in a new construction application, or redesigning a current space, LVT is the most logical choice for your commercial project, that is, if you're looking for a hard surface that will last.

## Acoustic Flooring Benefits



[READ MORE](#)

When a sound is generated, the structures and finishes within an interior space reflect or transmit the sound. Learn why luxury vinyl tile is a top choice for spaces that require noise reduction benefits.

**Questions?** Ask our team about design, installation, maintenance, and more.

[ASK US A QUESTION](#)

## The Pre-Installation Checklist for LVT Flooring



[READ MORE](#)

Industry specialists, contractors, and installers contribute in different ways to provide a successful LVT flooring installation. These guidelines help to fully understand the requirements for prepping and installing a luxury vinyl flooring solution.

## Flooring Solutions for High Moisture Concrete



[READ MORE](#)

Concrete substrates can hold onto and release moisture which may present issues over time. Learn why resilient flooring is one of the most versatile options to use when high moisture is detected.

## CONTRIBUTORS



### Joe Polito

For over 30 years, Joe Polito, Vice President of Product Development, has been immersed in the commercial flooring industry leading several roles including sales and account management, technical direction and product development.



### Torie Bonafede

Vice President of National and Strategic Accounts, Torie Bonafede has over 27 years of flooring industry experience offering a combination of installation and maintenance expertise with manufacturer brand representation of luxury vinyl flooring and more.

# It takes practice.

And we have just that. With a focus on resilient flooring since our start, we have tried, tested and outperformed with our products and service values.

Collectively, our Brand Issue showcases the exceptional creativity displayed by our industry, and we promise to continue our efforts to create, share, inspire and transform.

## Let's connect.


Our team is here to listen. Contact us:


[tajflooring.com](http://tajflooring.com)


(888) 652-2111


[info@tajflooring.com](mailto:info@tajflooring.com)

## Get social.

 @tajflooring

 @tajflooringinc

 @tajflooringinc

 @tajflooring



### FEATURED PROJECTS & PRODUCTS

Facing Page: **Pointe Place**  
Color Infused TAJ-6540X Board Buff

Top Right: **House & Home**  
Select WAF-5135 Mahogany

Above: **Legacy at Jones Farm**  
Phoenix TAJ-756F Yakisugi

Right: **Ravinia Music Box**  
Wavelength TAJ-6521C Fawn

BRAND ISSUES



GLOBAL MANUFACTURING, LOCAL SERVICING

Elgin, Illinois

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[tajflooring.com](http://tajflooring.com)