



# SOCIAL FACTOR

**D2™ and Mat Designs for the New Workplace**  
Promoting Social Distancing and Enhanced Hygiene

*Milliken*™



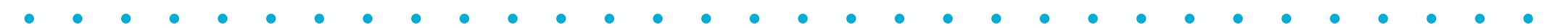
# THE NEW WORK PLACE

## THE NEW WORKPLACE

As governments around the world look to ease lockdowns, companies are searching for safe ways to get their employees back to work as soon as possible. Safety as well as mental and physical well-being are now firmly at the top of the corporate agenda. Employees will demand a safe workplace – they felt secure and protected in their homes, they will want to feel equally safe when they return to the workplace.

### **Cultural Change**

Companies have a responsibility to create a work environment that minimises the potential for virus transmission. They also have a responsibility to develop a new culture and promote responsible behaviours such as social distancing and enhanced hygiene practices.



# T H E N E W W O R K P L A C E

## T H E N E W W O R K P L A C E

### **Visible Safety Guidelines**

Employees will be required to play their part and act responsibly. This means companies will need to move rapidly to provide clear guidelines. These new rules must be fast and cost effective to implement, highly visible and easy to follow.

### **The Design Challenge**

The workplace needs re-thinking and this creates profound new design challenges. The floor plan can play an important role in offering effective solutions. Floor covering can provide the perfect medium for informative communications that can direct traffic flow and indicate the positioning of individuals and furniture pieces.



S O C I A L

F A C T O R

C O L L E C

T I O N

S O C I A L  
F A C T O R  
C O L L E C T I O N

Social Factor brings safety messages to life with lively and imaginative design treatments created to promote a spirit of positivity and commitment to a safe and healthy workplace.

*Key messages include:*

- Stay 1m Apart / Don't Get Too Close To Others
- Walk in this Direction
- Enter and Leave a Meeting Room / Bathroom / Dining Room This Way
- Use this Entrance / Exit
- Wash your Hands



# F O R M S

## F O R M S

The following designs shown in this collection are available as both Identity Logo Mats and D2™ Identity Logos.

Identity Logo Mats are high quality textile mats with a rubber backing, offered in an array of standard sizes and also custom sizes on request.

D2 Identity Logos offer both the flexibility of conventional mats along with the lock-down stability (magnetic base) and finished appearance of installed entrance flooring. This option is lightweight, functional, easy-to-clean, and anchored to the floor via Milliken's patented Adaptex™ Active Surface technology. Available in 3 sizes, it works as a 2-part design of the D2™ Identity Logo Top and Base.



C H A S E

T H E

R A I N

B O W

## Chase The Rainbow

Rainbows have become a common sight across Europe during the Coronavirus pandemic, as people put up pictures of the beautiful weather phenomenon in their windows to ease an otherwise sombre mood.

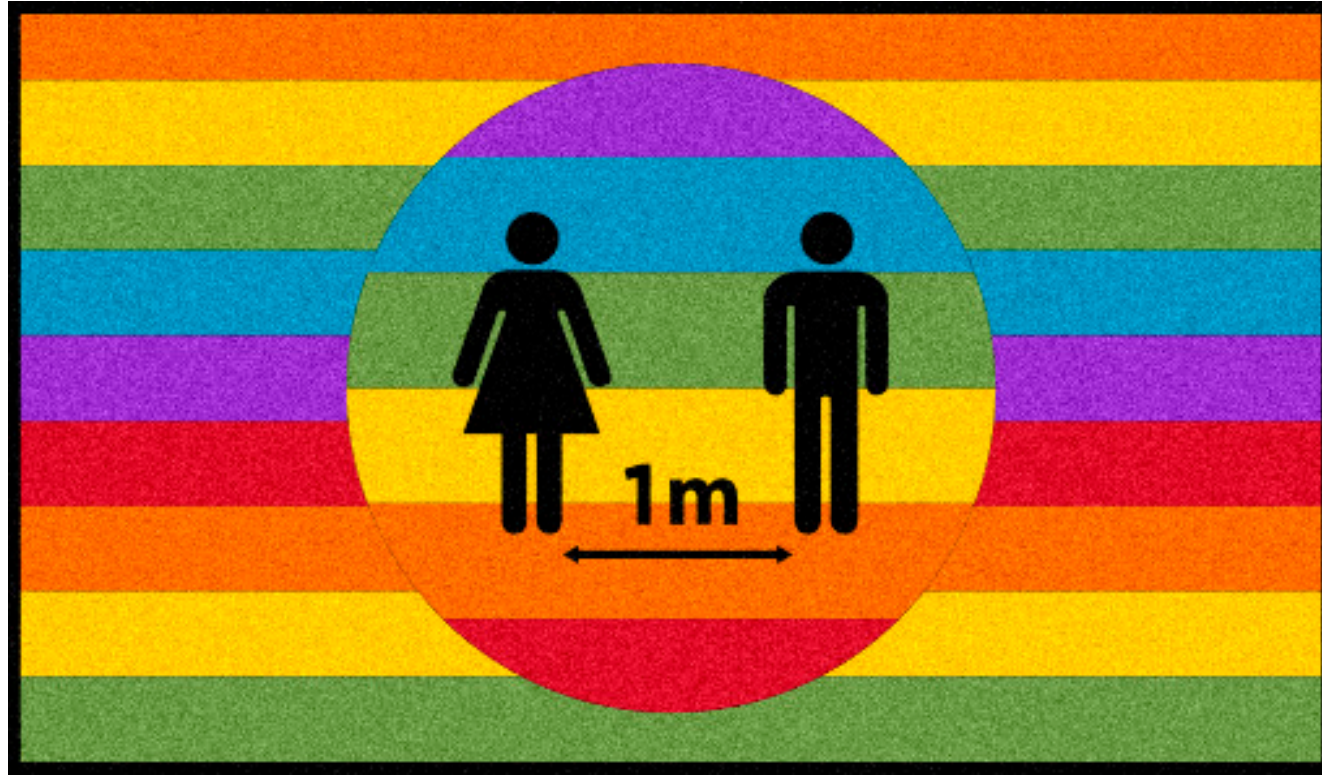
Children have been responsible for drawing most of the rainbows, which symbolise the sun emerging from a rainy backdrop. They ultimately serve as a reminder to stay positive.

People have taken to sharing their rainbow pictures via twitter under the hashtag **#chasetherainbow**.

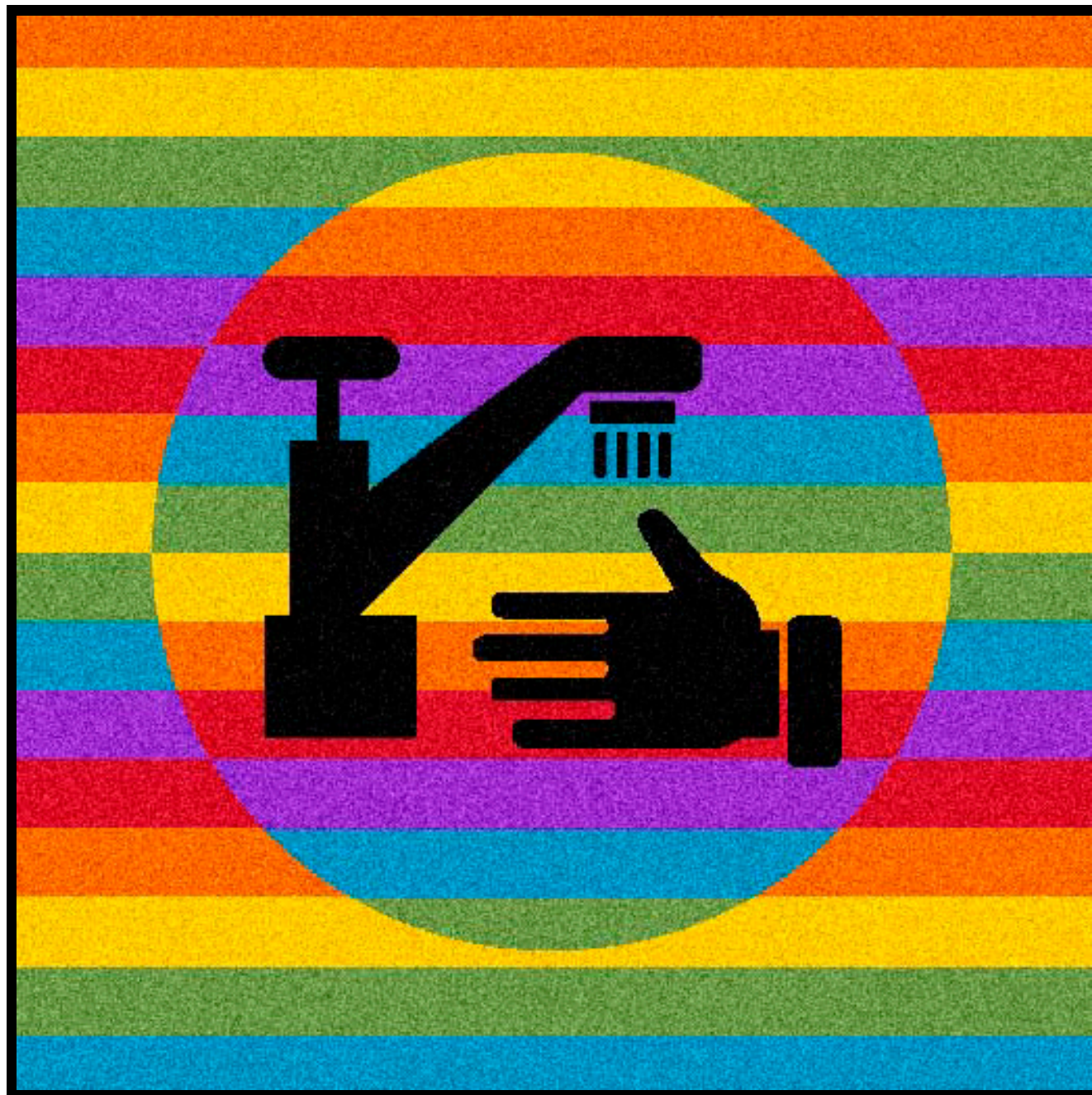




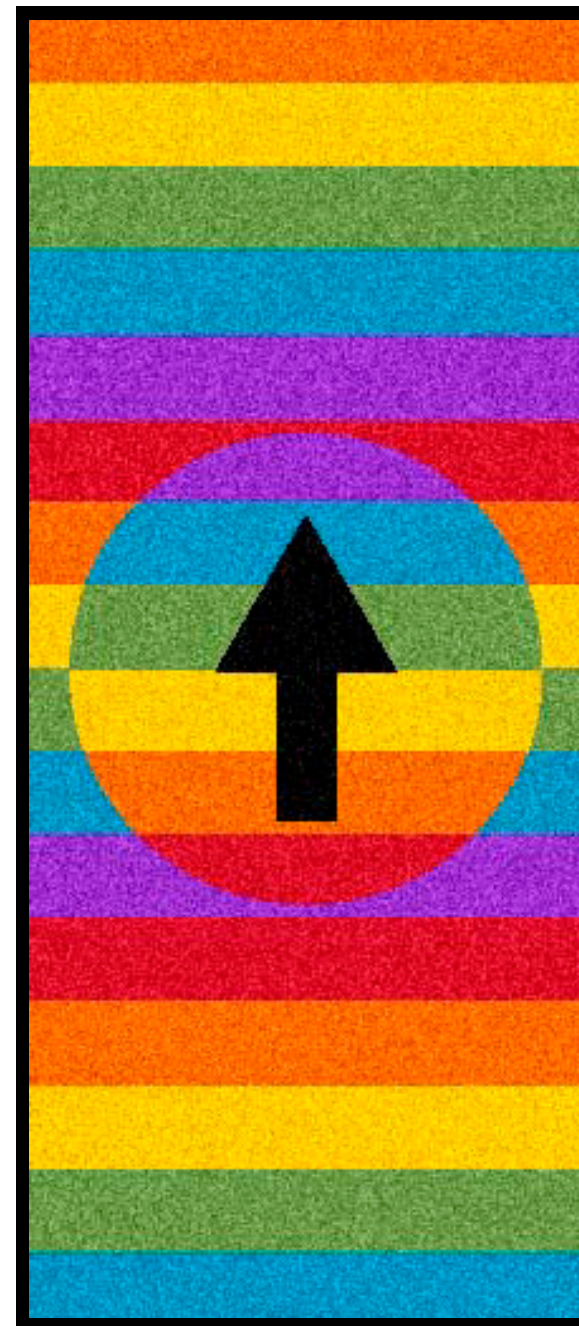
# SOCIAL FACTOR / Chase The Rainbow



CRBOW1 115x200cm



CRBOW2 200x200cm



CRBOW3 85x200cm

### Available designs:



### Standard Mat Sizes:

85x120cm, 85x150cm, 85x200cm, 115x180cm, 115x200cm, 150x200cm, 200x200cm  
Other standard sizes available.

### D2 Identity Logo Sizes:

Small - 80x100cm, Medium - 80x145cm, Large - 110x175cm



S E T

I N

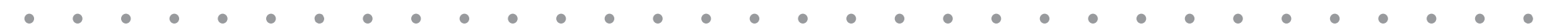
C O N C R

E T E

## Set In Concrete

Inspired by the popularity of concrete as an interior finish, the Comfortable Concrete collection combines the raw urban appeal of the concrete aesthetic with the underfoot comfort of a plush cushion back carpet tile.

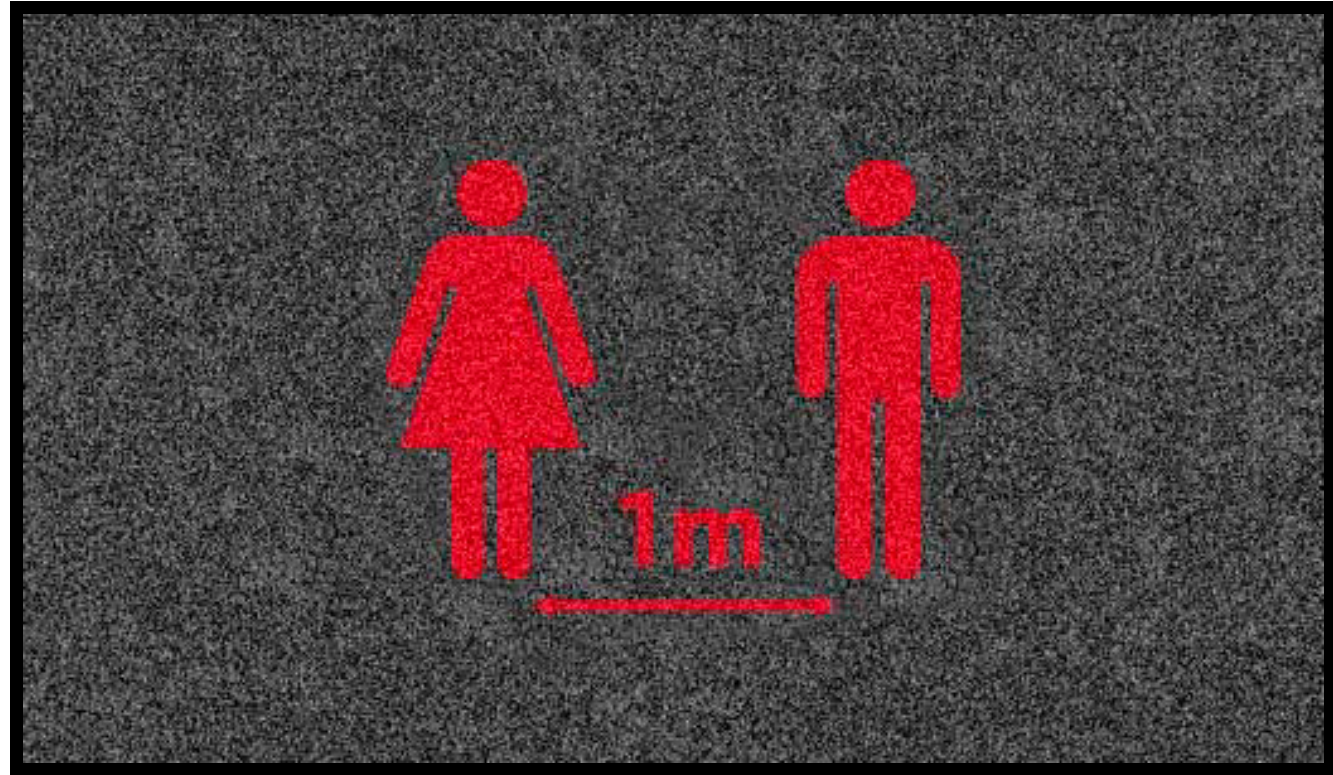
Social Factor, Set In Concrete reinterprets Comfortable Concrete into a family of informational carpet designs that combine bold neon graphics with spray-paint graffiti styling overlaid onto a rugged concrete effect background.



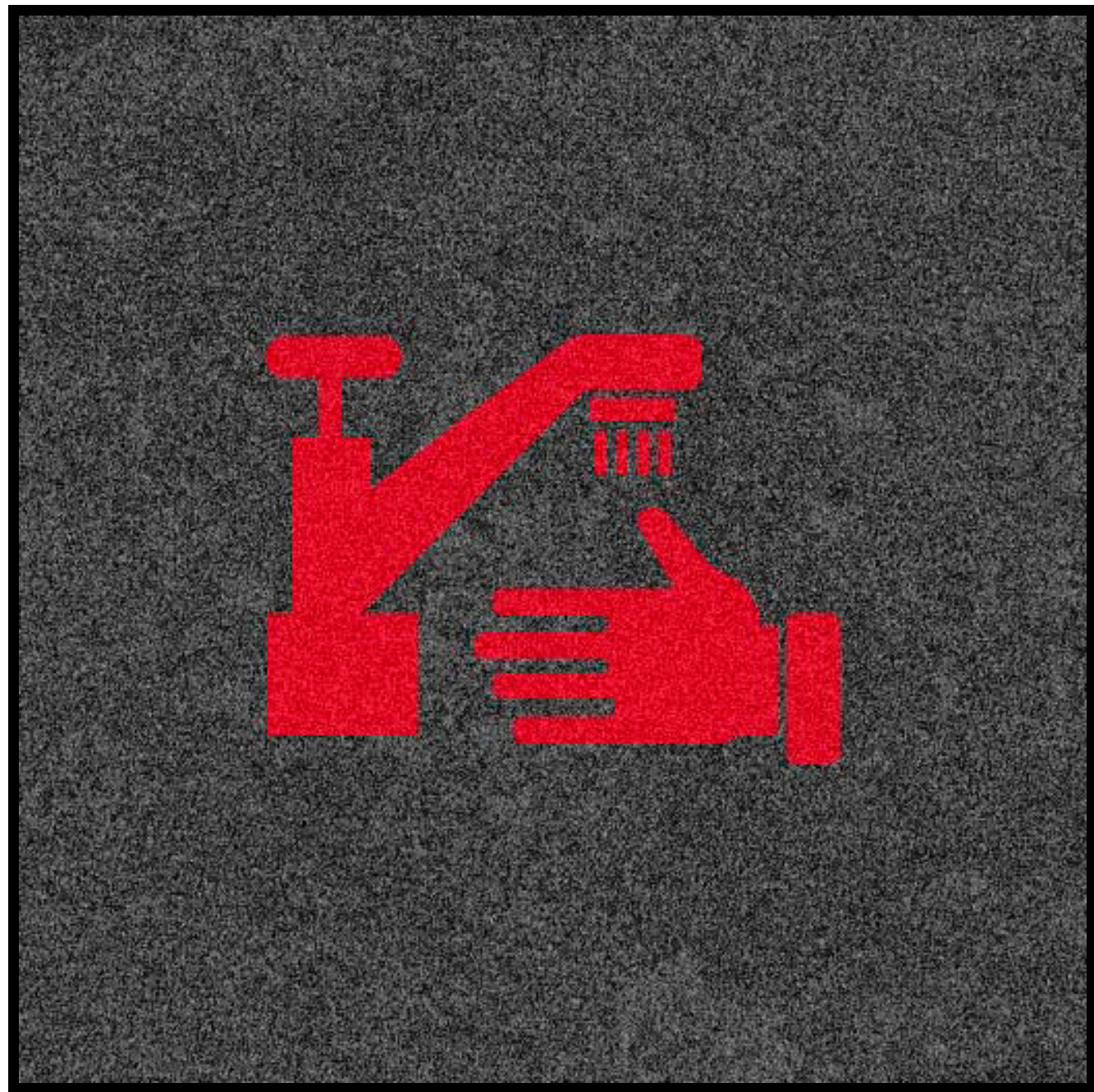
Milliken™



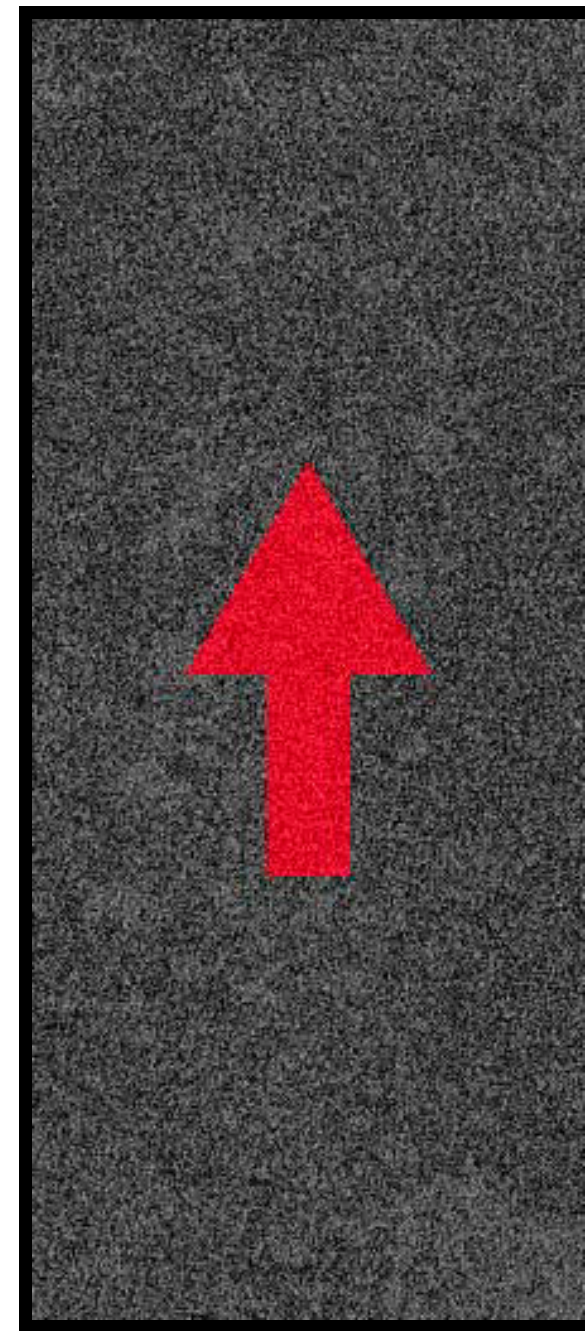
# SOCIAL FACTOR / Set In Concrete



CONC1 115x200cm

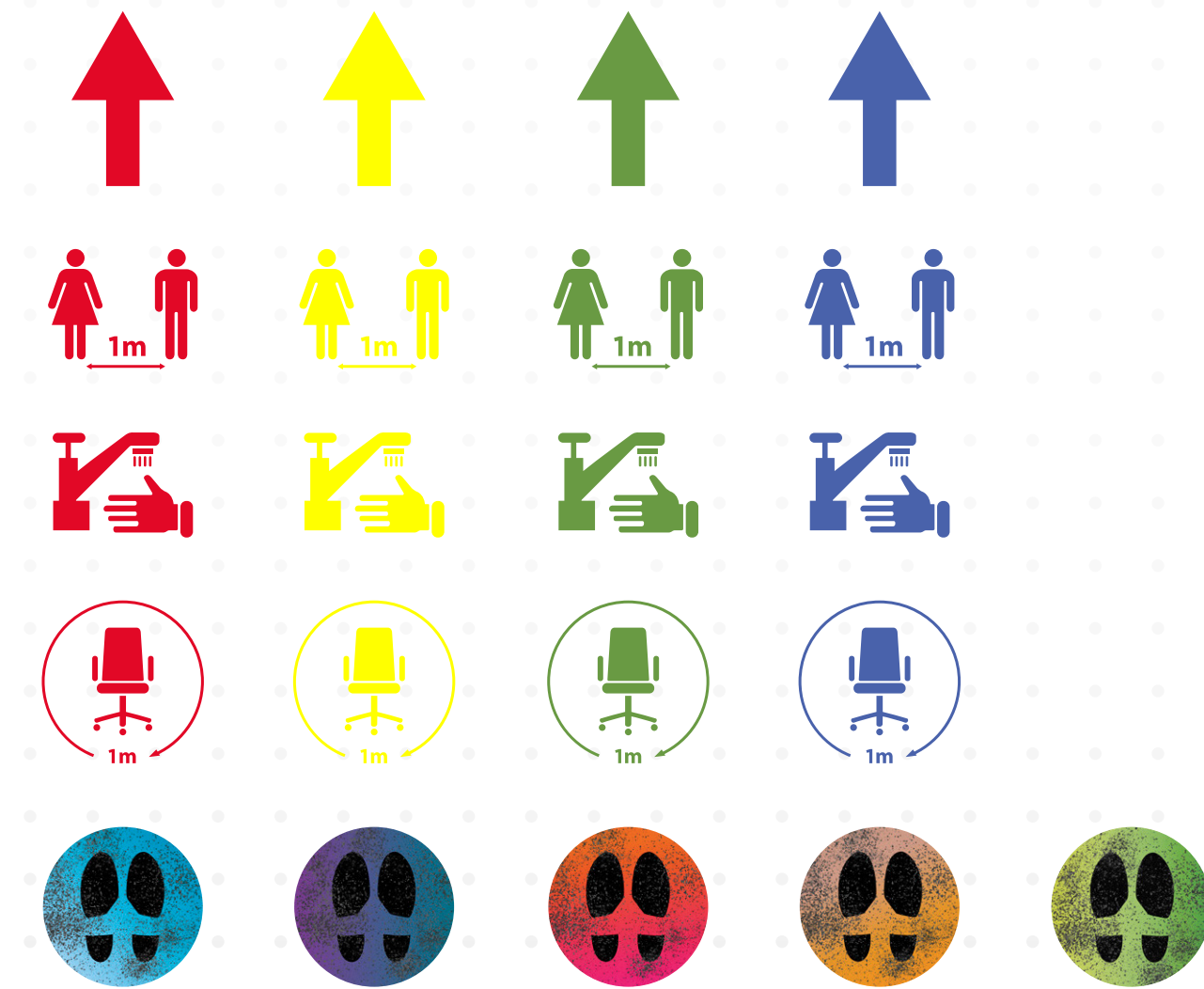


CONC2 200x200cm



CONC3 85x200cm

## Available designs:



## Standard Mat Sizes:

85x120cm, 85x150cm, 85x200cm, 115x180cm, 115x200cm, 150x200cm, 200x200cm  
Other standard sizes available.

## D2 Identity Logo Sizes:

Small - 80x100cm, Medium - 80x145cm, Large - 110x175cm



D R A W N

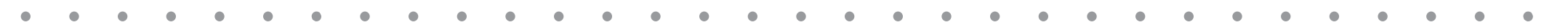
T O G E T H

E R

## Drawn Together

From the outside to the inside, the Naturally Drawn collection reinterprets nature through artistic expression.

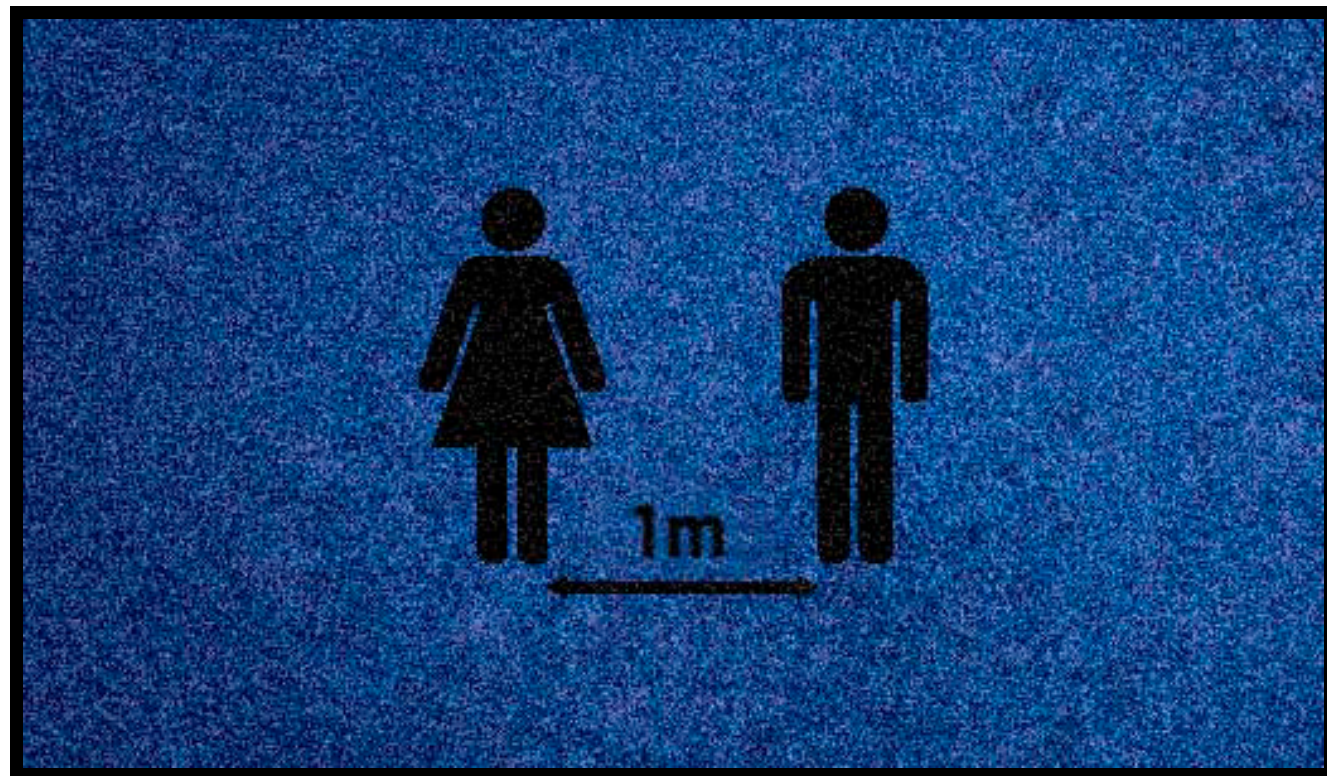
Social Factor, Drawn Together is a family of informational carpet signs lovingly crafted through the artist's hand whilst remaining true to the beauty of the original inspiration.



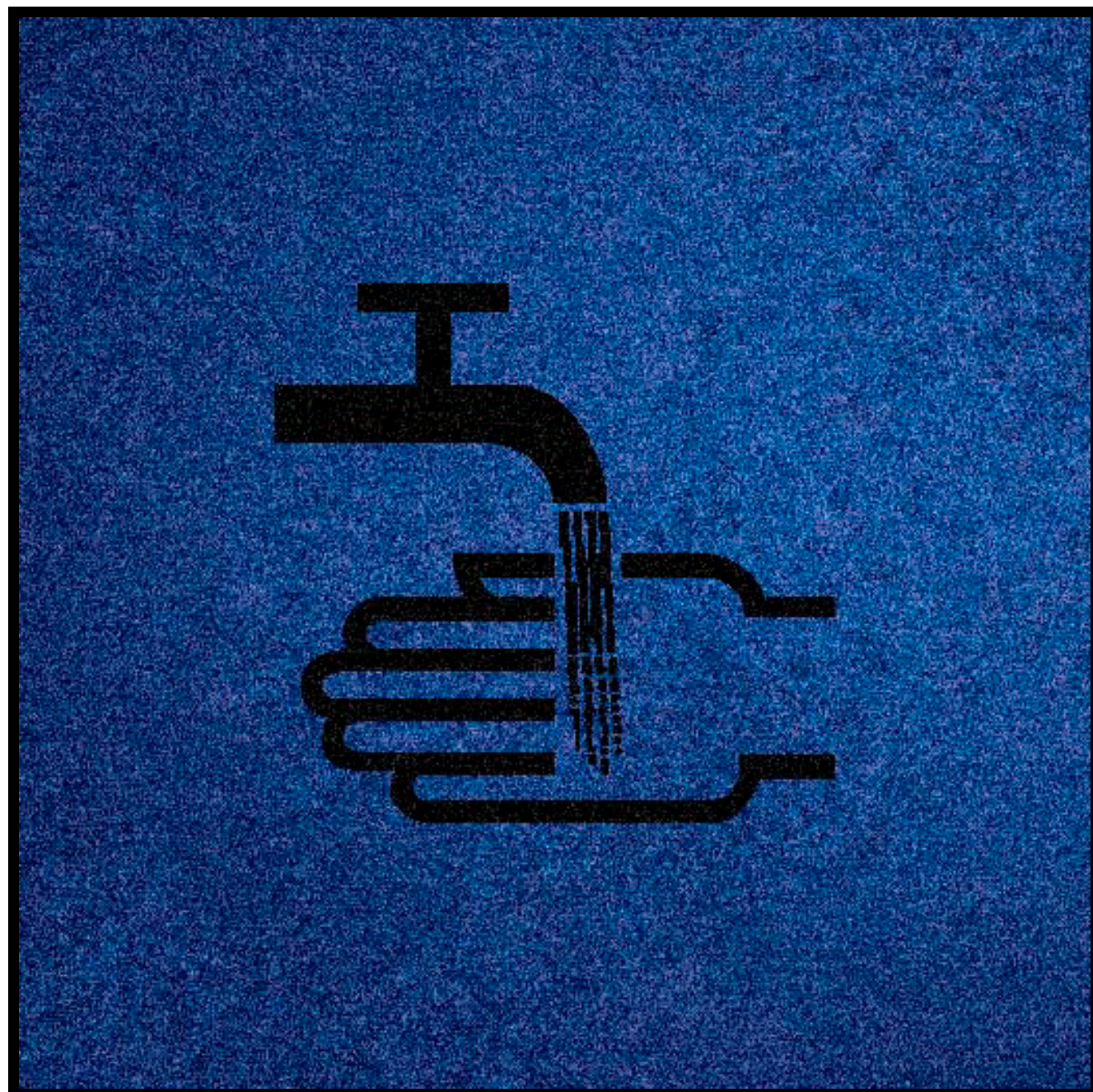
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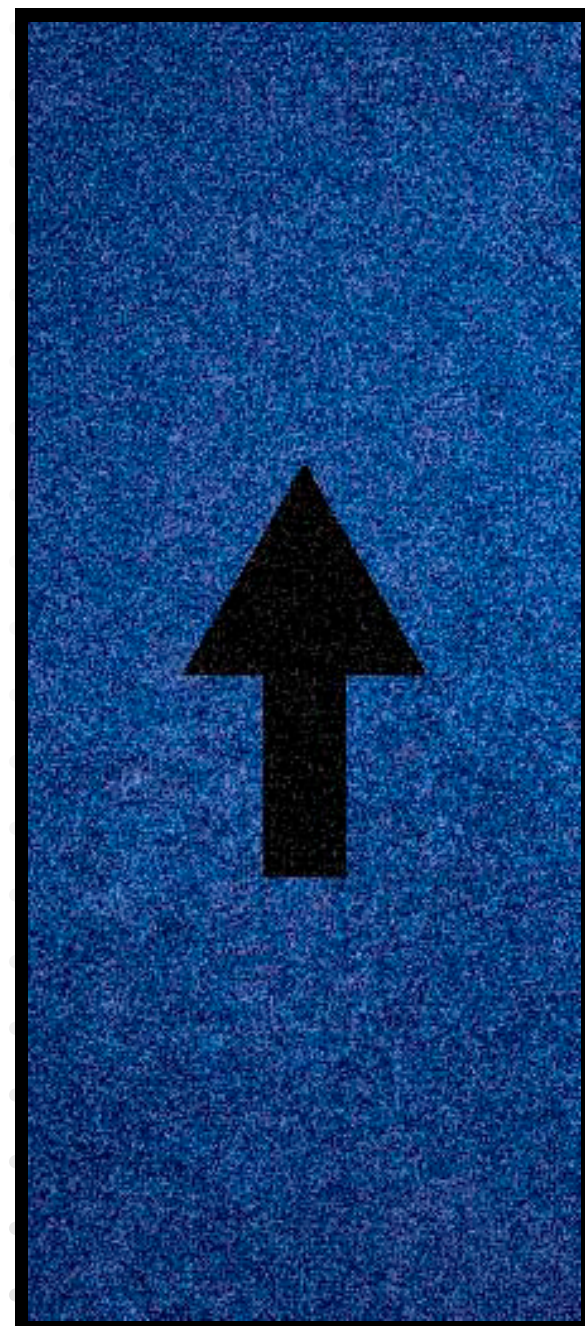
# SOCIAL FACTOR / Drawn Together



DRAWN1 115x200cm



DRAWN2 200x200cm

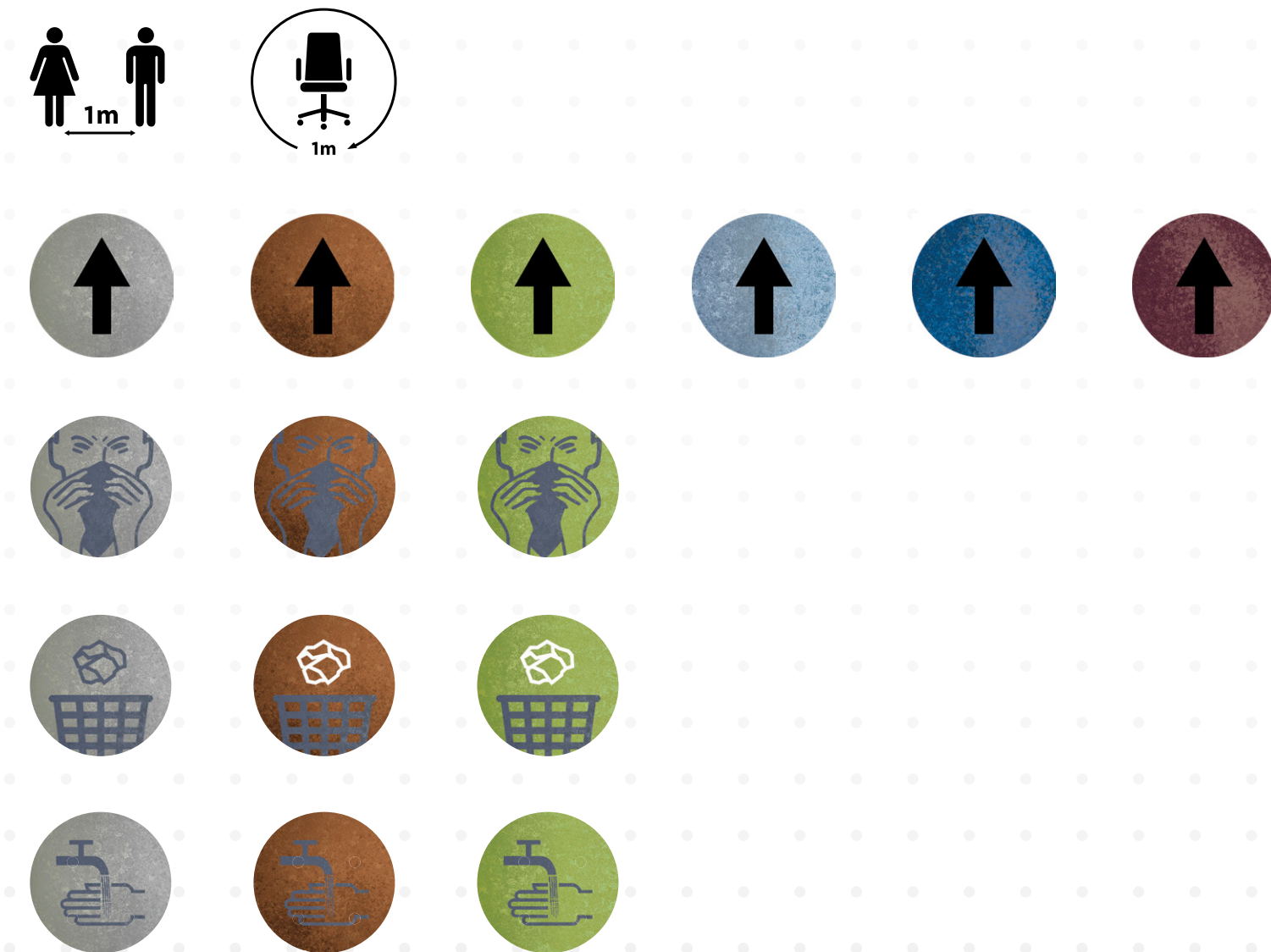


DRAWN3 85x200cm

## Available Backgrounds:



## Available designs:



## Standard Mat Sizes:

85x120cm, 85x150cm, 85x200cm, 115x180cm, 115x200cm, 150x200cm, 200x200cm  
Other standard sizes available.

## D2 Identity Logo Sizes:

Small - 80x100cm, Medium - 80x145cm, Large - 110x175cm



C L E R K

E N W E L L

L I F E

## Clerkenwell Life

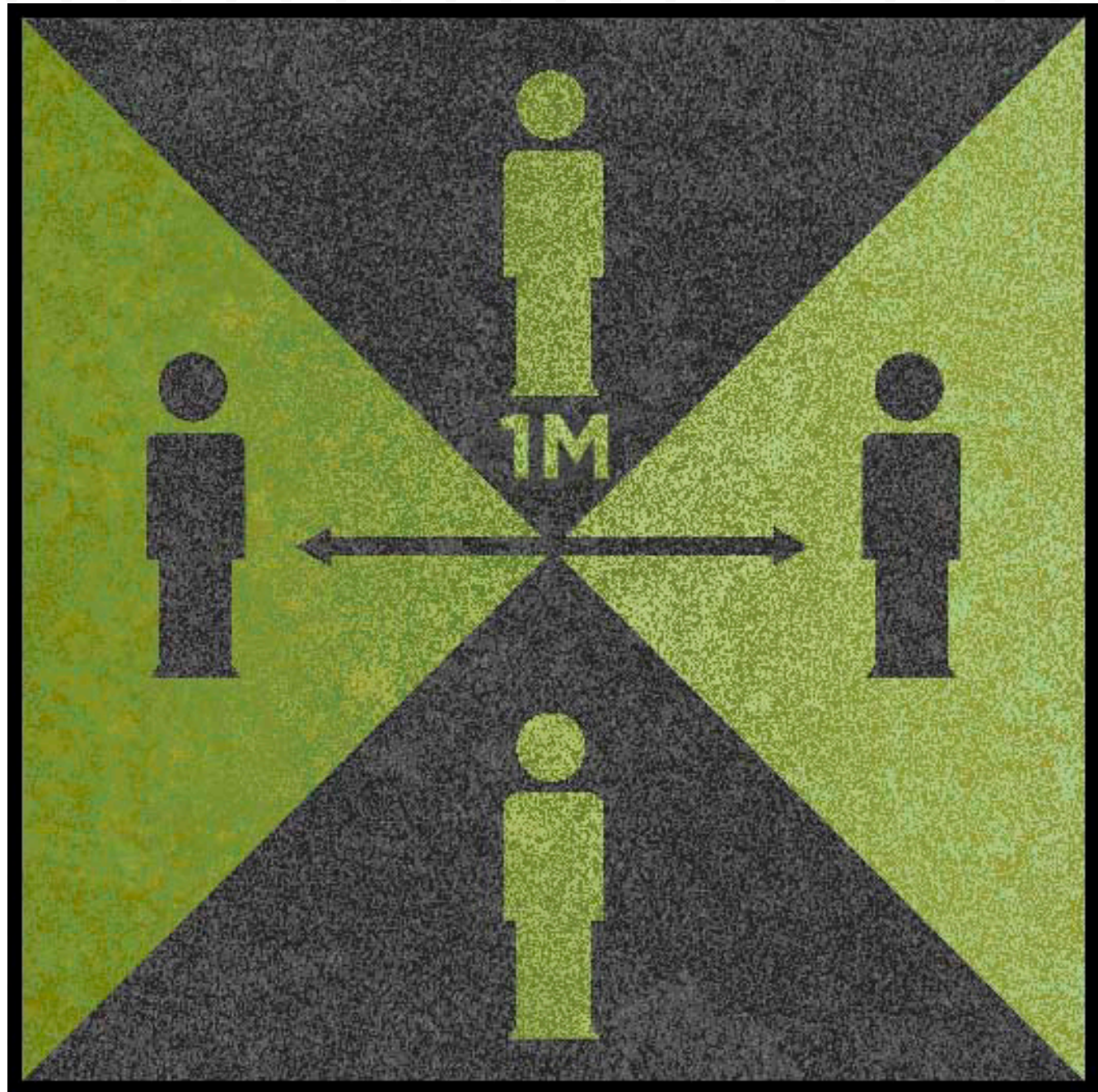
Home to our London showroom and source of much of our design inspiration, the Clerkenwell collection celebrates the cultural diversity of this trend-setting design hub.

Social Factor, Clerkenwell Life pays homage to our East London community of friends and neighbours through this energetic range of informational carpet signs.



Milliken™





CLERK1 200x200cm



CLERK2 200x200cm



**F I X A T**

**E D W I T H**

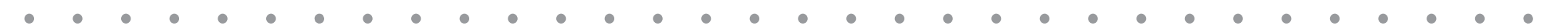
**S T R I P**

**E S**

## **Fixated With Stripes**

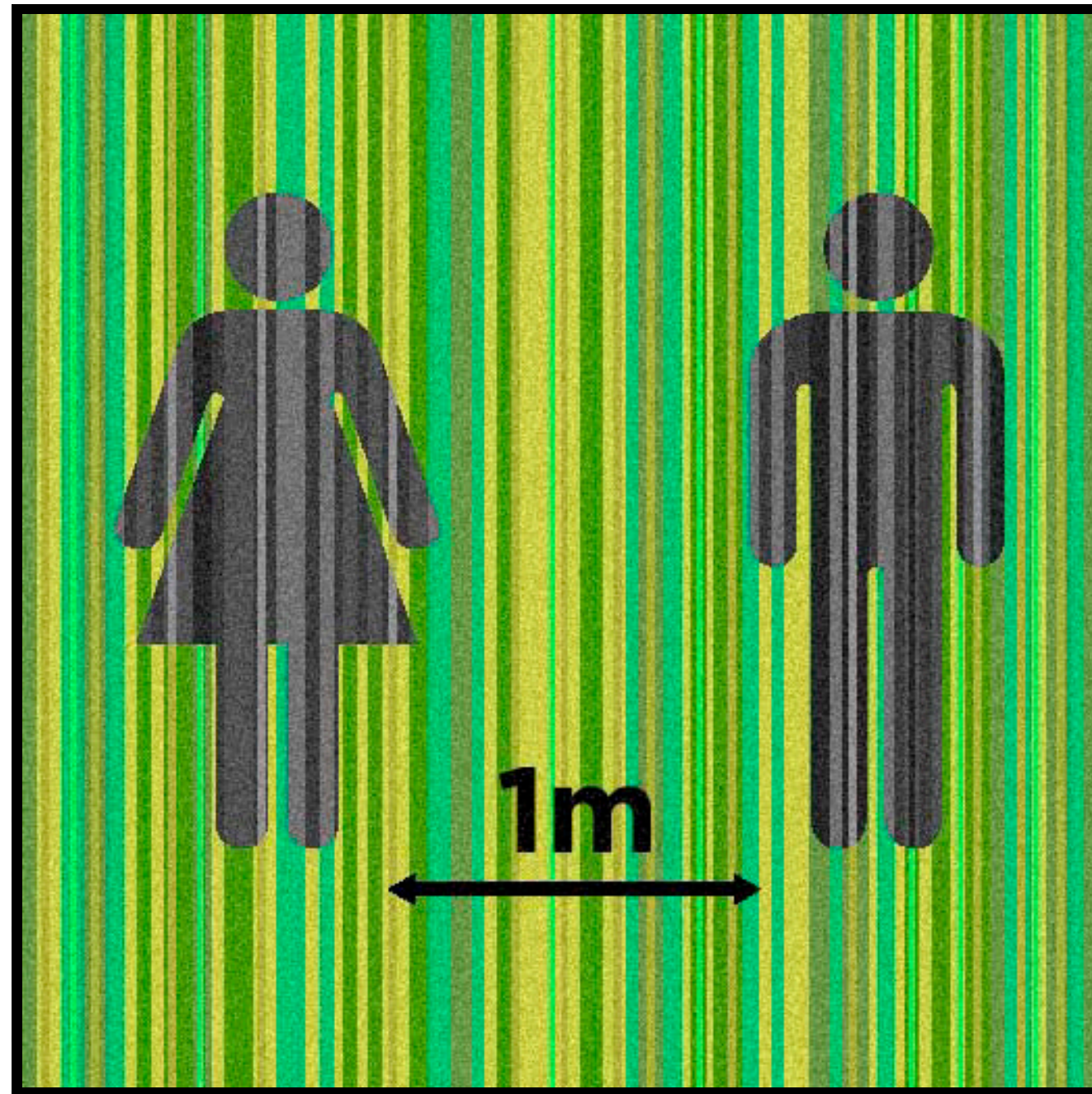
Dynamic and optimistic, our ever popular Fixation collection wows with stripes of every width and colour.

Social Factor, Fixated with Stripes takes the vibrancy of the stripe and combines it with informational messaging to offer a lively burst of colour and movement across the floor plane.





**SOCIAL FACTOR** / Fixated With Stripes



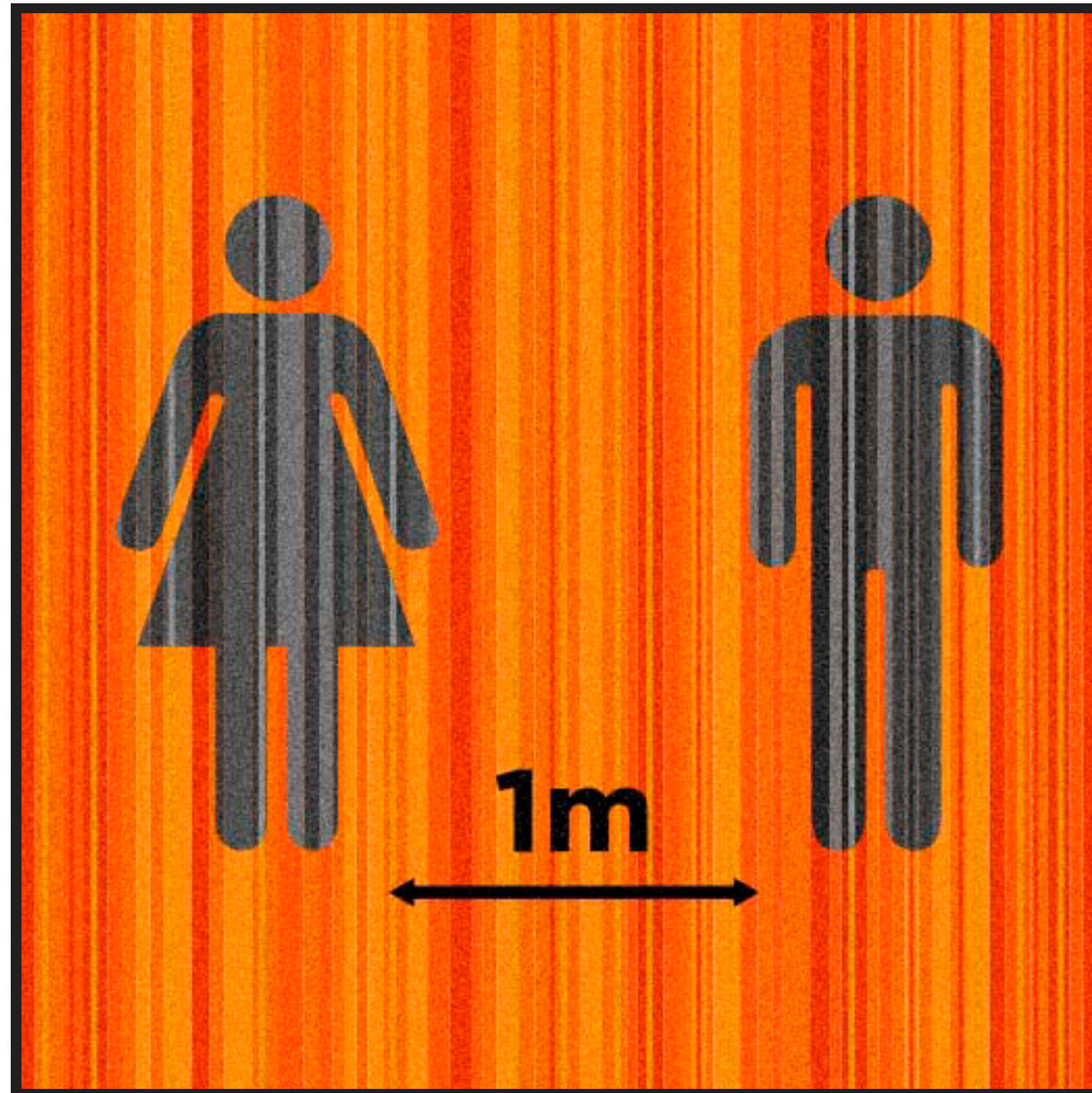
STRIPESGREEN1 200x200cm



STRIPESGREEN2 200x200cm



**SOCIAL FACTOR** / Fixated With Stripes



STRIPESORANGE1 200x200cm



STRIPESORANGE2 200x200cm





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**Deutschland**



**India**



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