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Patent Approved for Karta's Hyper-Realistic Flooring Technology

Karta Floors, a pioneer in innovative flooring solutions, is thrilled to announce the official approval of its patent for a revolutionary 'method of creating virtual texture' by the Intellectual Property Office, a landmark achievement unveiled at this year's Clerkenwell Design Week. This significant milestone underscores Karta's commitment to pushing the boundaries of design and material possibilities.

The announcement coincided with Karta's highly successful display of its Recycled Leather Series at Clerkenwell Green. The collection garnered widespread acclaim, with visitors commending Karta's exceptional sustainability credentials, remarkable durability, and effortless installation. Overwhelmingly, designers and architects highlighted how authentically the floors "look like real wood" – a naturalistic quality that is a direct result of Karta's newly patented process.

This proprietary method allows Karta to create an unparalleled illusion of depth and realism on two-dimensional substrates. By meticulously manipulating light and shadow captured from precisely crafted master surfaces, where natural timber characteristics are carefully augmented to enhance their visual impact, Karta replicates the nuanced characteristics of natural timber, including subtle grain variations and 'perfect imperfections', ensuring a level of authenticity previously unattainable in engineered surfaces. Unlike conventional LVT products often marred by discernible repeating patterns and textures – a common giveaway – Karta's method delivers an unparalleled naturalistic variation.

Robert Walsh, Founder of Karta, commented, "The new patent is a shining example of our commitment to Research and Development, and to generating a creative space where technological innovation, a deep understanding of woodworking traditions and a profound appreciation of nature can combine."

Karta Floors continues to redefine the possibilities for sustainable, high-performance flooring that meets the aesthetic demands of contemporary interior design and architecture.

Visit karta floors.com, email info@karta floors.com, or call 0808 501 7321 to begin your sustainable flooring journey.

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