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Design Pool, LLC. and Graphic Image Flooring Partner to Expand Design Options for Print on-Demand Flooring

Today Design Pool, LLC announced a new partnership with Graphic Image Flooring, adding another option to make customization accessible and easy for interior designers and architects. Any pattern from the Design Pool library can now be printed directly on Graphic Image Flooring’s vinyl flooring.

Based in Sheboygan, Wisconsin, Graphic Image Flooring manufactures durable, recyclable, printed vinyl flooring. Using the latest in digital printing technology all orders are print on-demand. Their products have a wide range of uses for commercial and residential interior spaces and are delivered on finished rolls up to 10’ x 50’ wide, providing a fast installation with fewer seams than traditional flooring all with the thickest wear layer of flooring of its kind. Their innovative technology is fast, efficient, and generally ship in approximately 5 business days throughout North America.

Tim Wirtz, CEO of Graphic Image Flooring, believes strongly in the value of partnerships in growing a business. “As business grew, our customers were asking for more options than just custom work. Having a library of designs for our customers to choose from is an ideal next step. We look forward to working with Design Pool, growing our businesses together and dazzling our customers.”

Kristen Dettoni, Design Pool founder and CEO, is thrilled about this new partnership. “I have been looking for a flooring partner to bring more options to our customers and Graphic Image Flooring is the perfect fit. Their commitment to high quality products and excellent customer service is ideal for Design Pool customers. We are so excited to have them!”

Design Pool is located in East Hampstead, New Hampshire. They connect interior designers, architects, and product designers with manufacturers using the latest print-on-demand technology. They offer a comprehensive resource of patterns designed by experienced textile

designers and available for licensing. Clients benefit from a wide range of designs for products and projects that can be produced sustainably with low minimums and less waste.

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