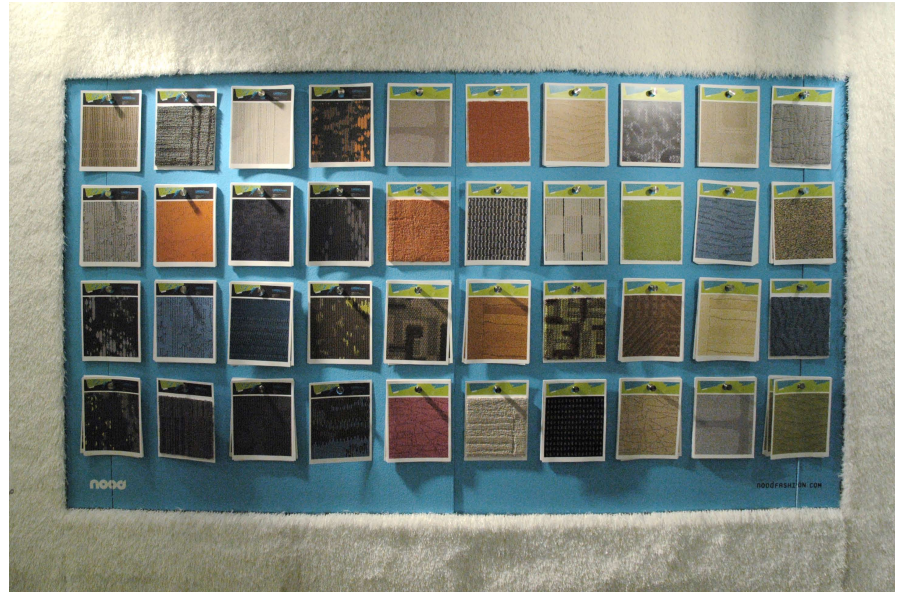


# Case Study 009

## Strike or Tryk™



### New brand Nood Floorcovering uses Tryk to dematerialize launch at NeoCon (and wins Best in Show)

Nood Floorcovering might be the new kid on the carpet block, but founder Bo Barber has years of experience selling for “the big boy” brands on the West Coast. After thousands of visits to interior design firms, Barber knows what designers want and rejects traditional industry sampling practices as counterproductive, and requiring too much in financial and environmental resources.

So he asked Tricycle to design a dematerialized product development and sampling process, that would become Nood’s standard business practice. Nood’s commercial broadloom carpets, which are tufted as greige goods and piece dyed for exact color matching, depend heavily upon a sampling program that accurately presents color. Nood uses Tryk for the first rounds of samples, to ensure that the color is perfect, before piece dyeing the carpet to match.

For its launch at NeoCon, Nood used Tryk to dematerialize their design process... allowing Nood to develop and launch all 25 products through Tryk with only 700 physically tufted yards of carpet (according to Nood’s COO, 104,300 square yards more would have had to be tufted, if not for Tryk).



#### Sustainable Impact

-  FINANCIAL
-  SOCIAL
-  ENVIRONMENTAL

#### TRICYCLE

NORTH AMERICA  
3001 BROAD STREET, 2ND FL  
CHATTANOOGA, TN 37408  
+1 800 808 4809

EUROPE  
DESIGN INNOVATION CENTRE  
STUDIO 3, 46 THE CALLS  
LEEDS LS2 7EY  
+44 (0) 845 450 1283

[www.tricycleinc.com](http://www.tricycleinc.com)



Tricycle enables sustainable design in the creative product lifecycle of the interiors industry.

Third party trademarks are property of their respective owners. Tricycle® and Tryk™ are trademarks of Tricycle, Inc.