



CASE STUDY

Coach®

Beauty from unconventional materials

The visual merchandising team at Coach had a very specific retail aesthetic in mind but was unsure how to make it a reality.

Taylor took their design brief and got to work. Decades of wide-format digital printing expertise and innovative materials sourcing methods aligned to deliver the perfect solution. The resulting floral rugs, digitally printed by Taylor on UltraCarpet® Extra, were as durable as they were beautiful.



MATERIALS SCIENCE | LARGE-FORMAT PRINTING