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SIENA LAUNCHES AWAKEN, THEIR TWENTY-FOURTH FLOORING PRODUCT

[Siena Crosses the Threshold as an Independent Privately-Owned
Company as it Introduces 24th Product Line]

WASHINGTON D.C. (February 15, 2017)– Echoing their company's promise to provide a well-designed flooring portfolio with mass appeal, **SIENA** once again elevates design by announcing the introduction of Awaken, the first plank carpet tile to augment their carefully curated portfolio of twenty-four flooring products. '

Inspired by a winter's sunrise as it meets the horizon on a pastoral highway, Awaken features tip-sheared tailored styling with an unanticipated linear trend for high traffic interiors. As the first plank tile in Siena's carpet collection, Awaken handsomely coordinates with one of **SIENA'S** top-selling styles, Escape -- also available in plank tile. The addition of layered accent colors provides stylistic expression and unique design opportunity. Awaken is available in twelve distinctive combinations featuring neutral backgrounds with red, green, and blue color combinations in three linear orientations. Awaken is 30 ounces, 100%

Branded Avalar[®] Solution Dyed Nylon; and available in 24" x24" tile and 18" x 36" planks.

Founder, Al Minite, states, "Lots of good things are in the works with **SIENA** as we continue to further cultivate our product portfolio. We are passionate about being a resource for our sales and design partners as we view projects holistically. Awaken, like Siena, has broad appeal but is still distinctive and recognizable".

SIENA, is a focused-driven architectural products brand that is committed to being a resource to their sales, design, and manufacturing partners. **SIENA'S** products target optimum function, durability, and luxury-appeal while simultaneously capturing the desired vision of each project. **SIENA'S** thoughtfully curated flooring products provide a resource for exceptional design efficiency available in a cohesive brand—and, delivered with **SIENA'S** world-class customer service team whose mantra is "start perfect and get better". Sourced from wood, nylon, vinyl, slate, cork, rubber, concrete and natural raw materials, SIENA'S products are well designed and well defined, whether enhancing high profile installations in public spaces, education, retail, hospitality, and healthcare; or, corporate spaces.

About Siena

Founded in 2012 by Al Minite, along with a passionate team of sales professionals in the flooring industry and driven by the inspiration of its founding Principals, **SIENA** is a stand-alone resource of quality driven architectural products and flooring solutions. **SIENA** is currently led by President Marc Spizzirri and is under the creative direction of AJ Minite and Todd Youngs. For the **SIENA** experience or to learn more about their team, visit sienausa.com and join us on [Facebook](#) and [Twitter](#).

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