



The noraplan[®] degree story

Design Community Inspires Development of noraplan[®] degree

You needed it. You asked for it. And you designed it. Our newest product—noraplan[®] degree—brings your designs to life.

Exploring design possibilities and sharing your thoughts was essential in developing a flooring solution to suit your needs. From the conceptual stage right through the final review of colors, members of the design community participated in workshops that fostered collaboration.

“That’s what design is. It’s collaboration,” said Terri Johnson, principal of ZGF Architects LLP of Portland, OR. “A design gets better the more it’s processed—the more development that goes into and the more thinking that goes behind it.”

Every architect and designer became an integral part of the creative process—sharing design concepts, color trends and identifying performance requirements with each other, and with nora.

“In Germany, we discussed what we thought would work best and what we thought the color value changes should be,” said Doris Witte, senior interior designer of Omaha-based HDR Architecture, Inc. “When we met again in Massachusetts, we reviewed the degree product. They showed us where they were with it, and we worked on it, filling in what we thought was missing and what we could improve upon.” noraplan degree is an exciting, high-performance rubber floor covering with a unique modular look and a versatile color palette that provides subtle shading—degrees of color—within each of the 10 color families for a coordinated look across a variety of applications.



Susan Long

Susan Long, vice president and director of interior design of Karlsberger, found the evolution of noraplan degree to be a productive and rewarding process, "That's what I appreciate about nora—they are willing to listen to what professionals like myself have to say. We're the ones who are specifying the floor covering. I appreciate that they want to hear about our experiences during the product development process."

The experiences of the architects and designers who participated in the development of noraplan degree were unique. Each connected with various aspects of the experience, but their reactions to the development process struck a similar chord. "I

think they valued the input we provided," said Janet Kobyłka, senior associate, healthcare at HOK. "They took what we said seriously, and some of the things I've seen subsequently seem to reflect that."

J.J. Jang, associate with Stantect Architecture, came away impressed with how her feedback was reflected in noraplan degree, "I felt like I made a real difference to the product line. They took my input, and then they made the product the way I wanted it."



Janet Kobyłka



"That's what design is. It's collaboration."

Terri Johnson
Principal
ZGF Architects LLP

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