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HOSPITALITY FLOORING THAT RISES TO THE CHALLENGE

In hospitality, flooring does more than cover space. It sets the scene. It softens acoustics, adds warmth and carries the identity of a brand from one zone to the next. Guests want more than comfort. They want connection. Spaces that feel human, grounded and intentionally made. Venue owners need floors that can take the pressure. Heavy traffic, easy upkeep, no compromise on looks. And designers? They want creative freedom. Flooring that adapts across zones, reveals a brand's personality and elevates the experience.

This is exactly where modulyss strikes the right balance...

This fast-paced world pushes different sectors to be flexible bringing new challenges to the surface. modulyss helps you to meet this mix of expectations. With flexible carpet tiles, stylish broadloom, custom-designed carpets, luxury vinyl tiles and bespoke rugs, we help shape hospitality spaces that stay beautiful, feel human, and perform effortlessly.



OUR FLOORING SOLUTIONS

CARPET TILES

Modular, practical and packed with design potential. Carpet tiles are made for hospitality spaces that never stand still. Think high traffic, acoustic comfort and effortless replacement, all without compromising on comfort or aesthetics. With endless layout possibilities and colour options, they let you shape spaces that feel as good as they look.

Best application: Corridors, guest rooms, meeting rooms, lobbies, bars and restaurants, back of house areas

Customisable



RUGS

Define a zone, add depth, and bring character to the room. Rugs enrich open hospitality spaces with warmth and visual identity. They draw lines where there are none, adding texture and acoustic balance while elevating your design language.

Best application: Guest rooms, lobbies, lounges, bars, reception zones, relaxation areas

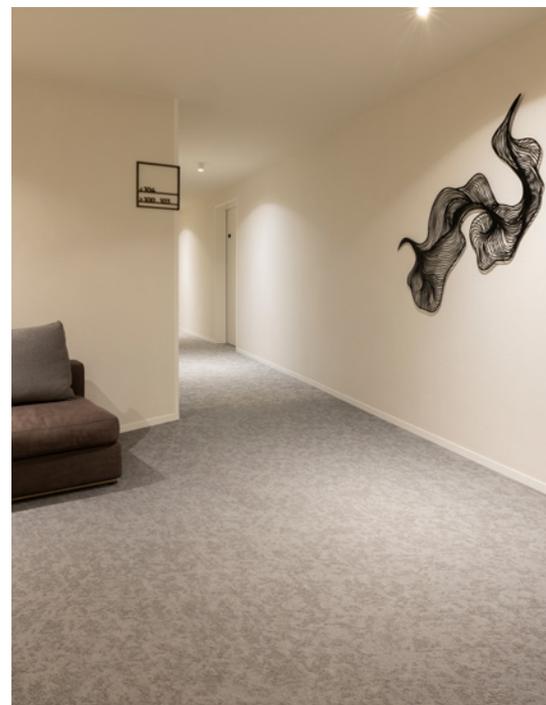
Customisable

BROADLOOM CARPET

Looking to elevate the atmosphere? Broadloom delivers a seamless, luxurious look that softens and refines any space. Ideal for areas where comfort and visual impact are key, it cushions every step while keeping noise down. Style meets substance, without limits.

Best application: Corridors, guest rooms, suites, stairs, lounge areas, upmarket bars and restaurants

Customisable



LUXURY VINYL TILES

LVT combines strong durability with easy, everyday maintenance. Ideal for hospitality areas where spills or frequent cleaning are expected, it delivers the performance you need with the look you want. Realistic wood and stone aesthetics bring a natural feel, while supporting the pace of busy operations.

Best application: Restaurants, bars, buffet area, reception desks





KEY CHALLENGES IN HOSPITALITY



1

CREATING MEMORABLE GUEST EXPERIENCES

Guests check in for comfort and stay for an experience that lasts. Hospitality is about more than service. It's about how a space moves, sounds and responds. From entrance to elevator, every step shapes the guest experience. Spaces work when the materials work, and it all starts from the floor up.

The goal? Evoking an emotional connection with a space, that can pave the path for an unforgettable experience. The floor, as one of the largest design canvases, is critical to shaping that first impression. But finding the right balance between unique character and a unified look demands the right mix of colour, texture, and feel. With modulyss, flooring becomes a storytelling tool that brings identity to life.

“One of the biggest challenges is keeping up with trends without repeating yourself. That’s where the modulyss Custom Carpet Design service makes a real difference.”

MONIKA PASSEY
Senior Designer at Oktra

CUSTOM CARPET DESIGN

And when the story calls for something truly one of a kind? Our Custom Carpet Design service offers the freedom to create something that fits your concept down to the last detail. Develop unique patterns, textures and custom colour blends that reflect the story of your project.

BRING YOUR MOODBOARD TO LIFE

From colour and texture to pattern and graphic, our advanced imaging technology turns your ideas into custom carpets with precision and clarity.

DECIDE HOW FAR YOU WANT TO GO

Whether you tweak an existing design or develop something entirely new, every detail can be made to reflect your story.

BUILD YOUR PALETTE WITH INTENTION

Choose from 100 refined colours or create your own for a perfect match across tiles and broadloom.

MAKE STRUCTURE PART OF THE DESIGN

From fibre and pile to density and finish, we shape every element in-house to bring texture and depth to your floor.

CREATE WITH CONFIDENCE

Use designer-developed patterns or bring in your own visual elements, from a subtle motif to a striking graphic.



FLOOR DESIGN SERVICE

For full creative support, our Floor Design Service guides architects and designers from moodboard to installation, turning ideas into well-balanced floor plans with the right product mix.

- Creating 3D renderings that show how flooring, colour and zoning work together in your space before installation.
- Providing an installation plan that ensures flawless execution, minimal waste and long-term flooring performance.
- Creating moodboards that define the visual direction of your project, from scratch or based on your input, using colour, pattern and texture to shape the right atmosphere for the space.
- Turning your moodboard into a 2D floor plan that defines zoning, flow and space allocation from the start.



2 MANAGING ACOUSTICS AND AMBIENCE

Unwanted noise travels fast. Comfort disappears just as quickly. Corridors that echo. Dining areas that drown in sound. Wellness spaces that never switch off. Acoustic control is key to comfort, calm and privacy. Not just for guest satisfaction, but for wellbeing too. Balance the energy of shared spaces with the serenity of private ones, all without compromising visual harmony through the right flooring solutions.



Soft flooring is a natural sound absorber. Carpet tiles and broadloom absorb and dampen sound, while rugs offer localised acoustic and sensory comfort in lounges or suites. With smart backings, our floors absorb the noise and soften the pace. They cushion footsteps, quiet conversations and bring calm to high-traffic spaces.

In hospitality spaces, comfort and quiet go hand in hand. A whitepaper written for modulyss by KP Acoustics highlights the importance of resilient materials in reducing impact noise. As they explain, “resilient materials, which are not fully rigid and have some degree of compressibility or give, play a major part in reducing the structural transmission of sound. Carpet and quality underlays compress under pressure, dampen vibration and can reduce structural sound transmission.”



3

MEETING SUSTAINABILITY EXPECTATIONS

Comfort and sustainability don't have to clash. Today, hospitality brands, designers and architects are increasingly seeking materials that perform sustainably, without limiting creativity.

Sustainability also needs to work in harmony with brand identity. People expect warmth, quality and an elevated guest experience. The challenge for designers and architects is designing interiors that reduce environmental impact without compromising style or performance.

At modulyss, sustainability is woven into our design philosophy. Every choice we make minimises impact and maximises value for the built environment.



CRADLE TO CRADLE CERTIFIED®

Designed to be circular, safe, and low impact. Cradle to Cradle certification addresses the entire product lifecycle, from safe material selection and responsible manufacturing to end-of-life strategies for reuse and recycling. modulyss' Cradle to Cradle certified® collections meet this standard



PROVEN INDOOR AIR QUALITY

Clean air matters. Through independent testing and certification, modulyss carpets meet strict standards for indoor air quality. Low emissions, healthier interiors for guests, staff and anyone else who steps inside.



DGNB CERTIFICATION

DGNB is a leading certification system for sustainable buildings, focusing on environmental, economic, and social quality. modulyss supports DGNB projects by offering carpet solutions with transparent sustainability data and responsible material choices.



TRANSPARENT ENVIRONMENTAL REPORTING WITH EPD'S

No greenwashing here. Our Environmental Product Declarations provide independently verified data on the environmental footprint of our products. From raw materials to end of life – everything's out in the open.



LEED AND BREEAM

Tick the boxes. With verified EPDs, and product certification proving design for circularity, safe materials, and low emissions, modulyss floors can help your project earn points under LEED and BREEAM. A smart choice for hospitality spaces that aim high on sustainability.



HIGH LEVELS OF RECYCLED CONTENT

Less waste. More impact. Our yarns and backings contain high levels of recycled material, cutting the need for virgin resources and supporting circular material flows. It's how we lower the footprint without lowering the standard.



TAKE BACK. GIVE BACK.
Our take back service offers a simple and efficient way to reuse and recycle your old carpet tiles, turning them into valuable resources.

OUR COMMITMENT TO A LOW-CARBON FUTURE
We have officially committed to the Science-Based Targets initiative (SBTi) with measurable and ambitious goals:

- 42% absolute reduction in Scope 1 & 2 CO₂ emissions by 2030 (vs. 2023)
- 25% absolute reduction in Scope 3 CO₂ emissions by 2030 (vs. 2023), focusing on purchased materials and transport

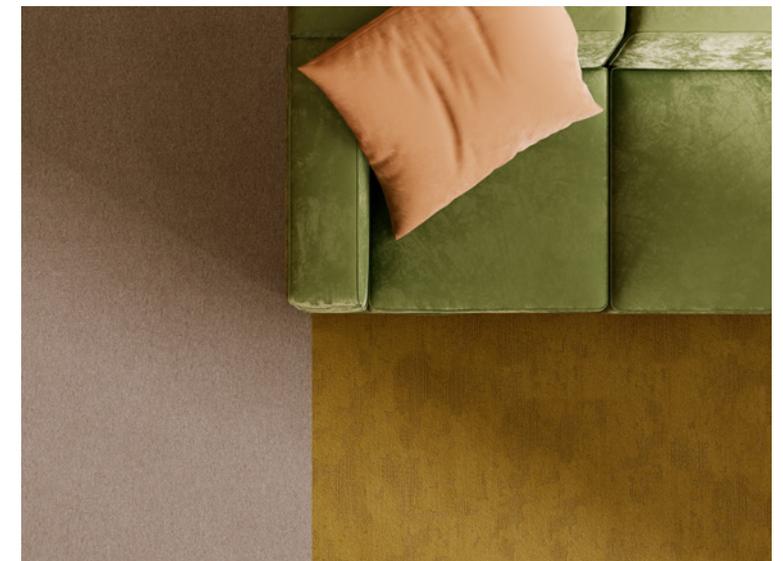


Global hospitality brands must balance a consistent identity with a sense of place. Guests should recognise the brand yet feel local character. Flooring can support this by unifying spaces through colour, pattern and material, while still allowing regional storytelling and design flexibility.

Combine standard collections for brand cohesion with custom colour palettes or bespoke designs to capture local flair, pair broadloom for luxury suites with carpet tiles in high-traffic zones, LVT in long-stay rooms, and rugs to add crafted texture. The result: a clear and consistent identity that works anywhere, from city to city, from lobby to lounge.

4

ENDURING DESIGN CONSISTENCY ACROSS LOCATIONS





BUILT-IN ACOUSTIC COMFORT

Our soft flooring solutions, carpet tiles, rugs and broadloom, help manage sound, improving comfort in busy, open-plan environments.

EASY UPDATES WITH MINIMAL DOWNTIME

Need a refresh? Replace individual tiles or reposition rugs without disturbing the whole design or disrupting operations.

ZONING MADE SIMPLE

Use material shifts, carpet tiles, LVT, rugs or broadloom, to define lounge areas, dining zones, or meeting spaces without installing physical barriers.

ENGINEERED FOR HOSPITALITY USE

All our flooring types are built to perform. Whether it's high footfall, rolling luggage or late-night movement, they hold their own.

SEAMLESS SPATIAL TRANSITIONS

Combining different flooring types allows you to guide guests intuitively through spaces, creating natural flow between functions.

MODULARITY ENABLES FLEXIBILITY

Carpet tiles and LVT can be reconfigured easily to match changing functions throughout the day, from lobby check-ins to after-hours social zones.

5

DESIGNING FOR MULTI-FUNCTIONAL ENVIRONMENTS

Hospitality spaces are no longer single-purpose. A lobby may welcome guests in the morning, host co-working in the afternoon and become a social bar by night. Meeting rooms double as event spaces, while long-stay environments blend private living with shared amenities. Spaces today must flex and evolve as guests needs shift, without losing atmosphere, clarity or comfort.

Designers face a growing challenge: how do you create interiors that adapt quickly while still feeling intentional and beautifully composed? A multifunctional space needs structure, yet it must stay open to change. It needs personality, while remaining timeless. And above all, it must guide people intuitively, making transitions between uses feel natural and effortless.



6

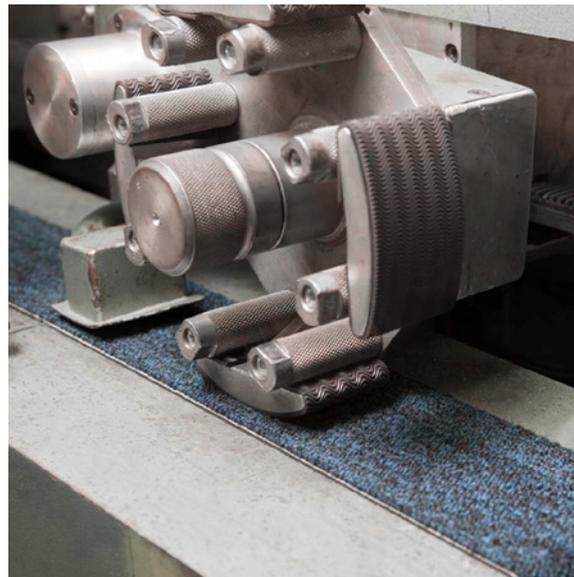
BALANCING LUXURY WITH DURABILITY



Hospitality interiors face relentless use. The challenge lies in achieving the look and feel of elegance without sacrificing endurance, cleanability or ease of maintenance.

For operators and venue owners downtime is costly. Maintenance should be quick. That calls for materials that handle wear, clean easily and can be replaced without hassle. And they need to stay consistent in colour, texture and performance.

Combined with high-performance materials and stain-resistant finishes, our flooring solutions balance design integrity with operational ease.



TESTED FOR PROVEN DURABILITY

To ensure lasting performance in demanding hospitality settings, our carpets are tested by accredited external labs against strict international standards. These combined tests guarantee each product meets the requirements for heavy commercial use and delivers consistent quality over time.

External lab tests

- Carpet Performance Classification
- Castor chair resistance
- Fire resistance
- Thermal resistance
- Acoustic testing for impact noise rating
- Acoustic testing for sound absorption
- Permanent antistatic performance
- Transversal resistance
- Light Reflectance Value
- Emission testing
- Odor and GUT evaluation



WHERE FUNCTION MEETS FEELING

Rethinking Hospitality with Becky White

Hybrid spaces are reshaping the future of hospitality. No longer single-purpose, these environments now shift seamlessly between meeting point, workspace, lounge and cultural venue. One space. Multiple roles. This evolution is not a passing trend, but a direct response to how people live, work and connect today.

“People’s lives have changed,” says Associate Design Director at Universal Design Studio Becky White. “We’re now looking for environments that support all aspects of modern life. Spaces that flex from lounge to coworking to cultural hub.”

As expectations shift, so do responsibilities. Designers are being pushed to think more sustainably. “Multifunctional spaces are an effective way to maximise the use of underutilised areas and keep them active during times when they might otherwise sit idle.” In other words, doing more with less is no longer a choice. It is a requirement.



BECKY WHITE
Associate Design Director
Universal Design Studio

COMFORT IS KEY

Hybrid spaces only work when they feel right. “A ‘feeling at home’ environment is one of comfort and reassurance,” White says. “A space that avoids overstimulation and helps users feel at ease.”

It comes down to lighting, flow, acoustics, furniture and materials. Each one shapes how people move, feel and behave. Flooring plays a quiet but powerful role. “Thick piled carpet brings intimacy and softens sound in more private spaces,” White explains. “Harder floors, like LVT, tend to signal openness, inviting energy and connection. It’s not just about looks, it’s about how people feel.”

THE POWER OF FLOORING

Flooring guides movement and mood. “Defined zones help users move through a space without thinking,” White says. “They signal function without shouting.” Subtle shifts in tone or material make the difference. Modular systems bring flexibility. “Whether a space changes over time or supports different uses at once, modular flooring adapts easily.” It also helps future-proof, with less waste and more control.

In some spaces, flooring sets the tone completely. “A thick pile, glossy carpet creates an illusion of sand under foot,” White says, recalling a meditation room design. Paired with lavender-scented wallpaper, “the combination instantly alters and relaxes your mood.” But not everything should move. “A mix of fixed and flexible elements creates balance.” Static pieces anchor a space. “They convey permanence, quality and reassurance.”

WHERE TO BEGIN

At the heart of it all is a question of purpose. “What function is the hotel lobby intended to serve? Is it a space for a warm welcome, is it an inspirational statement, or a lively buzz?” The answer shapes everything. “Do all the spatial components support this goal, and how can they be designed not only for optimal function but also for enjoyment?”

The challenge for designers today is to create spaces that hold all of this. Emotion, adaptability, identity, and sustainability. Hybrid hospitality is not about ticking boxes. It is about designing places where people actually want to be.





THE RETURN OF MAXIMALISM

BOLD TEXTURES, RICH COLOURS, LAYERED STORIES

Minimalism is making space for maximalism. Already gaining ground in residential spaces, this shift in design is now building momentum in commercial interiors. Especially in hospitality design, where atmosphere and emotion matter deeply. Guests are no longer drawn only to neutral palettes and simple surfaces. They crave warmth, richness and a stronger sense of personality. They want to feel something.

Maximalism is making a confident return, not as a chaotic overload, but as curated expression. This new take on maximalism is thoughtful. It embraces depth, contrast and visual complexity. Colours are richer, patterns are scaled and layered, and materials

are juxtaposed in unexpected ways. There's no longer a pressure to match or mute. On the contrary, there is freedom to play, to create immersive interiors that hold attention and spark emotion.

ELEVATING GUEST EXPERIENCES

In hospitality, this evolution is more than a design choice. It's a response to what people are seeking when they step into a hotel, a restaurant or a lounge. They are not only looking for comfort. They are looking for an experience that stays with them. A bar wrapped in vibrant tones. A guest room filled with layered textiles, curated objects and floors that tell a story. These are spaces designed to be remembered and shared.

Texture plays a crucial role in this layered landscape. Tactile materials add grounding and intimacy to visually bold interiors. Upholstery, rugs, carpets and curtains help control the energy of a space, softening where needed and amplifying where desired. They prevent maximalism from tipping into chaos, allowing it instead to become sensory, immersive and human.

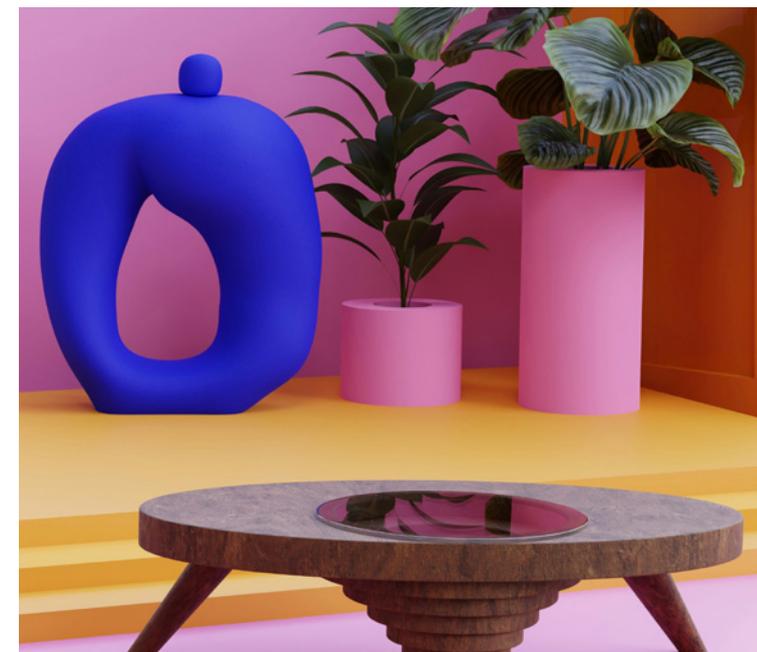


LIMITLESS CREATIVITY

This return to richness also offers a way to celebrate identity. In an increasingly globalised hospitality market, maximalist design makes room for the local and the personal. It invites designers to reference history, landscape and craft. Through material choices, colours and prints, a space can tell a story that belongs to its context not just its brand.

Ultimately, what defines this movement is not just decoration, but emotion. Maximalist interiors provoke curiosity. They hold tension and contradiction. They allow for quiet and loud, smooth and rough, serious and playful all in the same space. And in doing so, they create something far more memorable than uniformity ever could.

This is not about rejecting minimalism altogether. It is about expanding the design vocabulary. It is a reminder that hospitality spaces can be expressive, layered and full of life. Maximalism, in its newest form, isn't a return to the past. It is a bold step forward, one rich in texture, story and feeling.





REFERENCE

CASES

REFERENCE CASES

LA RÉSERVE



ARCHITECT

Versluis Bouwgroep

CONTRACTOR

Lambrecht Decoratie

COLLECTIONS

Custom Design broadloom

SURFACE AREA

4500 m²

COUNTRY

Belgium



REFERENCE CASES

THE NIGHTCAR



ARCHITECT

CTRL Space

PARTNER

Heritage Carpets

COLLECTIONS

Cambridge&, Glean

SURFACE AREA

107 m²

COUNTRY

New Zealand



REFERENCE CASES

VAN DER VALK HOTEL DUIVEN



ARCHITECT

Hans Kuijten

CONTRACTOR

Wagenmans Wonen BV

COLLECTIONS

Fluid&

SURFACE AREA

115 m²

COUNTRY

Netherlands



REFERENCE CASES

RADISSON HOTEL & SUITES



ARCHITECT

KD Kozikowski Design + Loft Magdalena
Adamus

COLLECTIONS

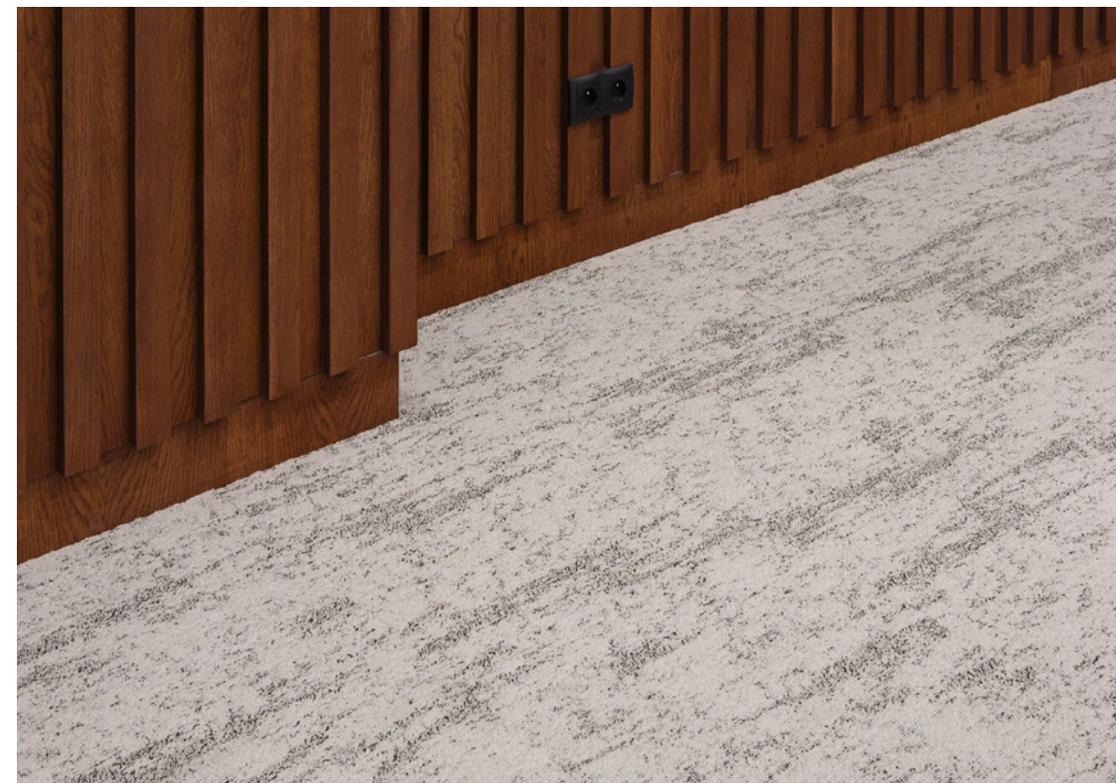
Moss, Leaf, Willow

SURFACE AREA

1000 m²

COUNTRY

Poland



**LET'S REIMAGINE
INTERIORS TOGETHER**

modulyss offers flooring solutions that inspire creativity and push the limits of design. Driven by sustainability, innovation, and Belgian craftsmanship, we're your partner in shaping the future of commercial spaces. Let's reimagine interiors together and create spaces without limits.

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01/2026