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Chips & Flakes Product Transition & Update

A New Chapter for Our Color Blend Program

As many of our customers know, Chips Unlimited was acquired by Torginol and their chips products were subsequently discontinued. Our final shipment of Chips Unlimited materials was received in January of this year.

While this transition presented significant challenges, it also provided an opportunity to reevaluate, refine, and strengthen our entire color blend program.

Over the past several months, we have invested hundreds of hours evaluating historical blends, comparing samples, testing formulas, reviewing sales history, and rebuilding our color offering from the ground up. Our objective was not simply to replace Chips Unlimited products, but to ensure that our customers continue to have access to the colors, support, and flexibility they have come to expect.

The result is our new collection featuring:

- 40 Signature Blends
- 5 Glitter Options
- 3 Mica Options
- Unlimited Custom Blend Possibilities

Throughout this process, our goals remained simple:

- Preserve our most popular and recognizable colors
- Maintain support for legacy blends whenever possible
- Improve organization and simplify color selection
- Expand and modernize our offering
- Create a sustainable program that can be supported for years to come

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Preserving Our Legacy Colors

The first phase of this transition focused on recreating our historical Chips Unlimited blends using Torginol materials.

Every blend for which we had samples, formulas, records, or sufficient historical information was individually reviewed and evaluated. In nearly every case, we developed a corresponding Torginol formula designed to preserve the appearance, character, and overall identity of the original blend.



Re-creating blends using Torginol's standard solid color palette.

While no manufacturer offers identical raw materials, flake sizes, or color palettes, the vast majority of our recreated blends fall within what we would consider an excellent visual match under normal viewing conditions.

In practical terms, most contractors and homeowners would not notice a difference once the floor is installed.

Having spent hundreds of hours studying these colors under ideal lighting conditions and at extremely close viewing distances, we can identify subtle differences that most people would never notice in a real-world environment. In many cases, the most noticeable change is simply the size of individual flakes rather than the overall appearance of the blend itself.

Our objective was not perfection at the microscopic level. Our objective was preserving the overall appearance and intent of the original color while creating a practical and supportable solution moving forward.

For the vast majority of our historical offering, we are confident we have achieved that goal.

Legacy Blend Availability

One of the most important things to understand is that our new brochure represents our inventory program, not the limits of what can be produced.

Throughout this transition, we worked to recreate and document virtually every historical blend possible using currently available Torginol materials.

As a result, we maintain formulas and records for the overwhelming majority of our legacy colors, including many blends that do not appear within our new 40 Signature Blend collection.

The purpose of the new collection is to provide a stronger, more organized, and easier-to-sell inventory program. It is not intended to eliminate customer options.

Many historical blends can still be produced as custom orders even if they are no longer included within our standard inventory offering.

In addition, we continue to maintain inventory of many original Chips Unlimited materials and blends as we work through existing stock.

Depending on the specific color, there may be situations where:

- Original Chips Unlimited inventory is still available
- A recreated Torginol version is available
- Both versions are available simultaneously

Because inventory levels continue to change, we encourage customers to contact us regarding specific blend availability, repair projects, and custom color requests.

Our goal is to provide the best available solution for each project while preserving as much continuity as possible.

Refining and Improving the Collection

While recreating historical blends was our first priority, this transition also provided an opportunity to evaluate our overall color offering.

Over the years, our product line had grown to include a number of blends that occupied very similar visual space. While technically different, many of these colors offered only subtle variations that often made the selection process more difficult without providing meaningful differentiation.

Rather than simply carrying forward every blend as part of our standard inventory program, we reviewed sales history, customer feedback, color ranges, and market trends to determine where improvements could be made.

This allowed us to:

- Preserve our best-selling colors
- Improve visual separation between options
- Eliminate unnecessary overlap
- Fill gaps within our color range
- Expand certain color categories
- Simplify the selection process for homeowners and contractors
- Create a broader and more balanced overall collection

The result is a color program that offers exceptional variety while making it easier to navigate and present to customers.

Our new collection is organized into color families and curated collections that allow customers to quickly focus on the styles they prefer without being overwhelmed by dozens of similar options.

Understanding Blend Changes

As part of this transition, our blends generally fall into four categories.

Legacy Blends Retained

Many of our most popular colors retained both their appearance and their original names.

Examples such as **Tuxedo**, **Everest** and **Saddle Tan** remain extremely close to their historical counterparts and continue to occupy the same position within our offering.

In these situations, retaining the original name made sense because the blend remained highly recognizable and already carried strong customer familiarity.

Refined and Improved Blends

Some blends were adjusted to improve aesthetics, reduce overlap, or better represent a particular color range.

In these situations, our objective was to preserve the visual appeal and identity of the original blend while strengthening the overall collection.

Example: Desert Granite

Historically, Desert Granite, Cabin Fever, and Dolphin occupied a very similar portion of our color spectrum.

As part of this transition, we evaluated all three blends and developed a new Desert Granite formulation that incorporates characteristics from each.

The result preserves the appearance customers expect while creating a more balanced and versatile blend that better represents this portion of our offering.

Rather than maintaining multiple colors that competed with one another, we combined the strongest characteristics of each into a single improved blend.

Renamed Blends

A small number of blends retained their overall appearance while receiving updated names.

These changes were generally made to improve consistency, modernize the collection, or better represent the blend itself.

Example: Desert Rose

Formerly known as Summer Rose, this blend remains visually similar to its historical counterpart while adopting a name that better aligns with our updated naming structure.

For most practical purposes, Desert Rose should be viewed as the direct replacement to Summer Rose.

Consolidated and Retired Blends

A limited number of historical blends were not included within the new Signature Blend collection.

These decisions were generally driven by low sales volume, significant overlap with other colors, or situations where a suitable recreation was simply not achievable using currently available materials.

Whenever possible, we developed alternatives that preserve the same overall aesthetic and visual intent.

Customers seeking one of these historical colors are encouraged to contact us, as formulas and custom-order options may still be available.

Marble, Brindle, and Specialty Flake Blends

One area that required special consideration was our historical marbleized, brindle, and striped flake blends.

These products did not transition particularly well to currently available Torginol materials.

Additionally, Torginol classifies Marble flakes as a premium material category with a significantly higher cost structure.

After extensive testing, we developed replacement formulations utilizing standard solid-color flakes that preserve the overall appearance and visual character of these blends while avoiding the increased cost associated with marble flakes.

From normal viewing distances, many of the marbleized characteristics of the original flakes were difficult to distinguish. By carefully selecting replacement colors, we were able to recreate the overall aesthetic while maintaining pricing consistency throughout our collection.

This allows us to continue offering these popular color families without introducing unnecessary material costs.

For customers specifically seeking marbleized flakes, custom options may still be available upon request.

Repairs, Color Matching, and Existing Inventory

It is important to understand that floor repairs have always presented unique challenges regardless of manufacturer or material source.

Even when original materials are available, factors such as age, UV exposure, wear patterns, gloss variation, contamination, and environmental conditions can cause repaired areas to appear different from surrounding flooring.

For this reason, exact color matching has never been guaranteed.

While we maintain historical formulas and records whenever possible, repair expectations should continue to be managed accordingly.

Most of our recreated blends provide excellent repair options for existing floors. However, there are situations where an exact visual match may not be achievable due to age, fading, or limitations in currently available materials.

For contractors who still have existing Chips Unlimited inventory, it is important to recognize that the recreated Torginol versions are extremely close, but not always identical.

When combining existing Chips Unlimited material with newly produced Torginol material, our general recommendation is to thoroughly blend the materials together prior to broadcast whenever practical.

By mixing the materials together, any minor differences are distributed uniformly throughout the floor rather than appearing as separate areas or transitions.

This approach typically produces the most consistent and visually uniform final result.

If you have a repair project or questions regarding material compatibility, we encourage you to contact us so we can recommend the best approach.

Glitter, Mica, and Decorative Enhancements

Another significant change to our program involves glitter and decorative enhancements.

Historically, several blends included glitter as part of their standard formulation. Over time, however, we observed a steady shift in customer preferences.

Many contractors expressed frustration with glitter due to the additional cleanup, handling difficulties, and tendency for glitter particles to cling to clothing, equipment, and vehicles.

At the same time, an increasing number of homeowners began favoring cleaner and more natural floor appearances.

As a result, we made the decision to remove glitter from our standard inventory blends and instead offer it as an optional enhancement.

This approach provides greater flexibility while allowing contractors and homeowners to decide whether glitter is appropriate for a particular project.

We currently inventory our most popular glitter and mica options while maintaining the ability to special order additional colors as needed.

The blends shown within our brochure represent our standard inventory offering. Decorative enhancements can be added at the jobsite or ordered pre-mixed when desired.

Introducing the Statement Collection

One of the most significant changes within our new lineup is the introduction of the Statement Collection.

This collection replaces our former **Tech Series** colors.

The original Tech Series relied heavily on black and gray components combined with a single accent color and integrated glitter.

While these colors were successful for many years, we felt the transition presented an opportunity to modernize the concept.

The new Statement Collection features brighter accent colors, increased contrast, improved visual depth, and a broader range of tonal variation.

By incorporating additional white and gray elements, these blends appear brighter, more balanced, and more visually dynamic than their predecessors.

The result is a collection that feels more contemporary while maintaining the bold personality that made the original Tech Series popular.

Former Tech Series colors can still be custom ordered when required, and we maintained formulas whenever possible. However, moving forward, our inventory focus will be on the new Statement Collection blends.

Looking Forward

While the transition away from Chips Unlimited presented significant challenges, it also provided an opportunity to improve nearly every aspect of our color program.

We are proud of the collection that has emerged from this process.

It preserves the legacy of our most successful blends, maintains support for historical colors, improves organization and color selection, modernizes several key product categories, and provides a sustainable foundation for future growth.

The 40 Signature Blends shown in this brochure represent the core of our inventory offering. However, they are only the beginning.

Whether you need a standard blend, decorative enhancement, repair match, legacy color, or a completely custom formulation, we remain committed to providing solutions tailored to your project.

40 Signature Blends • Unlimited Possibilities