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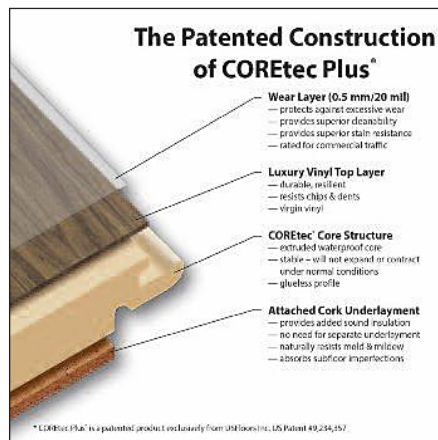
SPC vs. WPC: It's all about the core

WPC

What's in a name?

WPC goes by several names based on the person you talk to. Some say it translates as “wood plastic/polymer composite,” while others believe it stands for “waterproof core.” Either way you define it, many would agree this category represents a game-changing product that continues to generate excitement and additional sales opportunities for dealers and distributors.

WPC is a composite material made of thermoplastics, calcium carbonate and wood flour. Extruded as a core material, it is marketed as being waterproof, rigid and dimensionally stable. In an effort to differentiate their products, suppliers are branding their WPC offerings with names such as enhanced vinyl plank, engineered luxury vinyl flooring and waterproof vinyl, to name a few.



Competitive advantages

WPC's features and benefits make it a strong competitor against almost every other flooring category available today. Its primary benefits are its waterproof core and its ability to go over most subfloors without much preparation. Unlike WPC, traditional vinyl floors are flexible, meaning any unevenness in the subfloor will likely transfer through the surface. Compared to traditional glue-down LVT or solid-locking LVT, WPC products have a distinct advantage because the rigid core hides subfloor imperfections, proponents say.

Against laminate, WPC shines in the waterproof arena. While most laminates are engineered to be water “resistant,” WPC is marketed as truly waterproof. Proponents of WPC say it is more suitable for environments in which laminate would not normally be used—including bathrooms and basements. What's more, WPC products can be installed in large rooms without an expansion gap every 30 feet—a long-established requirement for laminate floors. WPC is also seen as a quieter, softer alternative to laminate because of its vinyl wear layer.

Future prospects

In 2015, Piet Dossche, CEO of USFloors, predicted WPC “will forever change the landscape of LVT and several other flooring categories.” If retailer response is any indication, WPC has in fact left its mark on the industry and is likely in it for the long haul. This is based not only on the sales and profits the category is generating for floor covering dealers but also the high level of investment suppliers are making.

SPC

What's in a name?

According to the Multilayer Flooring Association (MFA), “SPC” refers to the class of rigid vinyl flooring products with a solid polymer core. That solid, waterproof core, experts say, won't ripple, swell or peel no matter how much liquid it is subjected to.

This core is ultra-dense with no foaming agents such as those found

in traditional WPC flooring. It provides slightly less resiliency underfoot but is said to make the flooring extremely durable.

SPC features a stone- or hardwood-look printed vinyl layer, which continues to refine its style and design.

The dense, highly mineral-filled, extruded core of SPC provides

superior indentation resistance and is best for high-traffic and commercial applications.



Competitive advantages

There are at least two reasons why rigid core has seen a surge in popularity among vendors, with new companies entering the market seemingly every month. For one, it is the fastest growing sub-segment of the fastest growing category. Retailers across the country are dedicating more showroom floor space to the category based on the growing demand. Second, the cost of entry is relatively minimal. Part of its rapid growth stems from the sub-segment's versatility. Although SPC is suitable for any environment where you need a durable, waterproof floor, it is also ideal for settings such as commercial kitchens and bathrooms as well as grocery stores and other venues where spills occur. Unlike traditional vinyl that is flexible, manufacturers designed rigid core to be unbending. As such, it is ideal for both commercial and residential settings.

Future prospects

Experts say composite waterproof flooring, led by SPC, will be the high double-digit growth engine in hard surfaces over the next five years. Composite/SPC tiles as an alternative to ceramic tiles is the next big growth opportunity for a slew of reasons: SPC tiles are lighter and warmer than ceramic; they don't break and are cheaper/easier to install (click); no grout is needed; they are easier to remove; and, thanks to an attached cork backing, are more comfortable to walk/stand on.

Suppliers answer the call as demand for waterproof soars

By FCNews staff

The meteoric rise of the resilient flooring category can be directly attributed to the performance of subcategories such as SPC and rigid core, which doubled in terms of volume and more than doubled in terms of dollars between 2018 and 2019.

FCNews research found that the subsegment accounted for 37.1% of the LVT market in terms of residential dollars in 2019, or \$1.126 billion, compared to \$490 million in 2018. In terms of residential volume, SPC accounted for 33.4% of the LVT market, or 667.5 million square feet, compared to 335.5 million square feet in 2018.

With these flourishing numbers, it's no wonder flooring companies are ramping up their R&D efforts to meet the needs of consumers who desire a waterproof solution in their homes.

FCNews' ultimate waterproof guide reflects today's market: category leaders like COREtec, which continues to blaze a trail with realistic wood and stone looks, as well as newcomers such as FlexiFlor (and its NextFlor brand) and SAR Floors.

"We designed NextFlor to check all the boxes when it comes to the ideal floor," Shane Price, president of FlexiFlor, said of the company's new waterproof brand. Price said six criteria were met in advance of NextFlor's introduction: extreme durability, low maintenance, comfort, hygiene, easy installation and no harmful substances.

The ability to withstand temperature extremes is at the crux of SAR Floors' TriCore technology, which features a three-layer EPC core that stands up to cold, heat and sunlight better than some single standard SPC cores, the company stated. SAR Floors' two waterproof collections—Titan and Versailles—come in 7 x 48 formats, attached cushion and micro-beveled edge.

Ceramic, stone looks impress

When it comes to waterproof vinyl, wood looks

aren't the only design that's trending these days. Indeed, vinyl products that resemble ceramic and stone visuals are all the rage. Take Karndean, for example, which next month will debut Australian slate, English limestone, Italian marble and antique French cotta from its Korlok Select collection. Fifteen of the new Korlok Select stones feature vinyl grouting that is integrated into the construction.

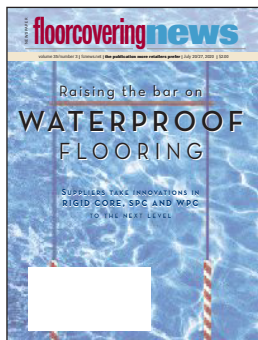
MSI, known for its tile and stone products, successfully made the transition to waterproof vinyl in 2019 with the launch of products like the Everlife collection. Everlife represents the latest in rigid core technology, offering ultra-indentation resistance and dimensional stability.

Superior dimensional stability is also one of the hallmarks of Axiscor's Pro, Prime and Trio collections of SPC flooring. The products are designed to perform well in extreme temperature situations while offering high impact and scuff resistance.

Flooring mainstays Shaw and Mohawk continue to make their mark. Shaw Floors' new Floorté Hardwood series is an engineered hardwood that is reasonably priced, DIY friendly and 100% waterproof with minimal installation disruption.

With research showing that today's consumers are asking for waterproof flooring solutions for their home, Mohawk responded with a suite of waterproof products. RevWood Plus, which combines the power of three advanced technologies to create a unique waterproof flooring system, and U.S.-made SolidTech Plus—an easy-to-clean, stain-resistant, rigid core product with a "no-gap" guarantee—highlight the selections.

Within these pages, readers will learn more about SPC and rigid core—how the products are constructed, how they perform and what flooring dealers can expect in the coming months. The objective is to arm store owners and retail salespeople with the product knowledge and information on the category's latest trends so they will be better equipped to respond to customer inquiries and close the sale.



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SPC, WPC continue to lead the pack

By Megan Salzano

The waterproof resilient flooring category continued its meteoric rise in 2019, and nowhere is that more evident than in the SPC subsegment of the LVT category. Not only is the product seizing more market share from competing flooring products, but industry executives also say it's cannibalizing sales from products within the resilient segment.

"The continued proliferation of SPC in the commercial and residential markets has been the single-largest driver of this continued strong increase in LVT," said Jeremy Whipple, vice president of commercial business development, Novalis.

FCNews research shows the residential market made up 67% of total resilient revenue or \$3.657 billion. With respect to volume, residential resilient accounted for two-thirds of square footage shipped or 3.38 billion square feet. The bulk of that activity was driven by residential LVT (including glue down, flexible click, loose lay, SPC and WPC), which generated an estimated \$3.038 billion in revenue. In terms of volume, residential resilient accounted for 1.996 billion square feet.

Resilient manufacturers attribute the category's success, in part, to the strength of key end-use sectors. "Markets such as multi-family and manufactured housing were seeing growth as economic conditions were very good and the channels were growing at a record pace," said Kevin Howell, senior director of sales and product management, Beauflor. "The visual and performance aspect of the category has come a long way in comparison to years past—it's leaps and bounds from where it was even five years ago. It's really impressive, the past two years, what we've seen it do here."

But it's not just realistic visuals that's driving interest; performance is also winning consumers over. "Waterproof floors were a high priority for consumers in 2019," said Jenne Ross, director of marketing, Karndean Design-flooring. "By marketing flooring as 'waterproof,' this helped to break the stigma against luxury vinyl tile. In the past, consumers were



Within the LVT category, SPC and WPC continue to drive sales. Pictured is Distinction Plus from Shaw Floors' Floorté collection.

hesitant of luxury vinyl simply because it had the word 'vinyl' in it, because they previously had bad experiences with it."

Shifting trends

The LVT segment, resilient's growth heavy hitter, saw some major shifts happen in 2019. From the decline in flexible click to the surge in rigid core and SPC and its cannibalization of the WPC subsegment, LVT was driven by several new factors. "SPC is the fastest growing category due to great aesthetics, waterproof properties, impact resistance, dimensional stability and overall value," said Ana Torrence, hard surface category manager, Engineered Floors. "These attributes, coupled with the ease of installation, has accelerated growth in this category's popularity in a time where qualified installers are in short supply."

Industry observers agree, SPC is primarily taking share from other segments due to its performance attributes. "The big three are dimensional stability, telegraphing and temperature," said Jeff Francis, resilient category director, residential division, Shaw Industries. "And it just continues to perform. We don't

think SPC is done—we're still in the growth cycle before we hit the life cycle and start peaking. I don't see that changing until another major innovation comes along."

FCNews research shows that in one year the subsegment doubled in terms of volume and more than doubled in terms of dollars. According to the research, the subsegment accounted for 37.1% of the LVT market in terms of residential dollars or \$1.126 billion, compared to \$490 million in 2018. In terms of residential volume, SPC accounted 33.4% of the LVT market or 667.5 million square feet, compared to 335.5 million square feet in 2018.

SPC's run on its WPC counterpart is evident in the numbers. FCNews research shows WPC declined 17.4% in terms of dollars to \$929 million in 2019, compared to \$1.125 billion in 2018. In terms of volume, WPC declined 16% to 429 million square feet in 2019, compared to 511 million square feet in 2018.

"Little to no [resilient] investment is in growing incremental WPC capacity," said Ed Sanchez, vice president product management, Mohawk Industries. "Globally, I think you'll see people looking at shifting their manufacturing from WPC to SPC. Very few new SKU intros done in the space have been in WPC. That is the trend that will continue until we see the next innovation."

When comparing WPC vs. SPC, Kurt Denman, chief marketing officer, Congoleum, said, "You trade almost no performance attributes from WPC to SPC, but you get it at a much better price point. So, we think it's still going to continue to be the growing category, and it's going to move all WPC to SPC."

Mohawk's Sanchez explained that the performance characteristics of WPC vs. SPC came into view for many consumers who began the five-to-six-year moving cycle in 2019. "They are seeing that WPC, though it was beautiful, didn't have the same durability that the new SPC does," he explained. "So, you're seeing a lot of data come back from consumers who—after moving fridges and heavy couches—are seeing dents. That's creating an increased awareness, and SPC gives you all of the benefits [of WPC] plus solves some of these issues."



SPC's well-documented attributes—especially its waterproof qualities—are key selling points for RSAs. Shown is Axiscor's Pro12.

Dealers dedicate more real estate to SPC, WPC

By Ken Ryan

When Craig Phillips, owner of Barrington Carpet in Akron, Ohio, purchased a Carpet Country location in January, he wasted no time in transforming the space to reflect the realities of today's market. "We shrunk our carpet area by 30% and moved all of our vinyl plank and tile products to the front of the store in the most prime real estate," he explained. "We highlight the products with large display floors of our best-selling products. At our Barrington Carpet location, we highlight the category right inside our front door in a feature area."

At Taylor Carpet One Floor & Home, the COREtec family is merchandised in the front of the showroom in a very prominent position, making it easily visible for the consumer. "COREtec has done a great job getting their name out there," said John Taylor owner. "Products like COREtec are very easy to sell once our RSAs get a chance to explain the features and benefits of waterproof vinyl flooring."

Taylor Carpet One has carried COREtec since the beginning and sees no let-up in sight for this still-expanding product line. "The new SPC products from COREtec seem to be taking off," Taylor said. "[USFloors] puts these products in a dedicated display, which has helped

distinguish them as a go-to product."

Many flooring dealers across the U.S. are updating their showrooms to better display and merchandise the explosive and still-evolving WPC, SPC and rigid core segments, often displaying large sections of the various products on the floor. "We actually installed every single color of one whole line so the customer could see it on the floor," said Joe Elder, co-owner, Hiller's Carpet One Floor & Home, Rochester, Minn. "We used to have boxes on display, but they never quite looked nice enough. It makes it much easier to take a customer and show her exactly what it will look like installed."

At North Dakota-based Carpet World Bismarck, more than 30 different 4 x 4-foot displays of WPC/SPC are displayed on the showroom floor. "In the last year or two, the only presentation change we have made is to indicate on our display floors which products are WPC and which are SPC," said Jon Dauenhauer, co-owner.

Other dealers said it just makes sense to allocate more square footage to show your hottest selling items. "We have several different colors of WPC installed in the showroom with wing racks, room scene poster boards and installed photos," said Carlton Billingsley, co-owner of Floors and More, Benton, Ark. "We stock nearly two dozen SKUs so we can put together four to five boards from a box to give the customer a visual of the finished floor. We have allocated more space to this product in the last year by dedicating a room we affectionately call the 'waterproof room.'"

The size of the showroom is critical in the decision process as to how much WPC/rigid core to display. Offering a wide range of



John Taylor of Taylor Carpet One Floor & Home next to his store's COREtec display for Plus XL.

display systems—including traditional water-fall, stair steps and wing displays—helps garner more attention, according to dealers, as the bigger showrooms allow for more options and ease of transition when adding displays. Retailers typically add displays without subtracting, which can be an issue for a smaller showroom with limited space.

When to place the product is also critical. As the category emerged as a staple in the industry, many chose to shrink down their carpet, laminate and even solid locking LVT selections to make room. Some dealers created a waterproof section; others moved WPC/rigid to the front of their stores.

Like many others, A.J. Rose Carpets & Flooring now has a separate section for WPC/rigid core with display floors underneath. "It has its own section rather than being mingled with hard surface," said A.J. Boyajian, co-owner.

Nick Freadreacea, president of The Flooring Gallery, with multiple locations in the Louisville, Ky., market, has committed significant space for this category and moved it to the front of his locations to reflect the importance of the category. "In the stores that allow it, we place the multi-layer flooring category next to our wood category and then transition into ceramic," he explained.



Ironically, visitors to Carpet World of Bismarck will find 30-plus displays of SPC and WPC on the showroom floor.

How many waterproof lines are enough?

DEALERS DEBATE MERITS OF NUMEROUS LINES VS. A SELECT FEW BRANDS

By K.J. Quinn

For consumers looking to purchase waterproof WPC or rigid flooring, the number of choices can be daunting. While some dealers think the less-is-more approach works, others believe in offering as many choices as possible. Despite having varying numbers of brands, all dealers agree that each offering should have something—color, texture, construction, etc.—that makes it stand out in the crowd.

Following is an overview of the different approaches.

Less is more

Carpetland USA of Rockford, Ill., carries five waterproof resilient brands and suggested dealers showcase between three to five brands—just enough to give the customer options. “The customer is much more educated today than she was in the past,” explained Kevin Rose, president. “They want options and value, and you need to show them you are not aligned with any one particular brand.”

For Harrisburg Wall & Floor, Harrisburg, Pa., carrying multiple lines from one manufacturer can be beneficial. The store currently carries five lines—three of which are from the same manufacturer. “Normally, we buy from quality and relationship,” explained Brett Bentz, president. “We are a Mohawk Color Center, so three of our lines are aligned with the Mohawk program. Limiting the number of lines also helps on the freight, shipping, all the extra costs. You can combine truckloads when

they’re from the same manufacturer.”

Bentz added that three brands is enough for the average dealer. “If you have too many you can confuse the consumer way too quick. It’s harder for a person to make a decision when there are too many choices. Within each line you probably have 40 decisions, 40 colors. Mul-

ticated that when customers are offered too many options, they become overwhelmed. Also, the patterns tend to be repetitive across the brands.”

More is better

For Akron, Ohio-based Barrington Carpet, waterproof flooring is its largest category in hard surface. According to Craig Phillips, the company’s president, the retailer stocks about 40 SKUs in waterproof and displays more than 20 different lines from all of its key suppliers.

“All other hard surface categories combined do not come close to matching our square footage sales in waterproof,” Phillips said. “It seems that we can’t get enough.”

Phillips explained that it is a struggle to find the ideal number of brands to show. However, for his store “it seems our customers love the variety and range we show,” he said.

Big Bob’s Flooring Outlet in Yuma, Ariz., also shows upwards of

20 lines of waterproof flooring. “We are constantly removing old technology and introducing new and improved products in our showroom,” explained Josh Penny, president. “This category will continue to gain more space in our showroom as long as the consumer supports and demands waterproof in their homes.”

Penny said the store initially sold only five or six waterproof lines. However, the customers asked for a larger selection. “We are fortunate enough to have the showroom space to effectively display a wide variety of options in this category,” he added. “Today’s consumer has invested a lot of time researching waterproof flooring. We must be able to provide a wide variety of products to give them the confidence that they have seen the ‘latest and greatest’ and that we can provide them with the best selection of flooring for their home.”



tuply that by three that’s over 120 choices.”

Eric Langan, owner, Carpetland USA (The Langan Group), Davenport, Iowa, thinks six suppliers/brands in waterproof resilient should offer enough good, better and best options for the consumer. “Bringing on much more than that will confuse the customer and clutter your showroom,” he said.

Langan’s store currently carries seven waterproof resilient lines, most of which are from the retailer’s core suppliers. “I partner with the suppliers that have a proven history of good pricing, excellent service and consistent inventory,” he said.

Mary Ann Gore, office manager at Chattanooga Flooring Center, Chattanooga, Tenn., explained that while her store has at least 10 waterproof resilient brands, she feels the ideal number to carry is closer to five. “We have no-

LVT, WPC, SPC— which is right for your customer?

By K.J. Quinn

As the resilient category continues to expand into various subsegments—LVT, WPC and SPC—flooring dealers have had to stay abreast of where each product, once installed, will truly thrive.

Following are a few general guidelines to help customers make the right decision.

Consider the surroundings

When helping a consumer find her ideal floor, experts say retail sales associates need to consider several factors, including the consumer's lifestyle and the room in which the flooring is being installed. For instance, areas with direct sunlight could benefit from an SPC product. That's according to George McMurtry, owner, America's Carpet Outlet, State College, Pa., who explained flooring near "a porch or deck en-



Scratch, stain and dent resistance—in addition to waterproof attributes—are in demand today. Shown is Pergo Extreme from Mohawk.

trance with a southern exposure, a wall with full-length windows or in a home without UV protection in the windows is typically in direct sunlight. A WPC product could be more susceptible to movement caused by the direct sunlight than a product with an SPC core."

SPC can also be the ideal product for a consumer looking for a high-performing floor. "SPC is a home run for those wanting tough, dent-resistant hard surface, especially if they don't want to remove their existing ceramic or porcelain tile," said Marjorie Benson, president, Friendly Floors, Port Charlotte, Fla.

Listen for Main Street opportunities

While WPC and SPC flooring have become the go-to products for residential projects, they also made their way into the commercial space. "I recommend LVT products in any situation that a customer may be looking at hard surfaces," said Chris Kemp, owner, Kemp's Dalton West Flooring, with three locations in Georgia.

Craig Phillips, president, Barrington Carpet, Akron, Ohio, has seen his custom builder, commercial and retail business all shift over to SPC products. "SPC offers many advantages over traditional LVT—no acclimation, better sound absorption, in addition to being more forgiving of imperfect subfloors. We have actually seen some of our property accounts switch to SPC where their budget permits."

Despite WPC and SPCs' strong hold on most of the market, traditional LVT is still being specified in various commercial projects. As Benson explained, "Glue-down LVT is bet-



Today's consumers are gravitating toward the longer, wider look. Pictured is Cali Vinyl Longboards in North Shore oak.

ter for commercial applications where chairs, carts, etc., may be rolling over them. In Florida, we have more concrete slabs in poor condition than not, so we prefer floating floors residentially."

Phillips said he sees LVT being installed mainly in property management projects. "It's aggressively priced but allows the property managers any opportunity to upgrade their common area flooring."

Specify according to need

While it is clear most dealers have their top product categories for different installation projects, many stress the fact that they don't necessarily push the consumer to one specific product. "Typically, for most homeowners we would not make any significant distinction among the different construction types of LVT," McMurtry said. "In more residential environments, our experience is the final selection should be based on color, traffic type and volume and general appearance."

McMurtry is not alone. Tim Schoolfield, owner, Countryside Carpets Flooring America, O'Fallon, Mo., said his staff keeps it simple. "This gets way too complicated. I tell them to pick the look and feel they like; take the samples home and see how they look. If they like it and it fits their budget—buy it. In most residential applications, it doesn't matter what acronym it is. Most household moisture cleaned up properly isn't going to hurt it."

Wholesalers ride category's coat tails

By Ken Ryan

It would not be outlandish to suggest the flooring industry has never seen a product category quite like LVT in all its permutations. While some observers like to compare the LVT phenomenon with that of laminate in its heyday, distribution executives say there is no comparison. "Laminate was strictly a retail product—it never made it into commercial," said Jeff Striegel, president of Elias Wilf, Owings Mills, Md. "On the other hand, LVT is cannibalizing every channel. It may be the most disruptive product in the annals of flooring."

In the past five years distributors have almost completely flipped their merchandise mix. Whereas LVT as a category apart from resilient once accounted for about 10% or less of the overall mix, in 2019 it is in some cases four or five times that amount. In 2018, 33% of Elias Wilf's business was in the LVT segment. This year it is closer to 40%. Others have a higher percentage, with B.R. Funsten at greater than 50%, and Herregan at 52%. "Our mix is becoming less diversified and becoming more SPC/WPC driven," said Pat Thies, vice president of sales and marketing for Herregan, Eagan, Minn. "We anticipate the category to continue to grow, with SPC leading the way."

Furthermore, 25% on LVT products have not dampened the enthusiasm, thanks to the many benefits it pro-

vides end users in both residential and commercial spaces. As Striegel explained, "Consumers love waterproof, but the real love affair is with the retail sales associates—they love the product and they believe in it. We don't see anything that will knock that off stride. One, the

rare products."

Striegel sees hybrids making an impact now and in the immediate future. "We're not fully ensconced in the hybrids yet," he said. "As we get into these hybrids that will be an entirely new dimension that we haven't em-

braced. This is just unfolding. There will be a second or third evolution of the product with probably two more to come after that—so we're just getting going with LVT. And we're not even talking about the mineral core with the magnesium oxide."

As more players enter the multilayer flooring space, expect to see price degrada-

tion and perhaps a slowdown in the overall market. In the meantime, LVT, WPC, SPC and rigid rage on.

"I see continued growth in the category," said Hoy Lanning, president and CEO Of Haines. "The mix is changing from ceramic, marble, stone and wood to LVT/SPC. We are growing this LVT business 30% plus. The other products are falling. We used to sell wood/ceramic, for example: \$5 per square foot and today we are selling the same look for \$2.50 a square foot. We ship the same weight or more on trucks, but our gross profit dollars we take to the bank are less."

The downside for distributors is the entire LVP/rigid core category has taken share from even base-grade hardwood and is growing at two-and-a-half times that (or even greater) of other flooring categories. A more balanced portfolio is what the industry needs, say executives, not a single product monopoly.

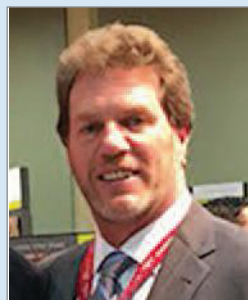


"The mix is changing from ceramic, marble, stone and wood to LVT/SPC. We are growing this LVT business 30% plus."

—Hoy Lanning
president and CEO Of Haines

product is continuing to develop. Remember, the SPC category didn't exist [three years ago] and now it has taken over the entire multi-family category—and now working into builder."

That SPC did not exist two years ago speaks to the rapid development taking place within the market today. Executives are now talking about the next wave of changes poised to transform the segment yet again. "Technology from the back to the core to the face plate is what's happening, and it gets you more authentic looks in ceramic and stone," Striegel said. "I can't see how it is not going to take more market share. It is one of those



"The SPC category didn't exist [three years ago] and now it has taken over the entire multi-family category—and even working into builder."

—Jeff Striegel
president of Elias Wilf, Owings Mills, Md.



The top layer of Axiscor Trio (shown here) allows for a deeper, richer EIR texture.



Pro, Prime and Trio

Triple threat SPC delivers the complete package

Axiscor Performance Flooring's three distinct collections offer superior dimensional stability in extreme temperature ranges, high impact and scuff resistance ratings, and is designed to look great for years even when exposed to pet accidents and spills.

More importantly, water will not affect the dimensional integrity of the product. All 30 SKUs have an attached IXPE pad.

Prime collection: The need for practical pricing does not mean a customer has to give up styling and great looks. Prime features

eight 7 x 48 planks with realistic embossing and micro-beveled edges. A high-performing, 12 mil wear layer makes it an ideal choice for value-conscious shoppers and multi-family construction needs.

PRO7, PRO9, PRO12: When extreme performance in high-

traffic areas is needed, Axiscor PRO hits the mark. A 6mm/20 mil wear layer makes PRO one tough performing product. An embossed-in-register finish with cut and painted beveled edges make each individual tile and plank stand out as one of the most beautiful collections suitable for commercial and/or residential needs. PRO is available in three formats: planks in 7 x 60 and 9 x 60 sizes, and 12 x 24 tile visuals.

Trio: Based on ABA construction, Trio sets a new benchmark for styling and visuals. The SPC core is separated by two layers of 100% virgin vinyl. The top layer enables a deeper, richer EIR texture and the underside layer adds to the extreme dimensional stability of the 7 x 60 planks.

this and that

- **Axiscor Trio**
6 SKUs—7 x 60 long planks
7mm overall thickness
ABA construction
20-mil wear layer
- **Axiscor PRO**
Cut and painted beveled edges
1.5mm attached IXPE pad
- **Axiscor Prime**
4.8mm overall thickness
12-mil wear layer
random embossed



TRIO COLLECTION WITH ABA CONSTRUCTION

One common attribute of SPC flooring is the extreme density of the core, and for some manufacturers that density level can limit the depth and quality of the embossing that can be achieved. The Axiscor Trio collection features an ABA construction process that utilizes a 100% virgin vinyl layer that "sandwiches" the dense SPC core. The top layer provides a softer covering and allows for a deeper, richer and more detailed embossed-in-registered look and feel like natural hardwood planks. The matching layer under the SPC core adds to the superior dimensional stability and helps create additional comfort and reduced sound underfoot. This construction process allows Axiscor to recreate visuals with deep rich textures and some visuals with heavy graining and saw marks.

AXISCOR

PERFORMANCE FLOORING

SPC Multi-Layered Luxury Vinyl Flooring
**Beautiful, Tough, Natural Looking
Visuals In Tiles And Planks**

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1-833-675-4304



Longboards' planks utilize advanced imaging technology to deliver the sharpest hardwood details Cali has ever produced.



Cali Vinyl Longboards

Longer, broader and more beautiful

The big takeaway from Cali's Longboards luxury vinyl collection is no secret—the planks are longer. They're also wider than the original Cali Vinyl line, making installation faster and the rooms in which they are installed feel larger.

In addition to the expanded dimensions, Longboards' planks make use of more

advanced imaging technology to deliver the sharpest hardwood details Cali has ever produced. The colors are richer, and specialized surface embossing matches up with what you see; so, if you see a knot in the grain, you'll feel that knot's texture as well.

Longboards also give a nod to classic surf culture and the

naturally, easy-going attitude that comes hand in hand with seaside living. The notion for Cali as a company originated during a yearlong surf trip, so it's a fitting tribute to come full circle with this collection. In keeping with those stress-free vibes, planks are ultra-scratch resistant and easy to clean—perfect

for pets, sandy feet and indoor/outdoor living.

Longboards' color options are also designed for versatility and smooth cohesion with any aesthetic.

The big customer favorites so far are North Shore Oak and Seaboard Oak, both of which feature warmer neutrals and serene wood grains that are about as close to actual hardwood as you can get. Shades like Oceanic Oak and Windswell Hickory add some calming grays to the mix, while Offshore Oak and Point Break Pine speak to the current taupe craze.

Like all Cali flooring, Longboards are FloorScore certified and safe for homes, hospitals, children and pets.

features and benefits

- **Longest Cali Vinyl planks at 70 $\frac{7}{8}$ x 9 x $\frac{5}{16}$**
- **Hi-res wood grain details with versatile color options**
- **100% waterproof with a flexible SPC core**
- **Built-in acoustic padding**
- **Install in any room—at, above or below grade**
- **Rapid click-lock milling for easy floating or glue-down installation**
- **Scratch resistant, pet friendly and easy to clean**
- **Backed by a 50-year residential warranty**



A DISPLAY TO DIVE INTO

Leaning into the classic surf theme, the Longboards' display got a fresh redesign incorporating a surfboard made from actual flooring planks. The board-shaped backer includes hidden rungs for storing take-home samples, and the rack itself accommodates 12 removable boards. Retailers have already shared what a hit it is in their showrooms. With so many luxury vinyl collections from which to choose, it's no longer enough to simply have a high-performing product. You've got to make a strong, lasting impression from the first look. The Longboards' display says everything at a glance: This flooring is waterproof, worry-free and awash with style.



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CALI VINYL® LONGBOARDS™

Longer, broader,
and better looking
than ever

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The rigid mineral core in COREtec Stone aims to provide greater dimensional stability than WPC and SPC.

COREtec Stone

Stylish, strong and simplified

As the industry leader in waterproof resilient products, COREtec has done it again with COREtec Stone as the uncompromising answer to a consumer's desire for beautiful tile as well as a solution to the industry's installation issue.

Chief among COREtec Stone's achievements is a rigid mineral core, which is

designed to provide greater dimensional stability than WPC and SPC. This makes COREtec Stone ideal for large spaces without using transition strips, rooms with high temperatures and areas where cabinets, appliances and islands will be set on the floor.

According to USFloors, moisture from the top or bottom

will have no effect on COREtec Stone as its rigid mineral core is waterproof. A limited, lifetime structural warranty ensures an unmatched degree of dent and crack resistance.

COREtec Stone, which debuted with 40 SKUs, features realistic, desirable stone visuals—including granite, travertine and

marble—in polished and matte options.

COREtec Stone also features a thermo-resin layer that provides realism and integrated grout lines that match the floor perfectly without making a mess. The integrated grout lines also help provide a shorter installation time in comparison to ceramic tile, while the protective layer on top ensures the surface is scratch resistant.

COREtec Stone requires no additional materials and can be installed over most existing hard surfaces with little or no prep. It can also be installed as a floating floor with no acclimation time needed, allowing consumers to buy, install and walk on their COREtec Stone in a single day.



'CORE' strengths

- **100% waterproof, kid proof, pet proof**
- **Can be installed over most existing hard surfaces with little or no prep**
- **Can be installed and enjoyed on the same day**
- **No need for nails, glue or additional underlayment**
- **Easy, click-together installation**
- **Extremely durable and easy to maintain**
- **GreenGuard Gold certified**
- **Lifetime residential warranty; 10-year medium commercial warranty**



ELEGANCE AND PERFORMANCE PERSONIFIED

COREtec Stone is a breakthrough product that combines the elegance of a stone visual with the performance consumers expect from a COREtec product. In fact, COREtec Stone represents a radically different approach to flooring because the company approached it differently. Rather than emulate stone, COREtec decided to design a product that emulated the way consumers live. As an added benefit, the cork underlayment allows for a softer, quieter and warmer floor.

COREtec[®]
STONE

It lives like you.

STYLISH.
STRONG.
SIMPLIFIED.

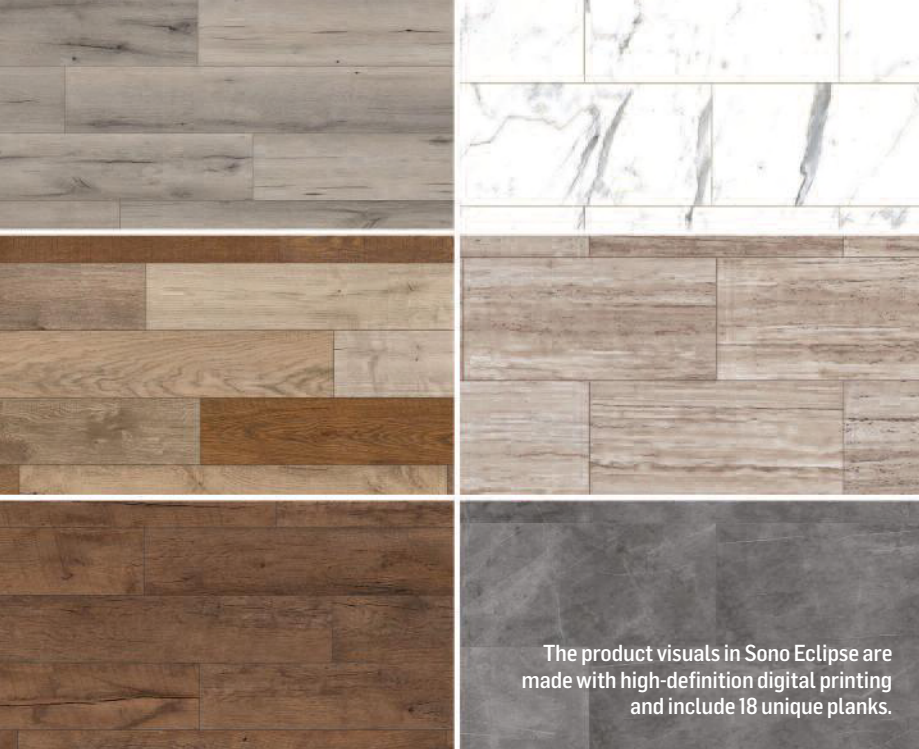
- **Designer curated** collection of patterns and colors
- Innovative, extra-rigid **mineral core**
- **Softer, warmer** and **quieter** than traditional tile



Sahni
COREtec Stone
VV564-12224

COREtec Stone is the easiest way to be loyal to the sophisticated look of tile with a beautiful balance of **style and strength**. These floors are slip, chip and crack-resistant with integrated grout lines to give customers a stylish new option that makes it simple to create a truly lovable look that lasts.

See the full line of COREtec Stone styles and colors at **COREtecFloors.com**



Sono Eclipse

Next-gen product offers comfort, beauty, performance

Inhaus continues to innovate with Sono Eclipse, a next-level rendition of its Sono collection. Sono Eclipse offers 26 colors (20 wood looks and six tile designs) and is built on the same standard properties as its Sono sibling but with some new, state-of-the-art touches.

Eclipse, a PVC-free rigid core flooring

product made in Germany, boasts an original and patented production process. The core of the product is made solely with polypropylene and mineral powder. What's more, Eclipse is a completely waterproof and health-conscious product that contains no phthalates, plasticizers, chlorine or other additives.

New to the line is a permanently bonded pre-attached underlayment, which may be glued down.

The product is produced with Inhaus' Megaloc (angle fold) locking system and is dimensionally stable against heat and moisture. This allows the product to be installed in rooms up to 100 x 100 feet without

transitions; it can also be installed in three-season rooms.

The product visuals are made with high-definition digital printing and feature 18 unique planks.

The surface is produced with a polypropylene film for dent and chip resistance and is then finished with an industrial acrylic lacquer that is digitally applied in a process known as Digital Lacquer Embossing (DLE). The DLE process creates an embossed-in-register surface as standard on all SKUs.

The final lacquer layer is applied using an excimer process. The result is an ultra-authentic, highly durable matte finish that is soft to the touch, similar to real wood and anti-footprint.

key selling points

- **Digitally printed surface finishes**
- **Contains no PVC, formaldehyde, phthalates or plasticizers**
- **Dimensionally stable, three-season rooms warranted**
- **Megaloc, angle-drop patented floating installation system**
- **Engineered not to stain or fade; AC5 wear layer**
- **New permanently attached underlayment**
- **New excimer process for a harder-wearing, ultra-matte finish**



RECYCLABLE WITH UNLIMITED FLEXIBILITY

From the beginning, Sono Eclipse was designed to be recyclable. Due to its simplistic design with minimal ingredients, it can be recycled as a standard residual plastic. Note that this also includes the attached pad, which was engineered to be made of the same material as the core, specifically for recycling purposes. Proprietary digital printing technology gives Inhaus' designers unlimited flexibility in the design and texture development process. A mixture of millions of colors and textures creates unlimited possibilities as they interpret original material scans into Inhaus Sono Eclipse designs.

CRAFTED
TO ENDURE
LIFE'S
CHALLENGES.



SONO
ECLIPSE

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I4F's one-piece, drop-lock click system was designed to expedite installation on the jobsite.



3L TripleLock

Faster, easier, waterproof with strong track record

For waterproof flooring, I4F's locking systems are shaped and specifically designed to significantly delay and prevent water from passing through joints. I4F systems have successfully passed the NALFA Laminate Surface Swell Test.

I4F's 3L TripleLock provides a unique, one-piece drop-lock installation technique for flooring panels that eliminates the need for an additional insert on the short side. The solution is suitable for

all materials, including WPC—also known as expanded polymer core (EPC)—laminate, luxury vinyl tiles, solid polymer core and wooden flooring panels.

3L TripleLock has become the industry's new "standard," and the reason for its ever-growing popularity is simple: It is one of the world's easiest flooring installations with an incredible track record and proven technical performance. This is especially important on rigid EPC flooring panels

where soon-to-be-obsolete locking systems, such as angle/angle, make installation particularly challenging.

"It's in everyone's interest to make installation as easy and effective as possible," said John Rietveldt, I4F's CEO. "This goes for manufacturers, retailers, installers and, of course, consumers. Several large manufacturers have told us they believe 3L TripleLock's ease of use has even contributed to

the overall surge in the EPC flooring market."

I4F's goal is to revolutionize the global flooring industry through freedom of choice. International patents and patent applications for I4F's technologies have been granted and filed in more than 100 countries worldwide.

"We make it our purpose to gear all our strategic activities toward providing accessibility to exciting innovations that generate sustained growth for everyone," Rietveldt added. "For those EPC distributors losing market share by hanging onto the past, ineffective installation solutions, it's time to look to the future and new growth opportunities with the industry's new favorite installation system."

what makes it 'click'

- **Unique, one-piece drop-lock system provides secure connection**
- **System allows up to 30% faster installation than basic click systems**
- **Locking innovation addresses shortcomings on panel short side**
- **Enhancements negate the need for additional inserts**
- **Suitable for high-speed machines**
- **No special tools required for installation**
- **Construction prevents squeaking**



TRIPLE THE OPTIONS

3L TripleLock from I4F differs from other drop-down systems because it incorporates three locking mechanisms into the profile that dramatically strengthen the vertical locking vs. comparable systems—all without sacrificing ease of installation. This is important because the market for these innovative EPC products is still maturing and being established with industry associations prescribing technical standards by which products must adhere. This includes predefined standards in terms of vertical locking strength, climate chamber and castor chair tests. 3L TripleLock offers the right solution today and the future.



Easiest is best



FAST AND EASY - UP TO 30%
FASTER THAN BASIC CLICK SYSTEMS

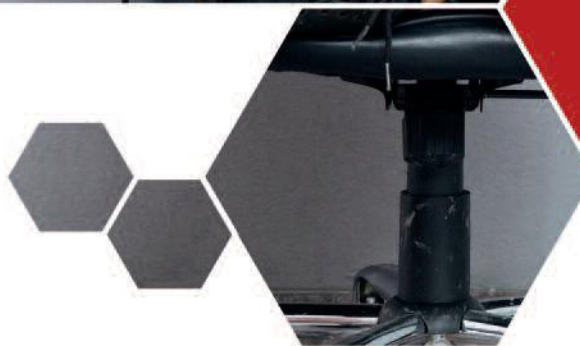
ALL MATERIALS, ALL FORMATS

NO INSERTS, NO PLASTIC

STRONG, PROVEN PERFORMANCE

IMPROVED PRODUCTIVITY

SUITABLE FOR HIGH-SPEED
MACHINES



3L TripleLock and Click4U are strong global technologies providing a unique one piece drop-lock installation system for flooring panels that eliminates the need for an additional insert on the short side. I4F's technology is being used around the world and is suitable for all materials including laminate, luxury vinyl tiles, expanded polymer core, solid polymer core and wooden flooring panels.



PATENTS & TECHNOLOGIES

WWW.I4F.COM

THE FLOORING INDUSTRY'S INNOVATION PARTNER OF CHOICE



At one-third the weight of the average porcelain tile, Korlok Select stones can be easily installed in any level of the home.

Korlok Select

The premium interlocking and floating stone product

Combining original visuals, exceptional performance and a fast, floating installation, new stones within Karndean Designflooring's Korlok Select range arrive in August and are designed to please RSAs, homeowners and installers alike.

Unique visuals including Australian slate, stenciled patterns

inspired by Moorish tiles, English limestone, Italian marble and antique French cotta join the nearly 30 wood looks within Korlok Select. The marble designs will be available in two sizes: an 18 x 24 tile and a 6 x 24 herringbone format for added design flexibility.

Each new design—except for the stenciled

tiles—features InteGrout, an integrated non-porous vinyl grouting that won't stain. Unlike products with painted bevels, InteGrout has a seamless vinyl grout line that is integrated into the product construction. InteGrout is waterproof, easy to clean and does not expand or contract with

seasonal temperature fluctuations.

At one-third the weight of the average porcelain tile of the same size, Korlok Select stones can be easily installed in any level of the home and in any rooms that experience occasional spills. Like all Korlok Select products, these stones are equipped with waterproof, proprietary K-Core technology for installation over most existing hard surfaces with minimal subfloor preparation and 5G fold-down locking technology.

Korlok Select with InteGrout is ideal for homeowners who like ceramic and porcelain but need a cost-effective way to address subfloor issues—or as a transition-free option for customers using Korlok Select wood in adjoining rooms.

standout attributes

- **18 x 24 stones (most with built-in InteGrout)**
- **Two marble visuals available in 18 x 24 and 6 x 24 herringbone tiles**
- **20-mil wear layer**
- **5G fold-down locking mechanism facilitates fast installation and is backed by the HoldFast lifetime warranty**
- **Waterproof K-Core allows for a floating installation over most existing hard floors**
- **Pre-attached, closed-cell acoustic foam backing offers superior acoustic qualities**



INTEGRROUT ELIMINATES HASSLES

Fifteen of the new Korlok Select stones feature a technology called InteGrout, vinyl grouting that is integrated into the construction for a convenient and no-mess floating installation. For installers, no mortar and grout are necessary, meaning there is no grout haze to clean post install. What's more, no sealing or spacers are required.

Because InteGrout is non-porous, homeowners will appreciate its waterproof, stain-resistant and hygienic benefits. "Homeowners love the look of ceramic and porcelain tile but hate the hassle of scrubbing grout," said Jenne Ross, director of marketing. "InteGrout easily wipes clean, won't stain and does not harbor bacteria."



Karndean
Designflooring

SEE WATERPROOF FLOORING
differently

Karndean is invested in providing high-quality products that you can stake your reputation upon, including the new Korlok Select stones with InteGrout™. With three well-stocked distribution centers strategically located across the country, we can accurately and quickly fulfill orders to hit the tightest of schedules. Karndean will continue to be there to support you as we navigate this new normal together.

See for yourself at www.karndean.com/newto2020.

Waterproof?

There's a leak on the next page.

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RevWood Plus combines the power of three advanced technologies to create a unique waterproof flooring system.

RevWood Plus/SolidTech Plus

Waterproof solutions for all walks of life

Research shows that today's consumers are asking for waterproof flooring solutions for their home, and Mohawk has the products to meet those needs across its expansive portfolio.

Take, for example,

RevWood Plus, which combines the power of three advanced technologies to create a unique waterproof flooring system, allowing users to enjoy the beauty of wood in any room of the house—even

mudrooms, kitchens and baths.

The perimeter of each RevWood Plus plank is coated with Hydroseal to further protect the floor. The hydrophobic coating repels water, so planks resist swelling from

moisture. RevWood Plus is extremely durable and is protected by a tough wear layer that resists scuffs, scratches and dents.

Then there's SolidTech Plus, a 100% waterproof, easy-to-clean, stain-resistant rigid core product that comes with a no-gap guarantee. SolidTech Plus, which is made in the USA, also offers an All Pet Plus Protection warranty, covering all pets, all accidents, all the time—plus scratch protection.

SolidTech Plus is three times more scratch resistant due to the addition of a tough wear layer and enhanced lacquer finish, while EasyClean technology adds enhanced stain and soil protection to ensure easy cleanup for everyday accidents.

points of distinction

- **First rigid vinyl made in America (SolidTech)**
- **Topical treatment keeps water on top (RevWood Plus)**
- **Core construction prevents cupping and gapping due to moisture or temperature change (SolidTech)**
- **High-performance 22-mil wear layer with an additional urethane coating offers protection from scuffs, scratches and stains (Pergo Extreme)**
- **Premium composite core provides extreme durability (Pergo Extreme)**



PERGO EXTREME RAISES THE ANTE ON DURABILITY

More than 35 years ago, Pergo introduced laminate flooring to provide an affordable alternative for customers desiring a wood look for their home. Since then, Mohawk has made it its mission to consistently develop innovative, worry-free flooring solutions.

Available exclusively at select specialty flooring stores, Pergo Extreme is a durable, rigid luxury vinyl floor with the look, protection and guarantee you expect from a venerable brand with a lasting legacy. Pergo Extreme luxury vinyl is an entire class of spectacular floors that can take any room in the home to the next level. Each plank includes attached cushion for enhanced stability and natural sound underfoot. As well, a protective wear layer resists scratches and scuffs for long-lasting beauty.



**We know there are
a lot of waterproof
products out there,
but our portfolio is
unmatched.**

Backed by superior technology and brands that consumers trust, including Mohawk and Pergo, you'll be able to offer the latest in innovation while staying ahead of the competition.


MOHAWK

PERGO®

Learn more about Mohawk's **RevWood Plus** and **SolidTech Plus** products along with Pergo's extremely durable, rigid vinyl flooring, **Pergo Extreme**. Visit mohawktoday.com, or talk to your sales rep today.



Everlife

On-trend visuals now in a rigid format

MSI's inspiration and design direction comes from its vast sales data as one of the largest flooring distributors in America, triangulating the best looks across all forms of surfacing—flooring, wall and countertops. The manufacturer's Everlife LVT Rigid Core collection is no

different as it represents the latest in rigid core technology while offering ultra-indentation resistance and dimensional stability.

The Rigid Core collection has a patented locking system that offers outstanding dimensional stability,

which allows for fast, easy and affordable installation. There's a reason why MSI calls it its "buy-today, install-today" collection. In addition to its easy installation, it also features ultra-high-resolution print technology that can replicate the look of wood and stone better

than other materials.

While superior looks and dimensional stability are key features, it is MSI's custom-painted bevel finish that truly makes this collection unique in the industry. Each custom bevel is specially designed to accentuate each plank while minimizing dirt collectability of traditional bevels.

The Rigid Core collection is available in four different visuals: Cyrus and Andover, both 7 x 48 x 5mm products; XL Cyrus, measuring 9 x 60 x 5mm; and Prescott, measuring 7 x 48 x 6.5mm. All four visuals feature MSI's proprietary CrystaLux wear layer, which protects against scratches, scuffs, dents, staining and UV rays.

bells & whistles

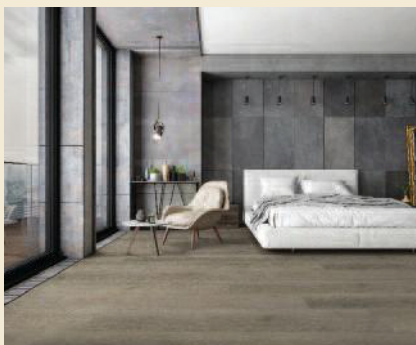
- **CrystaLux wear layer protects against scratches, scuffs, dents, staining and UV rays**

- **Cyrus and XL Cyrus feature 12-mil wear layers; Andover and Prescott are available with 20-mil, commercial-grade wear layers**

- **XL Cyrus features a custom-painted bevel**

- **Limited lifetime residential, up to 10-year light commercial and up to 5-year heavy commercial warranty**

- **Comprehensive assortment of additional underlayment, glues and trims available**



CUSTOM-PAINTED BEVELS MAKE ALL THE DIFFERENCE

A known issue in the LVT world is that deep bevels in plank flooring are difficult to clean. MSI saw this as a challenge that needed an answer, and after extensive experimentation found the perfect solution with its custom bevel finish. "Deep bevels collect and retain dirt," said Sam Kim, senior vice president. "Once lodged in with dirt, natural body oil and moisture, the grime gets locked in, making the bevels hard to vacuum. MSI's design team experimented with various depths and angles of the bevel to achieve the perfect balance of beauty and easy maintenance, finding the perfect resolution to a known issue."



EVERLIFE™ CYRUS DRAVEN



EVERLIFE™ CYRUS JENTA

A LOOK INTO LUXURY

MSI RELEASES ITS SUMMER LUXURY VINYL TILE LINEUP. Introducing the latest in summer style - MSI is unveiling 8 of the hottest new colors in the Everlife™ LVT portfolio. All available in three MSI rigid-core LVT product lines; Prescott, Cyrus, and XL Cyrus. From shades of light blondes to gray and warm mocha, there is something for every style. Kid-proof, pet-proof, low-maintenance, MSI's worry-proof Everlife LVT and porcelain materials combine with top-trending looks to create the hardest-working floors on the market. Among the most sought-after H₂O-friendly surfaces in design, these household phenoms take a beating year after year and still look fresh.



Everlife™
LUXURY VINYL TILE

MSI
Making Dream Surfaces Attainable
MSISURFACES.COM

Slabs & Countertops
Porcelain & Ceramic
Luxury Vinyl Tile
Hardscapes
Natural Stone
Decorative Accents



NextFlor can be installed over any level underlayment using only a trowel and a utility knife.



NextFlor

In a class of its own

FlexiFlor has introduced the NextFlor brand, a uniquely different flooring product designed to solve the limitations of other flooring options. NextFlor is designed as the ultimate fusion of durability, comfort and style.

"We designed NextFlor to check all the boxes when it comes to the ideal

floor," said Shane Price, president of FlexiFlor.

According to Price, six criteria were met prior to market introduction: extreme durability, low maintenance, comfort, hygiene, easy installation and no harmful substances. Price said the criteria for durability is simple: "Wear should never be the reason a flooring

has to be replaced. Our experience in producing and installing extreme-traffic commercial flooring has given us an edge."

For this reason, NextFlor does not utilize the traditional thin wear layer found in other products.

"NextFlor is the wear layer—its entire thickness is made from our same resilient

compound," Price said. "It won't wear out."

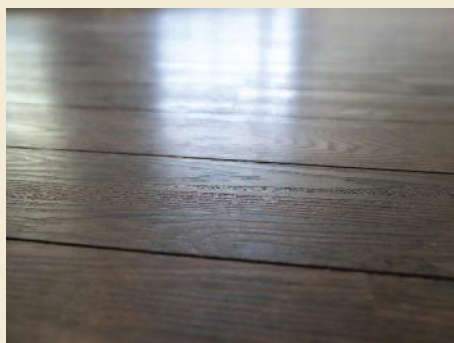
NextFlor is also designed to be simple to install and easy to maintain. The flooring can be put down over any level underlayment using only a trowel and utility knife. No special tools are needed. A simple dry or wet mop is all that is required to clean NextFlor, and no sealants or waxes are necessary to maintain its shine.

"People are busy enough and don't want to waste their time scrubbing floors," Price said. "Compared with other flooring options, NextFlor requires the least amount of effort to keep it looking new."

Also, NextFlor takes a giant leap forward in the battle for sanitary spaces by adding antimicrobials to inhibit germ growth.

outstanding features

- Hygienic with antimicrobial technology
- PVC, plastic and vinyl free
- Soft underfoot for unmatched comfort
- Spill and stain resistant
- Unparalleled sound dampening
- Will not warp, cup, fade, crack, shrink or expand
- Ultra-low VOC, California Section 01350 certified
- 100% made in the USA
- Lifetime warranty



REDEFINING COMFORT AND QUIET

No one likes noisy homes and tired feet. Hard surfaces such as vinyl, hardwood and tile lead to loud rooms and are uncomfortable to walk and stand on, especially for long periods of time. NextFlor was developed to solve these problems, creating luxurious tranquil spaces for homeowners and occupants to live, work and play. The unique polymer makeup cushions footsteps and absorbs noises dramatically to improve the overall comfort of the home or workspace.

In addition to comfort, NextFlor is healthier. The company added antimicrobials to the product to inhibit germ growth. "This is not a surface treatment that will wear off," Price explained. "It is incorporated throughout the entire flooring matrix."



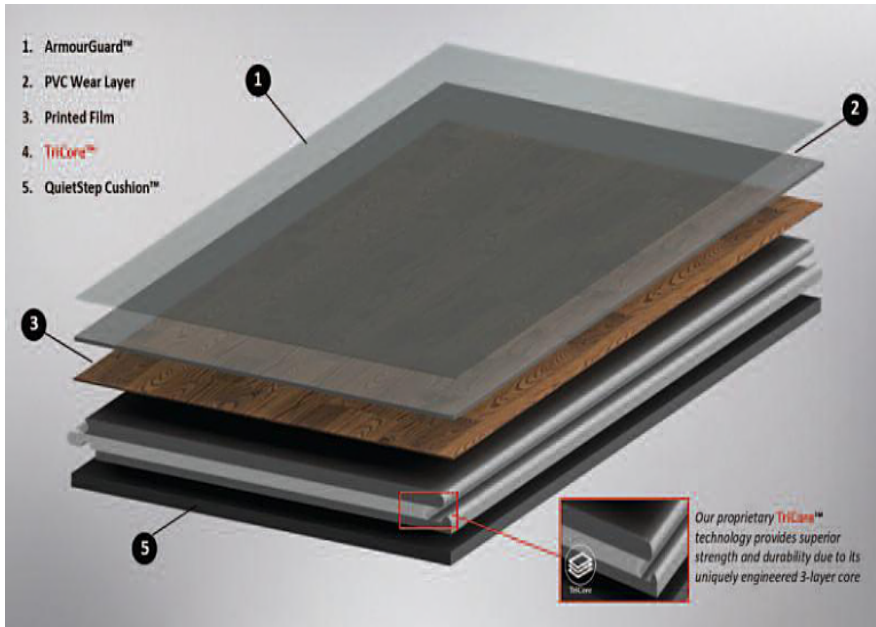
HYGIENIC WITH ANTIMICROBIAL TECHNOLOGY
COMFORTABLE AND QUIET
WATER/STAIN/FADE PROOF
PVC, PLASTIC, AND VINYL FREE
MADE IN THE USA

LIFETIME WARRANTY

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Discover **more**
from your floor

NEXTFLOR[™]
ADVANCED POLYMER FLOORING



TriCore technology's three-layer core has been vigorously tested to stand up to extreme cold, heat and sunlight.

TriCore technology

At the 'core' of every floor: Superior performance

SAR Floors' 100% waterproof engineered SPC (ESPC) products are augmented by the company's proprietary TriCore technology, which enhances durability and dimensional stability. This uniquely engineered, three-layer

core has been vigorously tested and proven to outperform other standard single SPC cores in multiple areas—specifically, in castor chair testing by reaching an impressive 25,000 revolutions with no change or separation of the

locking mechanism.

SAR Floors' products are equipped with QuietStep or QuietStep+ attached cushion to provide superior noise cancellation properties and comfort underfoot—a true benefit in any single- or

multi-family setting. What's more, the company's products are engineered and tested to stand up to the abuse of extreme hot and cold temperatures as well as exposure to sunlight and fading, resulting in floors that will look great for years to come.

On the front line, SAR Floors' ArmourGuard Microbead technology combined with TriCore technology provides the ideal finish to resist scratching while holding up to the wear and tear of everyday life. SAR Floors' handpicked designs combine a mixture of textures and embossing, resulting in a variety of contemporary and classic designs with the look and feel of real hardwood.

what makes it special

- Random embossed
- QuietStep Cushion for ultimate comfort underfoot and noise canceling properties
- Superior color, clarity and texture
- UV-cured, scratch-resistant wear layer featuring ArmourGuard Microbead technology
- Waterproof, three-layer TriCore provides superior durability and dimensional stability
- FloorScore certified/Ortho-phthalate free



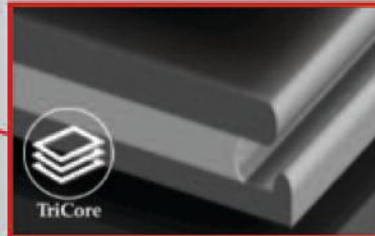
FAMILY OF BATTLE-TESTED PRODUCTS

SAR Floors' expanding family of waterproof SPC offerings includes Titan, Versailles and Riptide, with the latter featuring a 9 x 72-inch longboard plank, 5mm thickness and 20 mil wear layer. Titan comes with a Välinge click locking mechanism, while Versailles and Riptide employ the I4F click locking system. The embossed in register featured in Riptide mimics the look of real hardwood flooring. More information on SAR Floors' products—and testing—can be found on its YouTube channel. For weekly product features and projects that highlight the company's flooring, visit its Facebook and LinkedIn pages.



TriCore

Our proprietary **TriCore™** technology provides superior strength and durability due to its uniquely engineered 3-layer core



SAR

F L O O R S

REDEFINING SPACES

WWW.SARFLOORS.COM



Floorté Hardwood is engineered hardwood featuring a waterproof SPC core and treated with a hydrophobic sealant.

floorté | **HARDWOOD** series

Floorté

Real water^{proven} hardwood

The Floorté Hardwood series is an engineered hardwood featuring a waterproof SPC core and treated with a hydrophobic sealant to give consumers the stability, strength and 100% waterproof protection they expect from the Floorté collection. It also features a click profile, meaning this innovative hardwood does not

require adhesives and can be installed quickly over existing hard surface flooring. An attached Soft Silence acoustical pad ensures comfort and sound reduction.

Seeing is believing

Shaw Floors recently partnered with influencer Erica Van Slyke, owner and founder of Designing

Vibes, an interior design blog focused on DIY projects. Van Slyke was in search of a flooring product that could handle her busy lifestyle, including her two young sons, and was intrigued by the idea of the Floorté Hardwood Series. "I resented my floors for the longest time," Van Slyke said. "I wanted to change them but was

completely daunted by the hassle of a traditional flooring renovation. So, I was super thrilled when I found out about this floating hardwood product that is DIY friendly."

Van Slyke said the Floorté Hardwood series had all the features she was looking for: a reasonably priced, real hardwood floor that is DIY friendly and 100% waterproof with minimal installation disruption. "I was a little apprehensive about a product that is so cutting edge in terms of technology; however, once I experienced firsthand how easy the installation was (my husband and I installed it ourselves) and saw how beautifully it went over my existing hardwood floors and tile, it made me a believer."

finer points

- **Natural wear layer, waterproof core**
- **Real hardwood veneer—no two planks alike**
- **100% waterproof SPC core**
- **ScufResist Platinum finish**
- **DIY-friendly click installation**
- **Installs over existing hard surfaces**
- **Minimal subfloor prep required**
- **No adhesives or acclimation needed**



A SOLUTION FOR EVERY NEED

"Shaw Floors has something for everyone, with products and price points for that person who just graduated and bought their first home all the way to the retirees who have renovated their forever home that they're going to grow old in—and everything in between," said Nicki Rayburn, director of marketing and brand strategy, Shaw Floors. "That really sets us apart. We're proud to be a trusted flooring brand for consumers at every life stage."

floorte®

HARDWOOD series

Better Together: Real Hardwood Beauty + the Durability of SPC



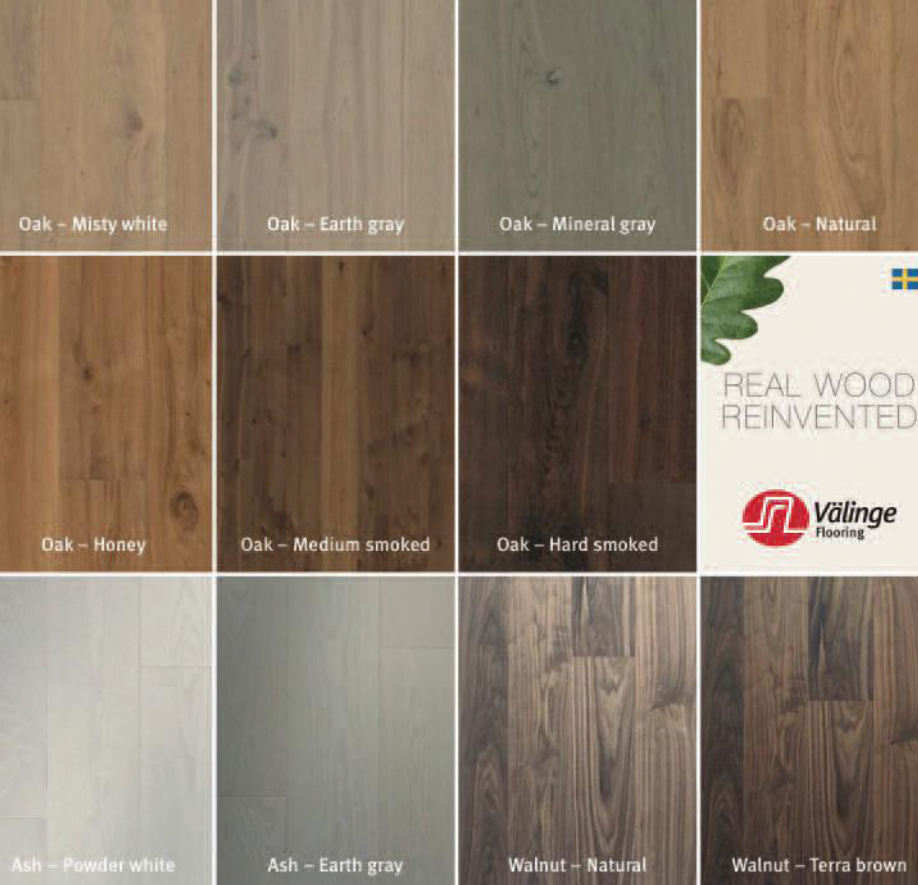
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Välinge's new wood floor comes in 11 colors and species to satisfy a range of end-user tastes.



Woodura

Real-wood XXL flooring debuts

Välinge has introduced its own flooring line in North America—Woodura powder technology. This technology is based on fusing a thin sheet of wood with a wood fiber core through a powder

mix layer. The powder mix fills up the natural openings of the wood and enhances the wood appearance. Woodura provides an opportunity to enhance the unique character of wood by combining

different wood sheet qualities with powder mixes in different colors. The technology also makes the floor more water resistant—both the top layer as well as the core and backing. Välinge's new

floor comes in 11 colors and species: seven oak, two ash and two walnut.

Of course, no Välinge introduction is complete without its signature locking system. With the newly released upgrade of its standard 5G locking system, the company has set out to improve the water resistance of the locking system.

Called 5G Dry, the new locking system is designed to prevent water from penetrating into the seams of the floor panels to create a natural barrier to spills and wet mopping. 5G Dry contributes to significantly lower surface swelling, thereby ensuring the floor looks and feels better despite being subjected to wet mopping, accidents and other events.

the specifics

- **Real wood floor with Woodura**
- **Waterproof surface**
- **Makes the floor three to five times harder**
- **Better dent resistance**
- **Environmentally friendly—10x more flooring from one log**
- **XXL—extra wide and long planks (8 and 11 inches wide)**
- **Limited lifetime residential and 10-year limited commercial warranty**
- **Faster installation**



5G DRY KEEPS MOISTURE AT BAY

Based on the same technology as the original 5G and featuring the same benefits compared to other dropdown systems—such as faster installation and stronger locking—5G Dry prevents water from penetrating into the seams of the floor panels to create a natural barrier to spills and wet mopping. In addition, 5G Dry contributes to significantly lower surface swelling and has a wider tolerance span than other locking systems on the market.

An added feature is the 5G Climb system, which enables the floor to be installed on the wall by just adding a plastic clip. Dismantling of the floor has also been improved in two ways: by angling the plank upwards or by using a dismantling pin to disengage the locking system.

5G® Dry™

Beneath the beautiful surface



Waterproof & worry-free

In our business, a beautiful surface equals a durable floor with waterproof characteristics, built for a worry-free life. How? 5G® Dry™ is a fold down installation system with a waterproof joint, that prevents water from penetrating through the seams of the floor panels. Did we mention that it's really easy to install?



WATERPROOF
& WORRY-FREE



EASY TO INSTALL
WITH 5G®





HDPC vinyl plank and tiles rival the look of real hardwood and ceramic.



waterproof flooring on any level of the home or office—even areas susceptible to spills and moisture such as kitchens, bathrooms and below-grade basements. And because it's rigid core, HDPC can be installed over virtually any existing hard surface flooring from traditional plywood or OSB subfloors to hardwood, vinyl or ceramic tile. Best of all, no acclimation is required.

HDPC floors are easy to maintain, providing the perfect flooring solution for active families while standing up to spills, pets and children. HDPC floors are also backed by the coveted GreenGuard Gold certification, assuring the highest standard of indoor air quality.

features and benefits

- **The natural beauty of real hardwood**
- **100% waterproof, installs without acclimation**
- **Attached pad with Uniclic locking technology**
- **Damp mop for easy cleaning**
- **Dimensionally stable in demanding environments**
- **Lifetime residential and 10-year light commercial warranty**

HDPC

Innovative waterproof solutions for any room of the home

Wellmade is proud to offer a comprehensive collection of waterproof, rigid core flooring solutions. Flooring retailers can choose from HDPC vinyl plank and vinyl tile, guaranteed to rival the look of hardwood

or ceramic tile, or step up to Wellmade's innovative HDPC waterproof hardwood and strand bamboo collections.

As the next generation of rigid core flooring, HDPC is not only waterproof, but

provides superior density, yielding excellent impact resistance and improved locking strength while reducing sub-floor prep and eliminating telegraphing.

Install HDPC



HDPC WATERPROOF WOOD—PREMIUM PLANK

Wellmade's popular HDPC waterproof hardwood is now available in premium 7-inch widths and extra-long, 84-inch lengths. Featuring real hardwood veneers in a wide variety of popular species, HDPC is among the industry's first waterproof hardwood flooring products. "The new wider-longer plank provides exceptional visuals to support emerging designer trends," said Steven Wagner, director of marketing, Wellmade Performance Flooring. "Add to that a variety of on-trend color options with low-luster, wire-brushed textures and you have a sure-fire winner."

HDPC® WATERPROOF HARDWOOD FLOORING



Real Hardwood. Real Moisture Protection



WATERPROOF



CLICK SYSTEM



INSTALLATION



DAMP MOP - OK



HARDNESS



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