

# Congoleum Enhances Higher-End Plank Resilient



News...As it Happens

Mercerville, NJ August 21, 2006--In keeping with emerging consumer tastes, Congoleum has enhanced the entire line of its popular Forum Plank luxury tile wood series and simultaneously broadened the collection with the addition of two new wood fashions, all of which is designed to make the product more competitive at retail and more appealing among consumers. New features include: --a new lower gloss finish in keeping with changing consumer tastes for a more natural appearance --micro-beveled edges --two new designs Danbury Oak in four fashions Victorian Plank in five fashions "This new generation of Forum Plank represents an emerging age of higher-end, high-fashion, premium resilient product, driven by our technological capabilities," said Liz Charbonneau, vice president of marketing for Congoleum. Intended specifically to compete with wood and laminate for the attention of customers, Forum Plank is offered in the most popular format, 3"x36" planks (1/8-inch thick) and in today's most popular colors--light and dark browns and reds. To further authenticate the look of popular species, shade and grain will vary piece to piece. "The beauty beneath the beauty of Forum Plank," says Charbonneau, "lies in the fact that it's more durable than wood and quieter than laminate under foot, and that means far broader applications for installation. Plus, as a resilient product, Forum Plank has built-in soil and stain repellency for a far greater cleanability and durability over nature's raw materials. Plus, the technical nature of this kind of resilient flooring prevents heat transfer, meaning that it is warmer under foot than wood, ceramic or laminate." She said the new Victorian Plank line is available in Gunstock, Cinnamon, Nutmeg, Honey and Olive. The new Danbury Oak line features Brown Oak, Dark Red Oak, Colonial Oak and Natural Oak. The Victorian Plank and Danbury Oak lines complement the existing fashion lines consisting of Brentwood (Honey, Natural, Chestnut and Cherry), Colonial Cherry (Bleached Cherry, Royal Cherry, Natural Cherry and Red Cherry) plus Glenwood (Bleached White, Natural, Nutmeg and Gunstock), all of which also feature the low gloss finish and micro-beveled edges. A 36-piece carton covers 27 square feet. Forum Plank carries Congoleum's Three-Star Limited Warranty against wear out, manufacturing defects, stain from asphalt driveways and driveway sealer, permanent scuffing from shoe soles, including sneakers, discoloration from mold, mildew or alkali, gouges, rips, tears or indents from in normal residential use for 10 Years. The Three-Star Limited Warranty covers material for the period of the warranty and reasonable labor costs for years 1 through 5 if professional installation was paid for when the original floor was installed.