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Resilient Floating Floor Guide



WPC EVOLUTION, STRENGTH OF LVT DRIVE SEGMENT

By Ken Ryan

The emergence of the overarching WPC segment that some call rigid core or multilayer or waterproof flooring, coupled with the still-hot LVT segment, has changed the face of the resilient flooring category and ushered in a flood of entrants.

The leading players, as well as some newcomers, are seizing the opportunity with products that promote dimensional stability and ease of installation—all while being marketed as being 100% waterproof.

FCNews takes a look at some of the latest offerings in the resilient floating floor category. Coverage starts on page 10.

Laminate: State of the industry

Focus shifts from Asian exodus to U.S. production

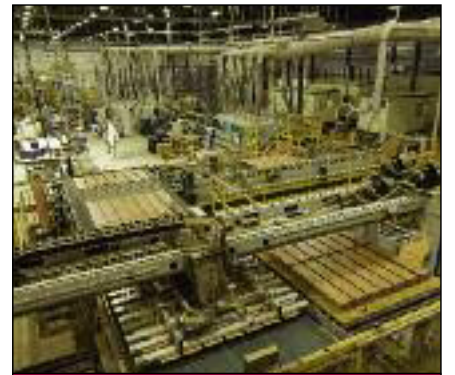
By Reginald Tucker

Heading into 2016, many laminate flooring manufacturers, distributors and retailers were dealing with the fallout of the 2015 “60 Minutes” Lumber Liquidators report about excessive levels of formaldehyde in laminate flooring planks imported from China. The end result was the palpable departure of many laminate flooring products imported from Asia combined with a simultaneous and dramatic influx of shipments from Europe.

While the dust has largely settled from that episode, industry observers say they are still feeling the tremors as it pertains to the rising domestic production along with newfound capacity from produc-

ers from Germany and elsewhere.

“That dynamic continues to spill over in 2017; however, it has significantly moderated,” said Dan Natkin, vice president, wood and laminate, Mannington. At



Kronospan is continuing to build its domestic production capabilities. Shown is its factory in Shippendale, Pa., one of several U.S. plants.

the same time, he sees U.S. capacity continuing to expand. “Many are investing in newer technolo-

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Alliance Flooring marks 20 years of growth

By Ken Ryan

ATLANTA—This year's Alliance Flooring conference coincided with a significant milestone: 20 years in the business. But the event also provided a glimpse into what's shaping up to be a promising future for the nearly 400-member group.

“We know who our team is,

what our core is,” Ron Dunn, co-founder and co-CEO of Alliance Flooring, told CarpetsPlus, Color Tile and Carpetland members during his keynote speech. “We are going to grow. This room is going to get bigger, and we are going to grab more market share.”

While Ron Dunn and Jon Logue, the co-founders and co-CEOs, are the current leaders, the next generation—Ryan Dunn and Kevin Logue—has been actively involved in running the business for years and is poised to carry the baton in the future.

“Our members can rest assured the future leadership is already in place—no other buying group can say that,” said Ryan Dunn, co-COO and vice president of sales. “We have



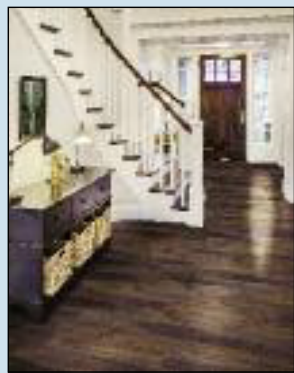
Ron Dunn, co-founder and co-CEO, holds a pole vault in his hands to demonstrate the point that Alliance Flooring is going to 'raise the bar.'

many second-generation businesses in our group—probably 35% of our members are second generation. Kevin and I are second generation so we have grown up together with many of our members.”

Raising the bar was a major theme at the conference. To illus-

trate the point, an actual pole vault apparatus was set up on stage. Interestingly, Jon Logue was a pole vaulter in high school and he took the stage to make a mock attempt at clearing the bar. Touching on that theme, Ron Dunn asked members, “We have

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Manufacturer	Armstrong	Beauflor	Congoleum	EarthWerks	Forbo
Product/collection	AlternA Engineered Stone; Pryzm	Pure; Parkway	Triversa; Triversa ID (Innovative Design Series)	Parkhill EIR; Sherbrooke	Marmoleum Click Cinch Loc
Floating floor type	Quiet Comfort underlayment	Click	Cork back and Congoleum's SmartLock clic [Unilin] system	2G FD Click WPC	Floating linoleum with 5G locking system
Retail price range	Contact the company	Contact the company	Triversa, \$2.79; Triversa ID, \$3.49	Parkhill, \$2.99; Sherbrooke, \$2.65	\$4.49-\$5.99

About the product

AlternA can now be installed as a floating floor with the Quiet Comfort (S-1841 and S-1840) underlayment from Armstrong Flooring. Quiet Comfort underlayment further reduces sub-floor prep, reduces footfall noise and provides a built-in moisture barrier.

Pryzm offers premium protection from dents, water, scratches and stains. The product features a commercial grade VisionGuard AC4 wear layer on top and cork underlayment. Pryzm can be installed over irregular subfloors with no acclimation time needed for most installations.

Pure is Beauflor's 5mm multi-layer LVT that comes with a 16 and 22 mil wear layer. The product features the company's patented 360 locking system allowing mechanics to install the product in patterns, borders or quarter-turn the material from one room to the other without the need for transitions.

Parkway is a 3.4mm, 12-mil rigid floating click product. The unique makeup of the product brings added durability and performance to the floating click category.

Triversa is a phthalate-free waterproof flooring that brings the natural looks of hardwood, stone and tile to any room. Its triple-layer construction includes a 20 mil wear layer with urethane for durability, a high-density rigid core for stability and a natural cork base for versatility and sound absorption. Triversa ID features larger-scale formats like an 18 x 36 Carrara marble slab, enhanced edge treatments and mixed-width planks to amplify the unique character of each board.

EarthWerks' Parkhill Premium waterproof core collection is now available in six additional SKUs featuring embossed in register planks as well as six new 12 x 24 tiles. This complete collection is suitable for any décor—residential or commercial—and features Tuff Shield for superior performance.

Sherbrooke is adding six new stylish colors in this 7 x 48 WPC collection; there are now 12 unique styles offering 2G fold-down installation and Tuff Shield technology.

Marmoleum Click Cinch Loc linoleum laminate flooring features natural linoleum on water-resistant HDF with a cork backing for a warm, comfortable, quiet flooring solution. Marmoleum Click Cinch Loc is made primarily from renewable resources, including linseed oil, pine rosin and wood flour. These natural ingredients imbue the product with naturally occurring antistatic and antimicrobial properties that repel dust and dirt, making it easy to clean and reducing exposure to allergens, while inhibiting the breeding of harmful organisms.



Water-resistant flooring that repels dust, dirt

Creating beautiful, custom floors is easy and fun with Marmoleum Click Cinch Loc. This naturally healthy, water-resistant flooring is made primarily from renewable resources, including linseed oil, wood flour and pine rosins. These natural ingredients provide Marmoleum Click Cinch Loc with inherent anti-static properties to repel dust and dirt, making it easy to clean, reducing exposure to allergens and contributing to better indoor air quality. The flooring clicks together for an easy, glue-free installation. These features make Marmoleum Click Cinch Loc an ideal floor covering for people with asthma and allergies. Marmoleum Click Cinch Loc also features antimicrobial properties that halt the breeding of harmful microorganisms, including MRSA and C. difficile.



Forbo's Marmoleum Click Cinch Loc features antimicrobial properties that halt the breeding of harmful microorganisms.

Not only does Marmoleum Click Cinch Loc

help create a healthy environment, it also creates a beautiful indoor environment. Available in a palette of 28 versatile colors, including seven organic wood-look panels, Marmoleum Click Cinch Loc makes it easy to create inviting spaces that are unique to the consumer's home and lifestyle. Marmoleum Click Cinch Loc provides beauty, durability, warmth and comfort underfoot, and is ideal for kitchens, living rooms, hallways, bedrooms and offices.

Marmoleum Click Cinch Loc features natural linoleum on water-repellent HDF with a cork layer backing for an ecologically and acoustically sound solution. The panels and squares easily click into place using the Valinge 5G locking system for a secure, glue-free installation. The panels are approximately 12 x 36

and can be used alone or in combination with the 12 x 12 squares.



Floors that are truly 'Better to the Core'

Germany is a place synonymous with precision engineering and innovation — and Sono floors are the perfect example of both. Created by the Classen Group, the Germany-based pioneer and world leader in laminate, Sono floors represent a true breakthrough in waterproof flooring.

With its innovative ceramic-based core, Sono offers a whole new range of benefits in flooring: superior stability, commercial-grade durability, acoustics that make the floor quieter underfoot. These are just a few in a long list. Add to it Sono's stunning HD direct-to-surface printing and the advantages of this floor become even clearer to see.

With the positioning of "Better to the Core," Sono promises both a better floor and one that is better for the homeowner. Built on the belief that nothing is more important than the

health of your family—and the one place you should feel safest is at home—Sono floors are 100% free of



Sono uses proprietary, high-definition printing technology to achieve realism.

PVC, formaldehyde, phthalates and plasticizers.

Not only do Sono floors look amazing, they're also completely safe for the whole family.