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FOR IMMEDIATE RELEASE

Decorative Home Additions That Are Right Underfoot

Anaheim, CA – June 5, 2006 One of the best ways to improve the value of your home may be the addition of new flooring – but remember there are a few things to consider when choosing the floor that best fits your needs.

The choice of a floor should encompass practical considerations, such as cost and extent of use in different areas, as well as personal style preferences.

For example, each family's criteria is a bit different. Will kids or pets increase wear and tear? Is underfoot comfort imperative? Is noise a consideration? Your floor should be tailored to the people who use it.

The World Floor Covering Association's website, www.wfca.org, offers these suggestions to help consumers find the flooring that's right for them:

- Learn about the pros and cons of each different type of floor covering before you buy.
- Consider the classics. Remember, trendy floors can be very pricey and may go out of style quickly.
- Are there high-volume traffic patterns to consider? Flooring choices should be tailored to the way you use each space.
- The amount of day-to-day maintenance you are willing to undertake may influence your floor choice. Some materials require more care.
- Under-floor heating (radiant heat) is compatible with most types of hard flooring, particularly ceramic, stone and well-seasoned hardwood.
- Busy or large-scale floor patterns may overpower the rest of the room, especially if the room is small and the furniture is simple.

Along with these tips, the WFCA website provides a number of useful guides for consumers, including a material-by-material summary of flooring choices, with pros, cons and cost per square foot. This and other charts found on the site can be useful tools when planning a purchase. Simply print them out and bring them with you to your neighborhood flooring store.

Not sure where that is? The WFCA site can help you find that, too!

To learn more, visit the website at www.wfca.org.

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