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**FOR IMMEDIATE RELEASE**

**Fashionable Floor Coverings Are Available To Fit Just About Any Budget**

**Anaheim, CA – June 5, 2006** A growing number of people are getting in on the ground floor of a delightful and affordable opportunity – choosing to decorate their new homes from the ground up with fashionable floor coverings.

The key for most people is making the most impact in their homes while avoiding costly mistakes. To help, the World Floor Covering Association (WFCA) offers a variety of free, money-saving tips, along with general information about decorating from the bottom up. These include:

- Always have flooring installed professionally. No matter how good the flooring you choose, incorrect installation will result in an uneven surface that will wear badly.
- Make sure you look at total costs. For instance, some flooring can save money when it comes to maintenance or upgrading.
- Plush carpet floor coverings consisting of loops and tonal patterns bring softness and comfort to the home when combined with chenille and velvet fabrics. However, carpet may not be practical in all areas of the house.
- Plain-colored flooring shows marks sooner than floors with a patterned surface. Texture and pattern are desirable in carpet because they minimize soil and vacuum marks. Carpet with texture or soft patterns also offer more fashion appeal and distinctive styling.
- Today's berbers have evolved into highly textured and patterned choices. The textures allow for height variation and sculptured effects formerly associated only with plush or velvet carpet.
- Hardwood floors are natural, non-allergenic product. While all wood floors can be scratched, they are fairly easy to repair and can add real value to a home.

The wide assortment from natural fiber to cork-gives homeowners an incredible number of options for matching décor or creating just the right feel for a room.

For information on flooring alternatives in your area, visit the WFCA at [www.wfca.org](http://www.wfca.org).

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