

June 2, 2006
FOR IMMEDIATE RELEASE

Floor Coverings To Suit Taste, Budget

Anaheim, CA – June 2, 2006 When describing floor covering, the key word today is choice. Consumers have a wide range of styles and options to choose from – each with its own unique characteristics and associated costs.

Given that selecting a floor covering is a decision most people have to live with for some time, it can often be helpful to get some professional assistance.

To help you rise above the surface and find a path towards underfoot enlightenment, the World Floor Covering Association has prepared the following tips to ease the process.

It's always best to begin the process by doing a little homework. Books, magazines and related websites will reveal that flooring is broken down into just six categories: woods, ceramics, stones, laminates, resilient and carpeting. Learning the basics about each one – such as its durability, compatibility, price and color range, can help guide your search for the floor covering that best suits your lifestyle and budget.

There's no doubt that new floor coverings represent a significant and costly purchase. Keep in mind, however, studies show that if they are chosen well, not only can they last for years, but they will increase the resale value of your home.

Wood floor add warmth and character to almost any room and are available in many different styles, colors and prices. When shopping for wood floor, you'll find that there is a wide range of varieties – from solid wood, to engineered planks, to bamboo. There are advantages to each type, depending upon the room, your budget and your home's sub-floors.

Ceramic flooring, which has been around for centuries, is available today in a wide variety of designs and finishes. It's durable, easy-to-care for, environmentally friendly, fire resistant and very versatile. It's also scratch and water resistant.

Marble and stone floors are another popular choice that can help create a natural and elegant look. Varieties include limestone, marble and travertine – all of which are available in an array of finishes and come in either slabs or tiles. This flooring variety works well in high-traffic areas, as it is extremely durable and easy to care for. Note that all types of stone floors require a strong sub-floor.

For exceptional durability, laminate floors should be a key consideration. They are similar in construction to the laminate countertops found in kitchens with added performance features. Laminate flooring can visually replicate a wide variety of other types of flooring, including wood, tile and stone. It's relatively easy to install, extremely durable and completely stain resistant.

Resilient floors are well recognized for their high performance, wide assortment of stylish options and for being a tremendous value. They are often used in kitchens and baths because of the variety of colors and styles available, as well as their resistance to moisture. This category includes linoleum, vinyl, rubber and cork.

Finally, for warmth, comfort and ease of installation, carpeting remains a standalone favorite. Carpeting comes in a wide variety of colors, patterns and textures and can be a wise choice if noise is a consideration.

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

Contact:
D. Christopher Davis
President and CEO
World Floor Covering Association
(800) 624-6880