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**Wilsonart Commercial Flooring Adds New Designs, Sizes  
and Formats to Contact™ Flooring Line**

*Largest Ever New Product Launch for Wilsonart Commercial Flooring*

**TEMPLE, TX** – Wilsonart Commercial Flooring is unveiling 10 new product additions at NeoCon 2006 for its Contact design line. The new additions include new designs, a new 5-inch narrow plank format and a new micro-bevel edge treatment.

Among the new additions are four standard 7.75-inch wide plank designs including Royal Walnut, Sparrow Walnut, Natural Anagre and Santao Rosewood. The lineup also includes four micro-beveled 7.75-inch wide plank designs including Escada, Windsor Mahogany, Biltmore Cherry and Figured Mahogany and two new 5-inch narrow plank designs including Dragon Cherry and Cherry Blossom.

“The new design patterns reflect an increased interest by commercial customers in corporate, healthcare, hospitality, multi-family housing, retail and educational markets who are looking for cost-effective and environmentally sustainable alternatives to native and exotic hardwoods,” says Gwen Petter, Surfacing Design Manager for Wilsonart. “The patterns are designed to complement commercial color trends during the next 18-24 months.”

According to Petter, three key trends for the commercial segment are a darkening of the overall color palette; nature-extracted colors; and global influence. The darkened color palette increasingly emphasizes the importance of hybrid shades of wood tones such as chocolate browns, ambers and rich reds. Petter cites Royal Walnut, Escada, Biltmore Cherry and Dragon Cherry as complements for this trend. Nature-extracted colors including blends of brown, gold, olive and sesame will continue to remain strong. This trend is addressed by Cherry Blossom,

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Windsor Mahogany and Sparrow Walnut. With the continued influence of global design we see a consistent trend towards exotic woods. Figured Mahogany, Natural Anigre and Santao Rosewood connect to popular wood species found in influential cultural trends.

“Our new micro-bevel edge treatment and 5-inch narrow plank formats help designers achieve a more natural wood look,” says Petter. “The individual boards in the 5-inch format can provide more color variation from plank to plank. It also offers a true plank width, eliminating the need for a “printed” plank affect. Both of these features provide a more natural looking installation paired with the benefits of high pressure laminate flooring. Our micro-bevel provides a way to delineate the planks and create a subtle geometry within the overall floor.”

The Contact design line features 27 different wood grain designs including traditional oak, cherry and birch patterns to more exotic species such as mahogany, walnut and rosewood. Special order 15.5-inch square tiles are also available in a variety of natural stone looks. All designs are constructed with:

- A high performance commercial overlay that’s resistant to wear, stains and fading and increases overall durability in high traffic areas. The crystalline surface promotes design clarity and definition, increasing the visual effect.
- An acoustic attenuation layer offers excellent sound deadening properties. This decreases noise transmission – both above and below floor level.
- Greycore™ is a technologically revamped inner core. It combines enhanced strength and moisture resistance for demanding environments.
- The LB2® bottom balancing layer provides additional impact reinforcement. This maintains the structural integrity of the individual panels, as well as the overall installation.
- Wilsonart Commercial Flooring is constructed with 56-65% recycled content.

The Contact design line features Wilsonart’s proprietary Tap-N-Lock™ technology installation which uses two tongue-and-groove joints for extra strength. The double tongue-and-groove edges are treated with a hot wax-oil emulsion. The oil acts as a carrier, helping the wax

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emulsion penetrate deeply into the high-density fiberboard core, which eliminates moisture intrusion into the floor. It also offers a faster, non-angled installation system, which makes it easier to install around doors and tight corners. It also eliminates peaking for a smooth, even-level finish.

Also included in the Contact design line is an exact match high pressure laminate expansion molding. The molding is designed with a bronze aluminum body that can be bonded with any Contact design for a uniform appearance. Wilsonart Commercial Flooring also offers aluminum step down, end cap, transition and expansion moldings.

Wilsonart Commercial Flooring meets and exceeds the North American Laminate Flooring Association's (NALFA) LF-01-2003 3.1 through 3.9 reference standard which encompass static load limits, impact and wear resistance, caster chair resistance and more. In tests of hardwood, ceramic, vinyl and direct pressure laminate, Wilsonart Commercial Flooring was the only product to remain undamaged when a 14-ounce can was dropped vertically onto the various flooring surfaces. In static pressure tests, Wilsonart Commercial Flooring was able to withstand loads greater than 2,500 PSI. The other flooring surfaces sustained varying levels of damage.

Wilsonart Commercial Flooring has been awarded GREENGUARD Indoor Air Quality Certification by the GREENGUARD Environmental Institute of Atlanta.

*Wilsonart is a leading manufacturer of laminate surfaces and one of the largest manufacturers of commercial high-pressure laminate flooring. For more information on Wilsonart Commercial Flooring, visit [www.wilsonartcommercialflooring.com](http://www.wilsonartcommercialflooring.com). For samples or photography, please contact Roman Blahoski at 952-224-2939 x14 or [rblahoski@axiomcom.com](mailto:rblahoski@axiomcom.com).*

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