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WILSONART FLOORING LAUNCHES INNOVATIVE CONSUMER AD CAMPAIGN

Humorous Tone Gives Ads Edge, Universal Appeal

TEMPLE, TEXAS – Wilsonart Flooring, one of the nation's leading brands of decorative laminate flooring, has recently launched an edgy consumer advertising campaign to unveil 28 new products.

Featured at the *Surfaces* tradeshow in Las Vegas and created by Austin-based MAKOS Advertising, Marketing & Design, the campaign will appear in *O At Home*, *Coastal Living* and other large circulation national publications. Seeking to connect with females in the flooring market, the campaign uses humor and situations much like viewers would see weekly on "Desperate Housewives." The ads portray flooring as not only a necessity, but also as a stylish option that reflects the consumer's personality in everyday life.

The ads each feature separate rooms in a home, with one sentence that immediately grabs the reader's attention and the Wilsonart Flooring logo at the bottom of the page. For example, one ad reads "Suddenly, guests will feel compelled to bring better wine." Another, touting Wilsonart's ease of care, reads "The low-maintenance relationship you've always wanted."

The campaign appeals to real-life scenarios, but always with a twist. "Finally, an office floor that works harder than you." "Be that couple that actually makes love on the kitchen floor." Who wouldn't want a floor like that?

"This is a fun, creative campaign that elevates flooring from being merely flooring to an extension of the consumer's personality," says Curt Thompson, Director of Sales and Marketing for Wilsonart Flooring. "Flooring is as much a part of a person's sense of style as anything else in a room."

Indeed, demographics from such top magazines as *O At Home* attract readers who are looking for attainable makeover or design ideas (83 percent); inspiration for their own



ideas (78 percent); and realistic and practical design ideas (74 percent). Wilsonart Flooring's philosophy and new product line fits perfectly with that ideal. "Our 28 new products are designed for inspiring consumers," says Thompson. "We offer practicality and style that's realistic – and easily attainable – for consumers."

About Wilsonart Flooring

Headquartered in Temple, Texas, Wilsonart Flooring manufactures quality high pressure laminate flooring for high traffic residential areas, as well as commercial installations. Wilsonart Flooring's engineered products represent a variety of durable laminate flooring and trim among its Red Label, Estate Plus and Classic product lines. For more information about Wilsonart Flooring, visit www.wilsonartflooring.com, or call 1-800-710-8846.

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