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Contact:
Mike Reiber
Axiom Marketing Communications
(952)224-2939, Extension 11
mreiber@aximcom.com

Wilsonart Flooring Introduces New Laminate Designs For One-Piece Stair Treads and Riser Panels

TEMPLE, Texas (Fall 2006) — Wilsonart Flooring has launched a complete line of stair treads and riser panels that are available in all Classic, Estate Plus and Red Label woodgrain designs. Alabaster and Designer White riser panels are also available. Wilsonart's One Step® Laminate Stair Tread product features exclusive one-piece construction design in which the stair tread includes a plank with a rounded nose edge. This innovation significantly reduces the number of visible seams on the stairs and installation time. The One Step Stair Tread also features an exclusive template that allows installers to create returns on one side or both sides of open ended staircases.

“Stairs have long been an area of high consumer dissatisfaction when it comes to wear and tear,” says Tammy Weadock, Wilsonart Flooring marketing manager. “Homeowners have long wanted a stair step product that offers greater durability and requires less maintenance than hardwood, carpet or vinyl flooring.”

“In the past, installing laminate flooring on your stairs meant using glued and taped together laminate planks. Our One Step Stair Tread completes any laminate stair installation in one step. It removes many of the mechanical steps required with other methods, significantly reducing installation time. The finished look is a seamless, perfectly fitted stair tread that looks as beautiful as the rest of your floor.”

Exclusive to Wilsonart Flooring, the One Step Stair Tread is available in all Classic, Estate Plus and Red Label plank designs – including the company's newly launched Japanese, red-hued and warm toned woods series.

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Wilsonart Flooring features high pressure laminate construction that makes it highly scratch and dent resistant. The floor's tough heavy-duty wear layer virtually eliminates scratching, denting and other problems associated with hardwood floors. Wilsonart Flooring offers significant residential warranties for wear, fade and stain that most hardwood flooring manufacturers do not match. Care and maintenance is also easy. Unlike hardwood floors, Wilsonart Flooring never needs to be refinished. Clean-up is as simple as using a damp mop.

The new One Step Laminate Stair Treads and riser panels are now available at specialty flooring retailers nationwide. To find a dealer, visit www.wilsonartflooring.com.

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Wilsonart is a leading manufacturer of high-pressure laminate surfaces and one of the largest manufacturers of high-pressure laminate flooring. For more information on Wilsonart Flooring, visit www.wilsonartflooring.com. For samples or photography, please contact Mike Reiber at 925-224-2939, ext. 11 or mreiber@axiomcom.com.

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