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 Wilsonart® Flooring



Wilsonart Flooring Launches Japanese Wood Designs

New Red-hued Wood Designs Complement Asian Design Trends

TEMPLE, TEXAS – Wilsonart Flooring introduces two new Japanese wood designs to its Red Label collection. The vibrant red-orange hued Dragon Cherry and the calming brown hued Cherry Blossom are both available in Wilsonart Flooring's new 5-inch narrow plank format that provides increased visual appeal. Both designs provide balancing contrasts for white or wood-focused living areas. The two new designs were developed by after two-year worldwide trend analysis on Japanese and East Asian design influences. Both are available at independent flooring retailers as of June 1, 2006.

Dragon Cherry (5-inch full board) – The dragon is the Asian symbol of happiness, immortality, and procreation. Created from a cherry veneer stained by an Asian designer and aged for half a year, Dragon Cherry offers a very natural look with unique aging characteristics of light and dark areas within its design. The traditional red-orange color is widely used in interior design, connecting to both traditional and contemporary design.

Cherry Blossom (5-inch full board) – The Japanese have a deep respect and reverence for nature and life. Making time for meditation and admiring the cherry blossoms as they fall is expected . . . if not required. Cherry Blossom takes the natural aged look into a light, neutral tone that was inspired by brown tones.

“For the Japanese, the home is a private sanctuary from chaos,” says Gwen Petter, Wilsonart Flooring manager of surface design. “Japanese culture seeks to balance opposites in all aspects of life (yin and yang). For example, our new Dragon Cherry floor can be integrated with heavily textured rugs or surface mats. Or the light Cherry Blossom can be paired effectively with dark stained wood furnishings or design accents.”

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According to Petter, both new designs complement subdued, calming Japanese and East Asian color palettes drawn from neutral browns, grays, beiges and off-whites. In addition, the new designs complement Japanese affinity for natural building material selections such as clay, straw, paper, and rock.

Both designs are available in Wilsonart Flooring's new 5-inch plank format. These new narrower planks help consumers "stretch" out their space. This makes it possible to install the floor across the narrowest width of a room or on the diagonal for a more expansive feel. The new plank format allows consumers to mix narrow planks with wide planks of another design to create more design effects.

"Wood patterns which complement Asian design influences will continue to grow in popularity, says Gwen Petter, Wilsonart Flooring manager of surface design. "Our bamboo and other Asian tropical wood designs are highly prized by design conscious homeowners and interior designers because they don't deplete rainforest tree stocks, they're less expensive than true wood, and they don't have problems with color and texture variations.

The cost of Wilsonart Flooring Red Label ranges from \$7-\$10 per square foot including installation or \$5-\$7 without installation. The cost of exotic hardwoods can range from \$8-14 per square foot not including installation and maintenance.

While its appearance rivals the finest custom handcrafted wood textures, Red Label flooring features superior high pressure laminate construction which offers significant performance and maintenance advantages for today's homeowners. It is virtually carefree – maintenance is as simple as damp mopping. The floor's tough heavy-duty wear layer virtually eliminates scratching, denting and other problems associated with wood floors.

Unlike hardwood, Wilsonart Flooring Red Label has a lifetime residential warranty for wear, fade, stain and topical moisture. Further, it requires no refinishing. It's a floating floor that can be installed over the existing floor and matching moldings and stair accessories are available. All designs utilize four and five color print paper for extreme clarity of design.

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The new Red Label designs are now available at specialty flooring retailers nationwide.
To find a dealer, visit www.wilsonartflooring.com.

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 Roman Blahoski at 925-224-2939, ext. 14 or rblahoski@axiomcom.com.

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