

**FOR IMMEDIATE RELEASE**

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## **The Floor IS a Fifth Wall: Use Flooring to Create Your Ideal Space**

You know what you like – and that’s the most important place to start when you’re choosing a decorative product like flooring for your home. Start collecting photos from magazines and web sites that reflect ideas or looks you want to ‘copy’ for your own home. Put them into a folder or binder so you can show your flooring retailer the look you’re after – because after all, you’ll be living with your new flooring for a long time to come.

- ◆ Light-colored floors can help make a space seem brighter and larger while dark-colored floors lend drama and character.
- ◆ It doesn’t have to be a ‘perfect match.’ Flooring needn’t match your furniture or cabinets to make itself at home. Combining different woods will add visual interest and excitement.
- ◆ Mid-to-large size rooms call for wider width flooring that is more in scale with the room’s overall dimensions.
- ◆ Narrow planks help ‘stretch’ your space. Install the flooring across narrowest width of the room or on the diagonal for a more expansive feeling.
- ◆ For a less formal look, try mixing wide and narrow width planks. Beveled edges, lighter colors and textured surfaces can also soften up the look.
- ◆ Warm up your hard surface flooring choices with quality area rugs. Rugs can define spaces and let you make a personal statement. Look for 100% wool rugs for durability and don’t overlook the importance of a quality under-pad.

### **Wilsonart Flooring Solutions:**

- ◆ Wilsonart Flooring wood grain designs come in two board widths: 7 ¾” or 5”. The width of the individual boards can dramatically influence the finished look of your floor – select the style that best complements your home’s overall look and remember that some colors come in both widths that can be mixed-and-matched to create a truly unique design statement.
- ◆ Do you want to create a low contrast, seamless appearance...or a high-contrast dramatic effect? With Wilsonart Flooring, you can choose the smooth look of square edges or a beveled edge treatment that adds dimension and depth to each individual flooring board. Light colored floors can help make a space seem brighter and larger while dark-colored floors lend drama and character.
- ◆ From smooth and subtle to deeply chiseled, hand-crafted styles, Wilsonart Flooring brings you a whole new world of texture in laminate flooring designs. Amazing technologies now allow us to re-create nature’s most beautiful looks...in a material designed for the way you live today.