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 Wilsonart® Flooring



Wilsonart Flooring Expands Popular Red Label Collection Lineup With New Distressed Texture

New Earthy Wood Tones, Plank Formats and Distressed Texture Provide More Design Options

TEMPLE, TEXAS – Wilsonart Flooring announces a significant expansion of its highly successful Red Label Collection. The 2006 collection features four new distressed texture designs, two of which are available in two plank widths (a 5-inch narrow plank or a 7 ¾-inch wide full board) for increased visual appeal. The new Red Label distressed texture designs include rich dark-hued Portland Butternut, red oak-hued El Dorado Wood and Rio Grand Wood, and the more neutral Founders Oak. All designs are available in Wilsonart Flooring’s new 5-inch plank format which allows homeowners to achieve dramatic improvements in color variation within the floor by varying standard 7 ¾-inch plank and new 5-inch plank formats. All new designs are available at retail as of June 1, 2006.

“Wilsonart Flooring was the first laminate flooring manufacturer to offer its unique interpretation of distressed and hand scraped textures to the market segment,” says Tammy Weadock, Wilsonart Flooring marketing manager. “The series tapped consumer desires for affordable, dramatic hand-made artisan floors that are rich in character and texture which are easy to maintain and stand up to the wear and tear of pets, kids and busy family life.”

Wilsonart Flooring uses state of the art manufacturing and design techniques to recreate the handcrafted ambience and warmth of distressed and hand scraped hardwood flooring. All distressed and hand scraped designs contain full textural coverage including fine details and contours to create a casual, worn surface with high textural interest.

The cost of Wilsonart Flooring Red Label ranges from \$7-\$10 per square foot including installation or \$5-\$7 without installation. The cost of true hard wood distressed and hand scraped floors range from \$50-\$70 per square foot not including maintenance.

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Wilsonart Flooring's new Red Label distressed designs include Portland Butternut, El Dorado Wood, Rio Grand Wood, and Founders Oak. Portland Butternut features a micro-bevel edge treatment and 5-inch full board plank format which allow consumers and designers achieve a more natural wood look by providing more color variation from plank to plank. In addition, the micro-edge bevel treatment provides a way to delineate planks and create subtle geometry within the overall floor.

Portland Butternut (5-inch and 7 ¾-inch full board - Distressed Texture) - This American Butternut, from the West Coast has a special limed finish that is typically used in handcrafted furniture. Portland Butternut's beveled edges and heavily glazed and toned appearance reflects a strong design trend that is often categorized as a "rich traditional" look.

Founders Oak (5-inch and 7 ¾-inch full board - Distressed Texture) - Founders Oak, displays an aged beauty that includes various knots with fissures. It is distinguished by a combination of flake and watery figuring and a leafy grain, giving this design an aged beauty.

El Dorado Wood (5-inch full board - Distressed Texture) - An American red oak, El Dorado Wood has scattered knots and quartered flake figuring, which captures the rustic nature of the Southwest. This colorful design features deep, rich red browns and glowing highlights with a distressed texture that accentuates its rustic quality and casual imperfection.

Rio Grand Wood (5-inch full board - Distressed Texture) - A brother to El Dorado Wood, Rio Grand Wood captures a lighter tone of amber with deep brown contrast with its quartered flake figuring and knots. The flake figuring is often referred to as "tiger rays" or "butterflies."

While its appearance rivals the finest custom handcrafted wood textures, Red Label distressed and hand scraped 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.

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“The Red Label Collection is unique to the market and reflects the high-end, fashion driven image we have worked to establish for Red Label,” says Weadock. “The distressed and hand scraped designs fit in any home – whether it’s an older home that is being remodeled to the original appearance or a new home whose owners want to add a touch of class. And because laminate is so durable, they won’t have to worry about damaging or replacing it.”

Unlike hard wood, Wilsonart Red Label flooring has a lifetime residential warranty for wear, fade, stain and topical moisture. It’s a floating floor that can be installed over the existing floor and matching molding and stair accessories are available. All designs utilize four and five color print paper for extreme clarity of design.

The new Red Label designs are now available in specialty 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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