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Wilsonart Flooring Expands New Warm-Toned Wood Designs

New Designs Complement Emerging Reds, Yellows, Blues and Contrasting Dark Woods

TEMPLE, TX — (June 26, 2006) — Wilsonart Flooring announces the launch of nine new warm-toned wood designs for its 2006 Classic, Estate Plus and Red Label Collections. The launch is the single largest group of new warm-toned wood designs in the history of the company. The new designs were inspired by classic hardwoods and integrate well with a variety of color palettes, furnishings and dark-hued woods such as cherries, hickories and walnuts. The new Classic Collection designs include Allerton Hickory, Laurel Oak, Galveston Pecan, Lyric Maple, and Tavern Oak. The new Estate Plus Collection designs include Sparrow Walnut and Natural Anagre. The new Red Label Collection designs include Founders Oak and Cherry Blossom. Most of the new designs are available in Wilsonart Flooring's new 5-inch plank format for improved visual effect. All new designs are available at retail as of June 1, 2006.

“Warm-toned woods represent one of the fastest growing design categories in high-pressure laminate flooring today,” says Gwen Petter, Wilsonart Flooring manager of surface design. “Why are they so popular with consumers and designers? Because they’re incredibly versatile. Our warm-toned woods can be casual or elegant; simple or complex; rural or metropolitan. Further, they help homeowners unify a room’s color palette without completely redecorating by adding appropriate color harmony to the space.”

According to industry color trend consultants, warm tones and nature tones are important complements to the new color palettes introduced for 2007 and 2008 seasons which emphasize change, transformation and mutation. Although the fashion industry has moved away from strong multi-color usage, home environments are taking a different approach according to Pantone. For example, Pantone’s new Dark Shadows palette emphasizes hybrid shades of sparrow and shale mixed with familiar families of green, blue and burgundy. Its Normalism palette jumbles neutrals and blurred elements of gold, brown, purple and violet.

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Its Unexpected palette is abstract and is an atypical fusion of multi-color levels of bright, saturated and neutral based shades. Its Innocence palette mixes cool and warm shades that are colorful yet unpretentious.

“Our new warm-toned wood designs help to link the 2007-2008 color palettes to existing color schemes,” says Petter. “Colors of rural countryside environments such as sand, straw, cream, honey or chocolate are strong connectors. Further, they bring a balance, calmness and earthiness to a room which makes it welcoming. That’s why we’ve seen such as dramatic increase in consumer demand for warm-toned wood designs.”

Wilsonart Flooring offers three different design collections – Classic, Estate Plus and Red Label. Each have different price-points and are targeted at different consumer segments. The Classic Collection is Wilsonart Flooring’s most popular design family and contains more than 34 different wood designs. It features a 20-year residential wear, stain, fade and moisture resistant warranty and is affordably priced. The new Classic Collection warm-toned wood designs include:

Allerton Hickory (5-inch full board) - Named for poet Ellen Allerton who penned “My Hickory Tree” in 1894, describing the beauty and significance of the hickory tree. Allerton Hickory is brown to reddish-brown, with color-play of green and gold undertones. The result is a balanced, neutral grain combination.

Laurel Oak (5-inch full board) - The ornamental Laurel Oak tree is a familiar sight throughout the South. The straight grain is complemented by its soft, golden hue that has been interpreted in both light and dark tones throughout the design.

Galveston Pecan (5-inch full board) - The first recorded pecan tree in history was in the 1540s diary of Spanish explorers ship-wrecked on Galveston Island. Galveston Pecan is a predominantly pale amber-brown design punctuated by dark, pecky streaks, a wavy, irregular grain and small knots throughout.

Lyric Maple (5-inch full board) - Lyric Maple offers the established success of a light maple tone, and is often used in beautiful guitar tops and violins. Lyric Maple’s light maple tone integrates soft, brown over-tones and yellow highlights for a natural and versatile variation of hue.

Tavern Oak (7 ¾-inch full board design) - A Tavern in revolutionary times was an important part of its community, serving as an inn for travelers and a center for local commerce. Tavern Oak carries a mid-range value of complex colors that includes sienna along with subtle accents of brown and gold.

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The Estate Plus Collection is targeted at homeowners who need the durability of a commercial-grade floor. All designs feature a heavy-duty wear layer for increased stain and scuff resistance and an acoustic attenuation layer to reduce noise. It features a residential Lifetime warranty for wear, fade, stain and moisture resistance. The 2006 Estate Plus Collection warm tone designs include:

Sparrow Walnut (7 ¾-inch 2-board blocked design) - The straight to wavy-grain seen in the Sparrow Walnut design gives it a fine, even structure. It consists of narrow, pinkish sapwood and brown heartwood with gray-green and fine blackish streaks.

Natural Anagre (7 ¾-inch 2-board blocked design) - A very rare, lustrous African wood in evolutionary times was an important part of its community, serving as an inn for travelers and a center for local commerce. Creamy with a natural luster, the Natural Anagre heartwood consists of yellow-white, pale tan and pink-brown hues.

The Red Label Collection features cutting edge fashion designs for style conscious consumers. It features a residential Lifetime warranty for wear, fade, stain and moisture resistance. The 2006 Red Label Collection warm-toned wood designs include:

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

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.

All collections feature high-pressure laminate construction which offers significant performance and maintenance advantages for today's homeowners. All are 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. Wilsonart Flooring is 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.

“As the color palette has moved to warm tones from nature, the challenge for most homeowners is how to add neutral tones without completely redecorating,” says Petter. “Our new warm-toned wood high-pressure laminate floors are one way to achieve this. Introducing

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pattern and texture from natural or man-made products such as artwork, rugs and pillows is another. All will contribute to the visual and detail interest of a room.”

Wilsonart Flooring’s new 2006 warm-toned wood designs are now available in 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 Mike Reiber at 925-224-2939, ext. 11 or mreiber@axiomcom.com.

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