

Wilsonart Flooring Fast Facts for Homeowners

This page was created as a quick reference to some of the most frequently asked questions about Wilsonart® Flooring. Please contact us if you have a question that isn't answered here!

Q. What is Wilsonart Flooring?

A. Wilsonart Flooring represents an entire family of engineered flooring products. These product lines include Estate Plus, Classic, and our newest Red Label collection.

Q. What are the differences between Classic, Estate, and Red Label product lines?

A. Each product line has its own unique set of aesthetic, construction and performance characteristics. Deciding which particular Wilsonart Flooring product line is best for your home will depend on a variety of factors, including where the floor is being installed, your lifestyle and expectations.

Q. What makes Wilsonart Flooring unique or better than other laminate flooring brands?

A. The main difference between Wilsonart Flooring products and other laminate flooring brands is QUALITY. We offer superior products at every price point, so you can rest assured your new floor will look fabulous for years to come. We also offer one of the widest selections of the designs available in laminate flooring today.

Q. What are the benefits of Wilsonart Flooring?

A. Great looks that stay great looking for years and years, low maintenance and easy installation. The last point is important even if you are not installing the floor yourself: Wilsonart Flooring can be installed directly over almost any existing hard surface flooring material. It requires far less subfloor preparation than vinyl, ceramic or natural wood which helps reduce installation time, labor and cost.

Q. Where can Wilsonart Flooring be installed?

A. Pretty much wherever you want to install it. We do advise caution in areas where the floor may be subjected to large amounts of water and do not recommend installing Wilsonart Flooring in rooms with floor drains.

Q. What are the differences between high pressure laminate, direct pressure laminate and continuous multi-layer laminate?

A. The main difference is the pressure under which the laminate is manufactured. High pressure laminates are typically manufactured using 1400 pounds-per-square inch of pressure while direct pressure products are manufactured using 300-500 pounds-per-square inch of pressure. The advantages of high pressure laminate include better wear and impact resistance as well as better design clarity. Continuous multi-layer laminate contains Kraft papers like HPL, but is not manufactured at the same temperatures and pressures as HPL. It is produced on a continuous press and is more impact resistant than direct pressure laminate (DPL) because of the Kraft papers, but lacks the resin flow which provides superior clarity of design in HPL.

Q. What are the advantages of Tap-N-Lock installation technology?

A. Now available in all Wilsonart Flooring products, Tap-N-Lock is an exclusive installation system that offers fast, versatile installation every time. Installers and homeowners alike are attracted to Tap-N-Lock's direct benefits -- there's no need to apply glue, nor are there cleanup or residue issues to deal with after the fact.