





Flooring America®

Where Friends Send Friends™

With so many materials and designs available, you are sure to find the right product for the way you live. To help your selection, we've created this guide to hard surface flooring choices. Read on to better understand each product category and its attributes, along with factors to consider before purchasing your new floor.

Knowing the types of hard surfaces available and the characteristics of each will help you make the best choice when selecting flooring to suit your home, lifestyle, and budget. Flooring America has the flooring you need and the selection you deserve.

**We look forward
to helping you find
the perfect floor to
turn your decoration
dreams into reality!**

Factors to Consider

DESIGN What is your design aspiration? Before you choose a new floor, consider if your goal is sleek and contemporary, cozy and rustic, traditional, or totally eclectic. Flooring America® sales professionals are trained in design to help you achieve your desired look. Be sure to ask about our Confidence Plus™ Replacement Warranty to give you decorating assurance.

COLOR Color sets a tone and creates a mood. Whether you're bold and adventurous or committed to neutral, we can help you find the perfect floor. We offer hundreds of finishes, styles, and materials to complement your décor and create the exact ambiance you've been dreaming of.

PERFORMANCE Busy homes with kids and pets demand high-performance floors. Some floors are engineered for extra cushion underfoot to ease stress on knees, back, feet, and joints. Ask about our Five Star Selection System to help you choose the floor that best fits your lifestyle.

AREAS OF APPLICATION Many exciting, new flooring products are extending beyond the floor onto countertops, backsplashes, shower walls, balconies, patios, and more. Discuss with your sales professional where your purchase will be installed: indoors or outdoors; above, below, or on grade; or in a location where moisture may be a concern.

Selecting The Right Material

Which Material Is Right For You?

MATERIAL	FEATURES	APPLICATIONS	PERFORMANCE
HARDWOOD	Wood flooring is among the best investment you can make in your home. In addition to being beautiful, wood floors are appropriate for all styles – casual, formal, classic and country.	Solid hardwood can be installed on or above grade, whereas engineered can be installed on all grades – neither are recommended for bathrooms or rooms with excessive moisture.	Will last and improve with age even though it can be prone to dents and scratches.
LAMINATE	With the looks and colors that mimic today's premium hardwood, ceramic and stone – laminate is a budget friendly alternative.	Can be installed on all grades – but not recommended for bathrooms or rooms with excessive moisture.	Laminate is highly scuff, dent and scratch resistant. While easy to clean, pooled liquids may damage surface.

Selecting The Right Material

Continued

MATERIAL	FEATURES	APPLICATIONS	PERFORMANCE
TILE	<p>Tile offers a variety of colors, textures, shapes and sizes to fit any design taste. Quality tile can add value to your home.</p>	<p>Can be installed on all grades, indoors or outdoors, on walls, countertops and backsplashes. Tile is ideal for high moisture areas such as kitchens and bathrooms.</p>	<p>Tile is long lasting and easy to clean with low maintenance. Its resistance to scratches and dents makes tile the most durable product for an active lifestyle with long term ease of maintenance.</p>
VINYL	<p>Vinyl is not only soft underfoot and a great value – it features a collection of high definition colors, textures and styles to choose from.</p>	<p>Can be installed in any room, on all grades.</p>	<p>Vinyl offers a great solution for busy families and pets as it is virtually waterproof, scuff, dent and tear resistant.</p>




Selecting The Right Material


Continued


MATERIAL	FEATURES	APPLICATIONS	PERFORMANCE
LUXURY VINYL TILE (LVT)	Offers the look and feel of nature's best materials like natural wood, stone and tile finishes.	Can be installed on all grades – avoid installing in areas that may be prone to water seepage under floor.	Exceptionally durable with protective wear layers, making it more durable and water resistant. A great selection for homes with pets.
ENGINEERED STONE	Crafted from real limestone and available in real stone and unique textures, but it is warmer and softer underfoot than traditional tile.	Can be installed on walls and in any room, on all grades and can be installed in areas of high moisture.	Engineered stone is highly resistant to water, scratches, tears and its flexibility reduces risk for cracking. A great selection for active households and pets.


Five Star Selection System


The Five Star Selection System is an independent rating system designed to guide you in choosing the right floor for your needs. These stars indicate levels of performance and durability to ensure your satisfaction. Look for the Star Rating on all product labels.

 **ULTIMATE** Five Star ratings are awarded only to the best products in their category. These floors are all performance tested to give you quality that surpasses the toughest industry standards.

 **PREMIUM** The Four Star collection offers a high level of performance. These floors give you the high standard of luxury and performance you desire. The Four Star combination includes extended performance warranties.

 **BEST** Our Three Star group offers the broadest selection of performance-tested floors meeting high standards for durability critical to busy families. These products feature a wide selection of nationally known brands.

 **BETTER** The Two Star group contains an impressive array of quality floors, in a wide range of colors for any room. The collection offers a good value where performance is desired but where budget restraints are also important.

 **GOOD** One Star floors are the most economical solution where price is key. This basic product combination offers the minimum level of performance at very affordable prices.



HARDWOOD

STAR RATING	WEAR WARRANTY	FINISH WARRANTY	MANUFACTURING WARRANTY	STRUCTURAL INTEGRITY	INSTALLATION	REPLACEMENT WARRANTY
★★★★★	50 Years	50 Years	50 Years	50 Years	Life Of Floor	90 Days (Labor Included)
★★★★☆	30 Years	30 Years	30 Years	30 Years	Life Of Floor	60 Days (Labor Included)
★★★☆☆	25 Years	25 Years	25 Years	30 Years	Life Of Floor	30 Days
★★☆☆☆	20 Years	20 Years	20 Years	30 Years	Life Of Floor	30 Days
★☆☆☆☆	15 Years	15 Years	15 Years	30 Years	Life Of Floor	30 Days

LAMINATE

STAR RATING	WEAR WARRANTY	FADE, STAIN & WATER RESISTANCE	LOCKING SYSTEM	INSTALLATION	REPLACEMENT WARRANTY
★★★★★	50 Years	50 Years	50 Years	Life Of Floor	90 Days (Labor Included)
★★★★☆	30 Years	30 Years	30 Years	Life Of Floor	60 Days (Labor Included)
★★★☆☆	25 Years	25 Years	30 Years	Life Of Floor	30 Days
★★☆☆☆	15 Years	15 Years	30 Years	Life Of Floor	30 Days
★☆☆☆☆	10 Years	10 Years	30 Years	Life Of Floor	30 Days

TILE

STAR RATING	WEAR WARRANTY	FADE RESISTANCE	STAIN RESISTANCE	INSTALLATION	REPLACEMENT WARRANTY
★★★★★	25 Years	25 Years	25 Years	Life Of Floor	90 Days (Labor Included)
★★★★☆	20 Years	20 Years	20 Years	Life Of Floor	60 Days (Labor Included)
★★★☆☆	15 Years	15 Years	15 Years	Life Of Floor	30 Days
★★★☆☆	10 Years	10 Years	10 Years	Life Of Floor	30 Days
★★☆☆☆	5 Years	5 Years	5 Years	Life Of Floor	30 Days

VINYL

STAR RATING	WEAR-THROUGH WARRANTY	FADE, STAIN, DISCOLOUR	RIP, TEAR, GOUGE, INDENT	INSTALLATION	REPLACEMENT WARRANTY
★★★★★	25 Years	25 Years	25 Years	Life Of Floor	90 Days (Labor Included)
★★★★☆	20 Years	20 Years	20 Years	Life Of Floor	60 Days (Labor Included)
★★★☆☆	15 Years	15 Years	15 Years	Life Of Floor	30 Days
★★★☆☆	10 Years	10 Years	10 Years	Life Of Floor	30 Days
★★☆☆☆	5 Years	5 Years	5 Years	Life Of Floor	30 Days

LUXURY VINYL TILE

STAR RATING	WEAR WARRANTY	FADE & STAIN RESISTANCE	RIP, TEAR, GAUGE RESISTANCE	WATER RESISTANCE	LOCKING SYSTEM	INSTALLATION	REPLACEMENT WARRANTY
★★★★★	Life	Life	Life	Life	Life	Life Of Floor	90 Days (Labor Included)
★★★★☆	30 Years	30 Years	30 Years	30 Years	30 Years	Life Of Floor	60 Days (Labor Included)
★★★☆☆	25 Years	25 Years	25 Years	25 Years	25 Years	Life Of Floor	30 Days
★★☆☆☆	20 Years	20 Years	20 Years	20 Years	20 Years	Life Of Floor	30 Days
★☆☆☆☆	15 Years	15 Years	15 Years	15 Years	15 Years	Life Of Floor	30 Days

ENGINEERED STONE

STAR RATING	WEAR WARRANTY	FADE & STAIN RESISTANCE	RIP, TEAR, GAUGE RESISTANCE	WATER RESISTANCE	INSTALLATION	REPLACEMENT WARRANTY
★★★★★	Life	Life	Life	Life	Life Of Floor	90 Days (Labor Included)



Downs®

Ultimate Beauty. Premium Protection.

Downs has filled homes with quality flooring for more than four generations. One of the oldest and most respected names in the industry, Downs has become synonymous with superbly constructed, elegant, and uniquely styled floors since 1865.

Today, that Downs heritage of quality, integrity, and unsurpassed luxury is carried on with floors for the active family who needs it all – unbeatable performance, extensive styling options, and the best warranty package available. That's why every single Downs floor is Five-Star rated as a premium performance floor.

AVAILABLE IN



WARRANTY



est. 1865
Downs®

PurSTONE™

High Style With Low Maintenance.

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PurSTONE is crafted in the USA from limestone, giving it the tough integrity of genuine stone, but with an easy-care and forgiving surface. With exclusive styles, textures and colors this collection of features long lasting beauty and tough protection perfect for pets and families. With installation much faster than standard stone you will be back in your room in no time!

AVAILABLE IN



WARRANTY



PÜRSTONE™



F FLOORCRAFT™

Floorcraft™

Smart Values Engineered With Quality Materials.

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In-demand styling suited to tastes from contemporary to traditional, from lounge to lodge and everything in between, Floorcraft flooring features only quality materials crafted with pride to exacting standards using the most innovative techniques.

Floorcraft is the right choice for affordable styling and exceptional quality.

AVAILABLE IN



WARRANTY



Floorcraft™ Ceramic by Daltile®

As Timeless As It Is Contemporary.

With its timeless beauty and long-wearing durability, ceramic, porcelain, and stone tile flooring creates a unique look that's as practical as it is personal.

It is perfect in kitchens and baths where moisture resistance and easy maintenance are essential. Its impact and scratch-resistance properties make it ideal for family and recreation rooms that get heavy-duty use.

You'll find innovative designs in ceramic, porcelain, and stone tile that are as affordable as they are appealing.

AVAILABLE IN



WARRANTY



 FLOORCRAFT™





Naturcor™

Inspired By Nature, Created For Comfort.

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The heart of Naturcor lies in its technologically-advanced layered construction, which makes it especially resilient and cushioned underfoot so it's especially easy on bones and joints. Offered in an abundance of realistic wood and stone looks, its beautiful natural designs are rivaled only by its cushioned step, strength, and durability.

AVAILABLE IN



WARRANTY



HomeCraft™

Affordability From The Ground Up.

The HomeCraft collection showcases a complete selection of readily available styles to satisfy your most basic decorating needs. This line is perfect for first-time home buyers or anyone seeking attractive, affordable flooring. HomeCraft vinyl floors offer long-wearing performance for every room in your new home.

AVAILABLE IN



WARRANTY



 **HOME**CRAFT







Mixed Sources

Product group from well-managed
forests, controlled sources and
recycled wood or fibre

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Hard Surface

— FLOORING FOR THE WAY YOU LIVE —

FlooringAmerica.

