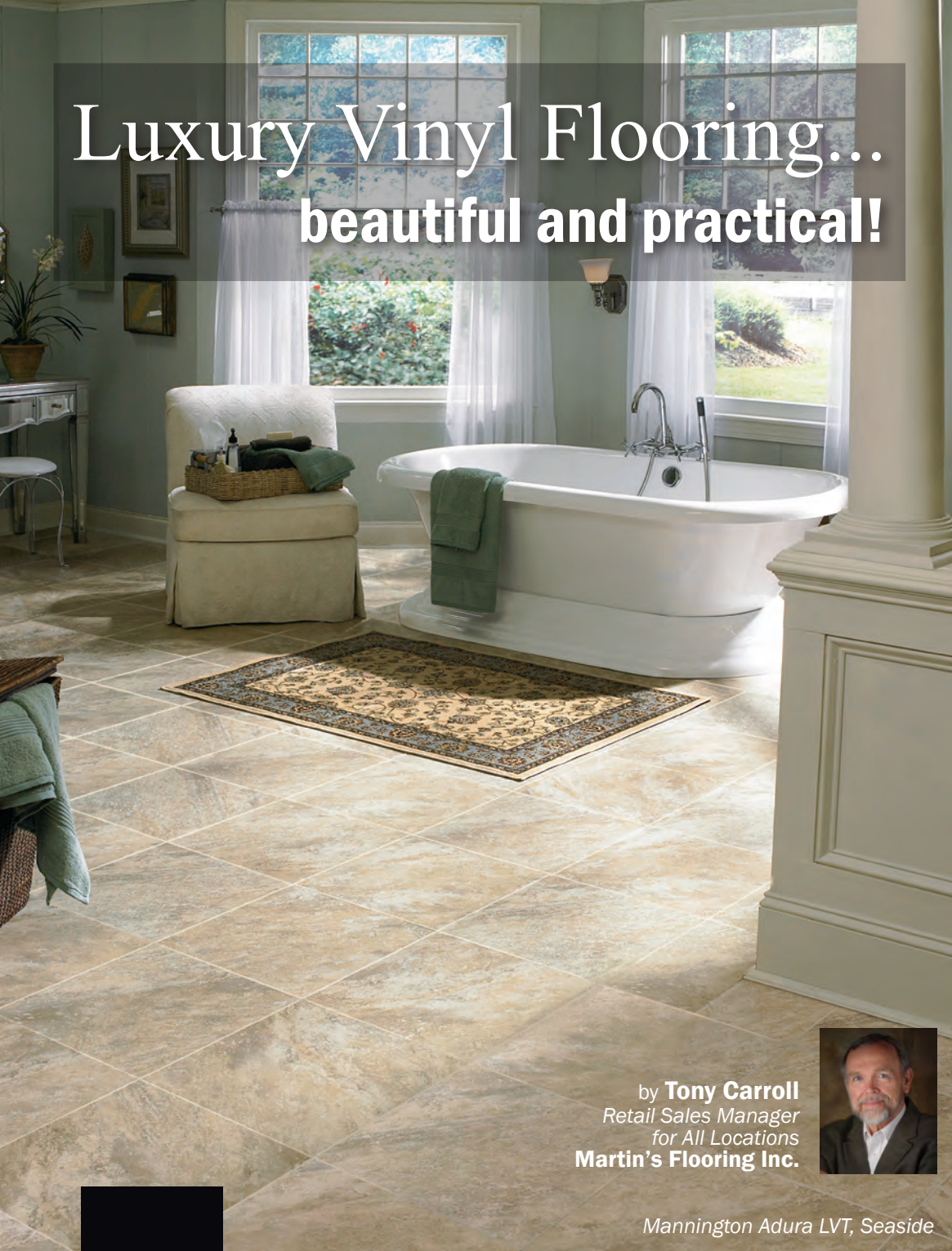


# Luxury Vinyl Flooring... beautiful and practical!



by **Tony Carroll**  
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**Martin's Flooring Inc.**



*Mannington Adura LVT, Seaside*

in the Mid-Atlantic and the Northeast. LVT comes in wood and stone looks with colors and textures that will give your home or office the look and feel of hardwood or tile, and best of all it is much more affordable. By incorporating today's state of the art digital imaging technology, the visual appearance of installed luxury vinyl tile makes them almost indistinguishable from real tile or wood flooring, giving consumers the graining and character of real hardwood in vinyl tile flooring. Its popularity continues to grow. According to Floor Covering News, in the category of resilient flooring, LVT flooring has nearly doubled in three years. Sales nationwide have grown from \$750 million in 2012 to \$1.451 billion in 2015.

LVT first became popular as a water-resistant, hard surface product that was ideal mainly for kitchens, baths and laundry rooms. Today, that has all changed. LVT is taking market share from other types of flooring and is being installed in all areas of the home. It is becoming the "go to"

choice for hard surface options.

According to the World Floor Covering Association (WFCA), luxury vinyl tile floors are designed to capture the timeless look of natural stone tile flooring, wood planks and ceramic tile floors, while providing an extremely durable and comfortable surface for everyday living. Luxury vinyl tile comes in many extremely fashionable designs ranging from



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contemporary to rustic and many feature deep embossing for stunning realism. Many of the luxury vinyl tile designs can be installed with grout or without grout, for a true stone or ceramic tile appearance. Vinyl plank floors can either be floated or glued.

Here are some of the key features and benefits of Luxury Vinyl Flooring given by the WFCA :

- Realistic photo replication of natural materials gives it the look and feel of wood, stone and tile.

- It is a vinyl product that satisfies Green building standards and earns LEED points in commercial applications.
- Has inherent safety features that meet the requirements of commercial flammability codes, slip resistant requirements and other safety codes.
- Maintenance is easy. Simple damp mopping is the recommended cleaning procedure for LVT floors.
- LVT is naturally water resistant, making it a great choice in homes with children and pets.
- LVT is a cost effective option for hard surface applications. Some LVT's require no underlayment making them even more affordable.
- It has exceptional durability with warranties of 20 years or more on most brands of LVT.
- LVT gives greater comfort underfoot and is much warmer than regular tile.



*Coretec Plus LVP, Clear Lake Oak*



*Coretec Plus LVP, Muir Oak*

**W**hen we think of vinyl flooring, our minds often think of that shiny sheet vinyl that once was the staple for flooring in most kitchens and baths in America. Today, that image is no longer totally accurate. Kitchens and baths have become the focal point for style and design for today's homeowner, and the flooring options available today reflect that trend.

Luxury Vinyl Tile and Luxury Vinyl Planks have exploded in popularity and are rapidly becoming the product of choice for kitchens, baths, basements, living rooms, bedrooms, virtually, the entire house. On the commercial side, commercial designers and specifiers are huge fans of Luxury Vinyl Tile. LVT as it is known, is becoming more and more prevalent in offices and health facilities around the country and particularly



Mannington Adura LVT, Permastone

## Concerns about VOCs in LVT Flooring?

The emission levels of Volatile Organic Compounds, known as VOCs, are a concern to consumers today and rightfully so. Indoor pollution from airborne pollutants from products and materials which release VOCs can negatively affect human health. Remember the news that broke on *60 Minutes* about a national liquidator of flooring that had been selling a laminate product that was deemed very unhealthy and that did not meet air quality standards? What about the VOCs in the LVT products that Martin's Flooring sells and installs? You can breathe easy knowing that the manufacturers of the LVT products we carry, whether it is Armstrong, Mannington, Shaw, US Floors, etc., all have been independently certified to comply with the California standards for organic compound emissions.

Yet, with all its features and benefits, what is the real reason people are choosing Luxury Vinyl Tile and Luxury Vinyl Planks more often today? It comes down to appearance. Luxury Vinyl Flooring whether in tile or plank is a great choice both residentially and commercially. They are fashionable, affordable and durable. It is the "look" that many are wanting in their homes today.

R&A



Coretec Plus LVP, Caroline Pine



Invincible LVP, McIntosh



Coretec Plus LVP, Catalina Oak

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