

Shaw

floorté™



Got water?

artfully crafted, wonderfully waterproof

Why Resilient?

Attractive, Durable, and a Good Value

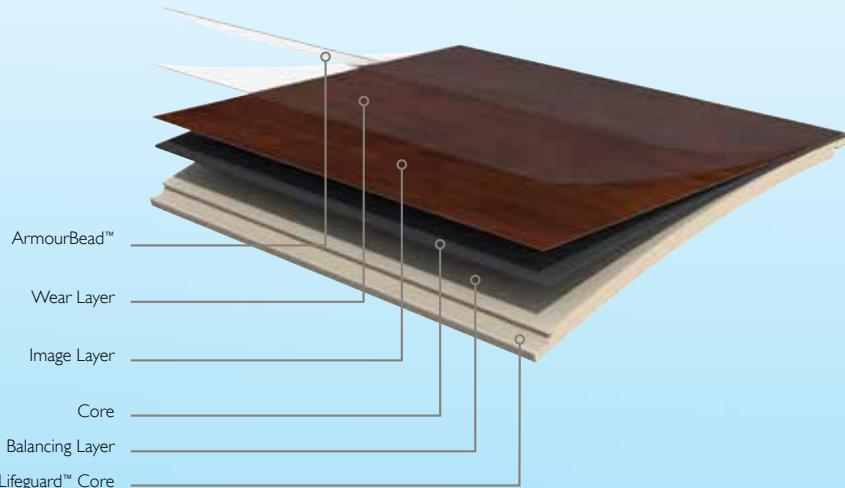
Today's resilient flooring (also called Luxury Vinyl Flooring, or LVF) is like a chameleon—designed to replicate the world's most beautiful wood, stone, and ceramic flooring with amazing realism. But unlike those floors, you can put it almost anywhere. Now we have gone one step further with our new Enhanced Vinyl Plank—Floorté.



Floorté - Enhanced Vinyl Plank



Fold-n-Tap™ installation system
is precision-engineered making it
easy to use, strong and durable.





Why Shaw?

Best designed, best tested, best value

One thing that makes Shaw different is great designers who create innovative styles. Designs pulled from everything—an olive tree, a weathered door, a piece of hardware. Edgy and stunning, our designs range from rustic to contemporary to traditional to enhance any home.

The other big Shaw difference is world class quality control and due diligence. Manufacturing standards are extremely high—so you know what you get is the best...in technology, care and maintenance, and consistency.

- **Durable**
- **Forgiving**
- **Stylish**

- Our ultra-durable wear layers—12 mil and 20 mil.
- We have stock and the ability to deliver when you need it.
- Shaw's Fold-n-Tap™ locking systems are Tuff-Tested for stability and strength. In testing, casters rotate across the surface repeatedly; each Shaw floor endures at least 25,000 rotations without harm (while a main competitor fails at 9,000 rotations).
- Floorté floors are waterproof and are an excellent choice for pet-friendly households and any home's laundry room, kitchen, or bath. But you'll want it for living areas, too.



Floorté waterproof story!

Lifeguard core protects against all of life's liquid mishaps



This is a classic test typically run to evaluate the "water tightness" of the critical intersection of the long side and short side profiles. In this case, three planks to make a true lock since this is a fold down profile technology. 72 hours later...no pass through of water from the top side.

Waterproof? Yes, waterproof!

Water will not damage Floorté EVP.

Here's why: First, we've combined PVC and resins to create an enhanced proprietary Lifeguard™ core that water simply can't penetrate. Second, the Fold-n-Tap™ profile blocks water at the seams.

So...no water absorbed at the seams, no water absorbed by the plank itself. Completely waterproof product*. Put it just about anywhere. Really.



*The product Floorté™ is waterproof; however, excessive moisture in the subfloor could promote mold, mildew, and other moisture related issues like the trapping of moisture emissions under the flooring, which may contribute to an unhealthy indoor environment. See the Shaw Floorté warranty for details on coverage and exclusions.

Don't rip it up—COVER it up!

Dimensionally stable flooring covers a multitude of inequities

No messy floor prep here. Because Floorté is rigid and dimensionally stable, it easily goes over your existing subfloor—concrete, osb, plywood—you name it. Functioning a bit like a bridge, Floorté rests on the old floor without conforming to its lumps and bumps. Strong, stable, lasting...and easy!



Tuff Tested



Shaw product



Competitor's product

Shaw's Fold-n-Tap™ locking systems are Tuff-Tested for stability and strength. In testing, casters rotate across the surface repeatedly; each Shaw floor endures at least 25,000 rotations without harm.

Floorté on left at 25,000 rotations. Competitor's product above right showing separated end joints after 3,900 rotations.

Static Load Test

Superior static load capability of 350 psi compared to the competitor's 250 psi.

Why is this important?

Static load tests for how the product will withstand pressure from items such as high heels and heavy furniture. The higher the psi the better the product will perform.



Shaw product



Competitor's product

Floorté on left, competitor on right, 24 hours after being removed from static load testing machine at 325 lbs. pressure per square inch (psi).

SHAW ADVANTAGES



Combined PVC and resins create an enhanced proprietary core that water simply can't penetrate.



Shaw's specialty locking system is Tuff-Tested new technology that assures lock integrity.



This hard surface flooring product meet the strict indoor air quality (IAQ) requirements of FloorScore®.



Ceramic bead layer that offers astounding performance and is up to 5 times more durable than typical urethane surface.



Fold-n-Tap™ installation system is precision-engineered making it strong, durable and easy to use.



20 mil Premio enhanced vinyl plank carries a Wear (finish performance) Warranty for as long as you own your home.



20 mil Premio has a 10 year light commercial warranty.



12 mil Classico enhanced vinyl plank carries a Wear (finish performance) Warranty for 30 years.



12 mil Classico has a 7 year light commercial warranty.

MOLDINGS



Multi Purpose Reducer*
Length 72"
VSMP2



T-Molding*
Length 72"
VSTM2



Stair Nose*
Length 94"
VSST2



Quarter Round
Length 94"
VSQT2

* Packaged with molding track

UNDERLAYMENTS



Bravo
200 sq. ft. per roll
I32VS



No worries.



Shaw
floorteTM
artfully crafted, wonderfully waterproof

