

Composite Core for Dummies!

14 OZ. LEVEL LOOP

- Heavy-Duty
- Built for heavy traffic
- Extremely durable
- Crush and dent resistant

87 OZ. CUT PILE

- Constructed for comfort
- Luxurious feel
- Turns any room in your home into a palace.

5 mm COREtec® Pro Plus

- Built to take a real beating
- High-density core resists indentation

8.1 mm COREtec® Plus

- Crafted for comfort
- Foaming agents offer improved sound quality and "foot-feel"



This core is extremely dense and is built to withstand heavy loads and high-traffic...

See how the foaming agents create air pockets that isolate sound and provide more cushion...

Want to understand Composite Core?

Think about carpet!

In the world of carpet, there are many types of fibers, constructions, pile heights and weights. From commercial-grade 14 oz. level-loop tiles to luxurious 90 oz. cut-pile broadloom, each has its own application and key features for the end-user. A thick, plush carpet feels heavenly under foot, but in a corporate or retail setting, it's not so good! Too thick and soft to roll a chair around on. Conversely, you wouldn't install a commercially rated carpet into your bedroom or family room where you want the most comfort. Tight, compact level loop carpet better resists impact and heavy weight, while thick cut pile gives you extreme comfort under foot. It's not that one is better than the other, it's that they have different intended applications...each good in its own right. The carpet you chose depends on your intended use and personal preference.

You can apply that same mindset comparing the differences between our COREtec® (RCB) Rigid Core Board and COREtec® (WPC) Waterproof Composite Core flooring. Both are 100% waterproof and dimensionally stable. Both feature a wide range of beautiful decors and textures. Both install easily and straight out of the box with no need for acclimation. However, each is constructed to suit specific

needs based on the requirements of the intended installation.

Our COREtec® PRO PLUS is a high-density rigid core that was developed to withstand tremendous impact and resist indentation due to its high mineral content and dense core. While COREtec PRO PLUS will perform great in your mudroom or basement, it is tailor-made for commercial settings such as boutiques, shops and offices – anywhere there may be a high traffic load.

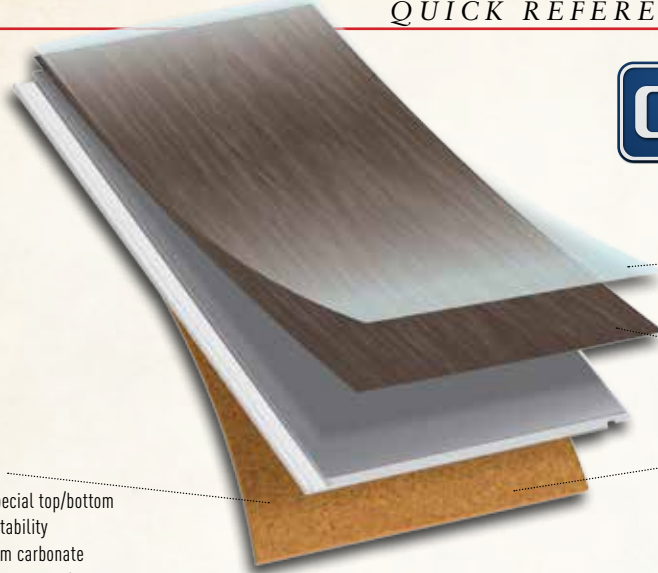
Much like a thick, cut pile carpet, COREtec® PLUS, while good for moderate commercial environment, is really better suited to your home. In the process of manufacturing COREtec PLUS WPC, we add foaming agents that expand and create tiny air pockets throughout to improve sound quality, warmth and comfort underfoot. Combined with a thick luxury vinyl top layer, this creates truly comfortable floor.

Both RCB and WPC categories offer features and benefits that lend themselves to a wide variety of installation options and end-use. It merely comes down to customer preference, fashion/design, installation application and budget. The choice is yours...



COREtec® is a patented product of USFloors, a division of Shaw Industries

QUICK REFERENCE



COREtec[®] PRO PLUS

20 mil Wear Layer

- protects against excessive wear
- superior cleanability and stain resistance
- rated for commercial traffic

Vinyl + Print Film

- good quality image
- enhances durability

Attached Cork Underlayment

- provides added sound dampening
- no need for separate underlayment
- naturally resists mold and mildew
- absorbs subfloor imperfections

Rigid Core

- features special top/bottom layers for stability
- high calcium carbonate content for extra rigidity

COREtec[®] ONE

12 mil Wear Layer

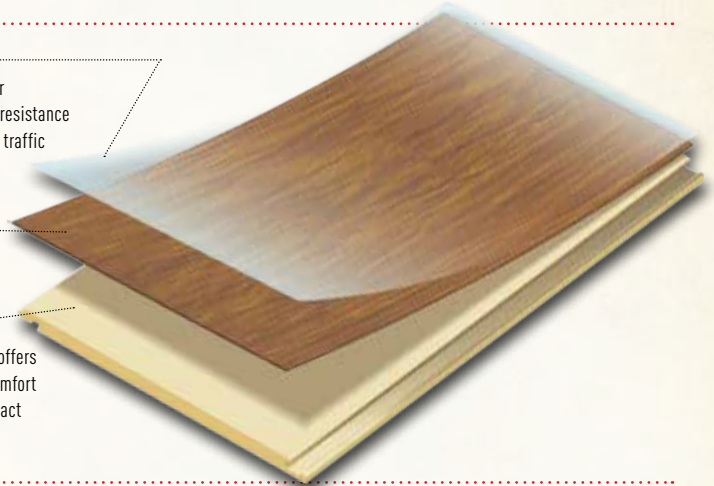
- protects against excessive wear
- superior cleanability and stain resistance
- rated for moderate commercial traffic

Luxury Vinyl Top Layer

- durable, resilient
- deep embossed texture

COREtec[®] WPC Core

- extruded waterproof composite core offers better sound insulation and added comfort
- more stable: will not expand or contract under normal conditions



COREtec[®] PLUS

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COREtec[®] WPC Core

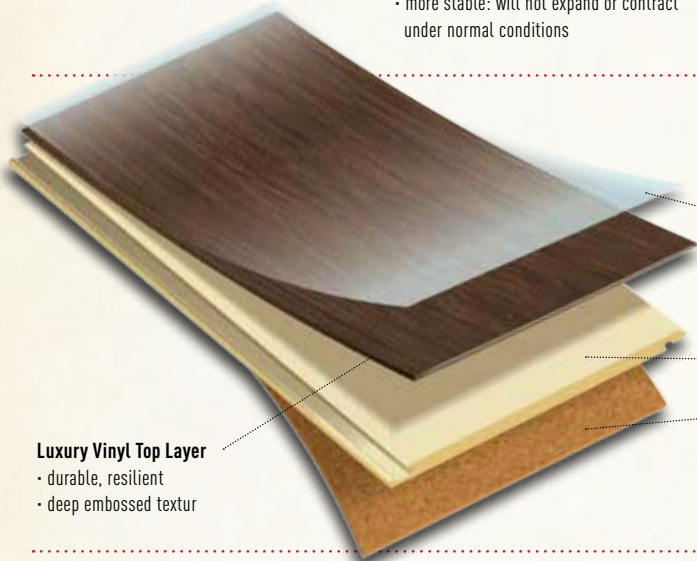
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COREtec[®] (WPC) & Rigid Core Board (RCB) Comparison

PRODUCT	WEAR LAYER	STABLE	DEEP EMBOSS. EIR	PAINTED BEVELS	QUIET	COMFORT	WARM	RESIDENTIAL	HEAVY COMMERCIAL
Locking LVT	Varies	NO	YES	NO	GOOD	GOOD	GOOD	GOOD	NO
Rigid LVT, RCB	Varies	YES	NO	NO	NO	NO	NO	OK	BETTER
COREtec [®] PRO PLUS	20 mil	YES	NO	NO	BETTER	BETTER	GOOD	BETTER	BEST
COREtec [®] ONE	12 mil	YES	YES	NO	BETTER	BETTER	BETTER	BETTER	OK
COREtec [®] PLUS	20 mil	YES	YES	YES	BEST	BEST	BEST	BEST	BETTER