

# Floors Etc

The Easy Guide to Flooring

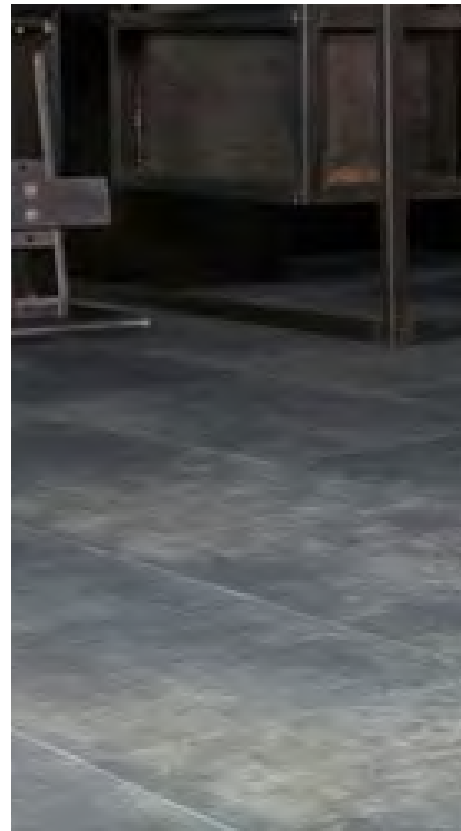
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Flooring 101



Floors Etc™  
[www.floors-etc.com](http://www.floors-etc.com)



## VINYL

Chic and sleek, yet resilient and cost-effective—constant technological advances offer vinyl products that are indistinguishable from natural products like wood, stone, and more. Vinyl flooring is a robust choice, and with the right product selection and installation, it is a beautiful choice

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# THE EASY GUIDE TO VINYL

With easy maintenance and affordable versatility, vinyl is a great choice for any budget. An ideal choice for homes with pets or children, this flooring is comfortable underfoot and incomparably easy to look after.

## LUXURY VINYL FLOORING



### LUXURY VINYL PLANK

*LVP*

Creates a natural hardwood look. This type of vinyl is comparatively similar in style to the hardwood options it emulates.



### LUXURY VINYL TILE

*LVT*

Emulating stone and ceramic tile, LVT provides an affordable alternative to natural stone and tile while delivering the same look.

## CORE MATERIAL

### PRIMARY OPTIONS

All vinyl flooring is made with one of four primary materials. Two of such composites (listed left); WPC and SPC, are particularly durable and moisture resistant but also more expensive. Composite core (CC) and solid PVC (PVC) options are still around today but with competitive pricing and innovative technology, the difference in price is minimal while the difference in quality is maximal.

#### WATER-RESISTANT DURABLE OPTIONS



#### WOOD POLYMER COMPOSITE CORE (WPC)

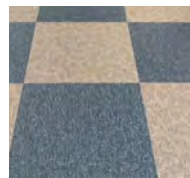
The perfect mix between laminate and vinyl, this is a blend of wood dust and PVC and is water-resistant. WPC is softer than SPC and is a great option for those looking for a quiet underfoot.



#### STONE POLYMER CORE (SPC)

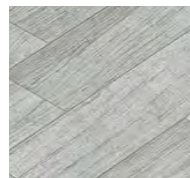
As opposed to plastics and PVC's, this core uses a stone or limestone material for its base. SPC cores are quite strong and rigid, making them excellent for withstanding scratches and dents.

#### CLASSIC OPTIONS



#### COMPOSITE CORE (CC)

While it lacks the wood fiber blend, this layer mixes PVC with calcium carbonate or other limestone filler. It's waterproof while offering a lighter weight.



#### SOLID PVC (PVC)

This core material is much like composite core, but offers a different ratio of blended materials. It offers PVC resin to create a stronger substance.

INSTALL OPTIONS

# INSTALLATION

## GLUE DOWN

Using an adhesive to bond your vinyl selection to the subfloor, glue down installation guarantees stability and ensures flooring retains its look over time.

## CLICK AND LOCK

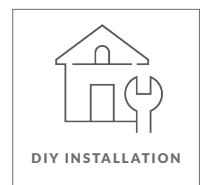
Engineered with a locking system connecting planks as you lay them, click vinyl guarantees an easy install. As floating floors, these systems are portable and can be lifted and repurposed any number of times.

## LOOSE LAY

Loose Lay installations are fast and forgiving. Tiles can easily be replaced and repurposed, and the subfloor can be accessed later as needs arise. It can be installed with no locking mechanism, and often requires less prep work and less cleanup.



## BENEFITS OF VINYL



## SHEET VINYL

BACKING OPTIONS

### FELT

Felt back vinyl must be installed with permanent adhesive so it sticks to the subfloor, otherwise it could curl up at the ends. It also needs to be stored in the installation room for 24 hours to let it acclimatize to the room conditions. An installation of felt back vinyl is not recommended for area with potential moisture issues.

### FIBERGLASS

The most popular choice in sheet vinyl due to its simpler loose-lay installation. It can be installed with releasable adhesive or no adhesive at all, making it easy to repair should your floor become damaged. Fiberglass also doesn't have the curling problem felt has, and it won't shrink, crack or warp with exposure to handling or the elements. This type of construction provides a more resilient, cushioned feel underfoot.