

TARKETT
PRESS RELEASE



**TARKETT FIBERFLOOR® MIMICS
NATURAL FLOORING TO DELIVER
VALUE AND PERFORMANCE
WITH EXCEPTIONAL STYLE**

FOR IMMEDIATE RELEASE Chagrin Falls, Ohio, March 2010

When homeowners make an investment in flooring, they want a floor that not only looks great but lasts. They want one that stands up to the stomping, jumping and crushing fun found in everyday life. This requires some serious engineering, and Tarkett Residential offers the perfect solution: FiberFloor® resilient flooring.

With 207 designs in distinctive colors and textures – including authentic-looking wood grains, rustic tiles and earthy stones – FiberFloor effortlessly mimics the real thing, while providing the ultimate in value and enhanced performance that meets all the rigors of day-to-day living.

“Consumers shopping for flooring in this economy want a dependable floor that provides ongoing value,” said Mario Allard, Tarkett Residential Director of Resilient Products. “Smart homeowners are discovering that resilient sheet flooring products aren’t their grandmother’s vinyl. Today’s options, like FiberFloor, offer incomparable design, style and durability – at a price that doesn’t break their budget. These floors look great every day and resist scuffs, scratches, indentations and even water.”

FiberFloor’s three collections of superior-performance flooring include:

- **LifeTime®** -- High-end styles with terrific performance
- **Easy Living™** -- Fun, trendsetting and classic designs
- **Fresh Start™** -- Fashionable, affordable designs

All FiberFloor styles feature the Nature’s Touch® signature embossing technique to provide an authentic look and feel to its wood, stone and tile designs.

Underneath FiberFloor’s remarkable style lies a true workhorse that guarantees the floor will last and hold up to daily household traffic – the Tarkett FiberFloor Protection System™. This innovative design features five resistant layers:

- **Backing layer** – Allows high flexibility, easy installation and a moisture- and sound-resistant barrier for added performance
- **Engineered fiberglass inner layer** – Utilizes non-woven fibers so it lays flat and won’t expand or contract for increased stability



THE ULTIMATE FLOORING EXPERIENCE

- **Foam layer** – Adds cushion and additional indentation protection, creating warmth and comfort underfoot
- **Wear layer** – Prevents wear, rips, tears, gouges and indentations
- **Finish layer** – Protects against scratches, scuffs and stains for easy cleaning and maintenance

Tarkett's TechniCore™ foam layer is the key factor contributing to FiberFloor's performance and quality. This uniform foam layer provides consistency in the size and shape of foam layer cells. Using a unique manufacturing process, foam is tightly and uniformly constructed to provide exceptional protection against indentation and instability across the floor.

Tarkett backs its superior performance guarantee on all FiberFloor products with long-life warranties that ensure the floor retains its attractive appearance for many years to come. The FiberFloor lines provide 10-year, 15-year and lifetime warranties.

"We stand behind our products and ensure they meet the highest performance standards, which in turn provides significant longevity," Allard said. "Our promise to consumers is to stay ahead of rapidly changing design trends and constantly develop fresh ideas, both from a design and performance standpoint. We aim to be the trendsetters, not the trend followers."

For more information, visit www.tarkettna.com or call 800-367-8275.

About Tarkett:

With 2009 revenues of €1.7 billion, Tarkett is a leading provider of innovative and sustainable flooring and sports surfaces. Some 8,000 employees serve Tarkett's customers in 100 countries and from 29 production sites. Since January 2007, Tarkett is owned by the Deconinck family (50%) and private equity funds affiliated with KKR (50%). For further information visit Tarkett at www.tarkett.com.

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