

TARKETT  
PRESS RELEASE



**TARKETT RESIDENTIAL'S HIGH-PERFORMANCE LAMINATE ALLOWS RELAXED DAY-TO-DAY LIVING**

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For the latest laminate flooring trends in traditional and contemporary designs, Tarkett Residential offers its North American Laminate Collection, designed specifically for the North American consumer. In addition to providing high-style, Tarkett's laminate collection offers superior flooring performance that brilliantly stands up to everyday living in every room of the house.

"Tarkett's high-performance laminate collection beautifully reflects the look of real wood while holding up to extensive wear and tear," said Jeff Katz, Tarkett Residential Director-Laminate. "Laminate offers a durability that is unmatched in wood flooring but is just as attractive as an authentic wood floor. Tarkett's laminates allow families to live their lives without worrying about their floors."

Created by Tarkett Residential's North American design team, Tarkett's laminates provide three distinct offerings:

- New Frontiers™ Collection – Four exotic wood patterns available in realistic 6" planks and 10 mm thickness. Micro-beveled edges provide a realistic look and feel, and high-gloss finishes add elegance.
- Journeys™ Collection – With a mix of woods, concrete and metallic designs, each premium design is 10 mm thick and features narrow 4" planks and beveled edges.
- Cross Country™ Collection – Classic and traditional options offering premium performance at an exceptional value. Each pattern is available in 8" planks with two- or three-strip designs.

"Our laminate designs are very distinctive and offer very dramatic wood grains and patterns," said Lise LeBreton, Tarkett Residential Creative Director. "Each exclusive collection is created specifically to fit the homeowner's lifestyle and personality."

All laminate collections feature the Tarkett Laminate Performance System™. This AC4 rated commercial wear layer protects against wear, fading and stains 60 percent better than ordinary laminate flooring. The design layer replicates the beauty of natural wood grains and enhances the laminate's texture. The AMERICORE™ layer, the inner core board manufactured with only cherry and oak chips and the only 100 percent hardwood core in the industry, provides superior indentation resistance



THE ULTIMATE FLOORING EXPERIENCE

and is IC3 rated, the highest industry commercial rating. For added stability and uniformity, the bottom moisture-resistant balancer layer keeps planks level.

Tarkett's laminates offer significant cost savings over wood flooring and come with an exceptional limited lifetime residential warranty. They are also easy to install, requiring no glue or nails.

Tarkett's North American Laminate Collection is available at a variety of specialty flooring retailers nationwide. For more information, visit [www.tarkett.com](http://www.tarkett.com) or call 1-800-367-8275.

**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](http://www.tarkett.com).

**CONTACT:**

Chris Lynch  
Falls Communications  
(216) 696-0229  
[clynch@fallscommunications.com](mailto:clynch@fallscommunications.com)