



High pressure means quality.
That's why Wilsonart® Flooring is ranked #1.

An independent study done by Reco Market Intelligence ranks Wilsonart Flooring Laminate #1 over competitors.

These #1 categories include:

- Quality
- Consumer Preference
- Product Availability
- Training
- Distributor Support

It's no secret that retailers prefer Wilsonart Flooring to all other brands of laminate flooring. And here's why: Wilsonart Flooring's high pressure laminate flooring consistently ranks highest in product quality, support, training and low frequency of claims. It is no wonder that consumers prefer Wilsonart Flooring by a wide margin to competitive brands.

Why do consumers switch from one brand to another? Product quality is the #1 reason. Considering Wilsonart Flooring's quality is ranked the best by a margin of nearly 2:1, it is no surprise that consumers want the best ... and are prepared to step up to Wilsonart Flooring.

High quality, professional support and training, and low frequency of claims place Wilsonart Flooring on top as #1. Combine all of this with an elite distribution and retail network, and you've got the consumer's preferred laminate floor.



 Wilsonart® Flooring

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Pressure
makes all the
difference.



 Wilsonart® Flooring
High Pressure Laminate

What does high pressure mean to you?

If you're looking for a laminate floor you don't have to worry about, Wilsonart® Classic and Wilsonart® Estate Plus. Plus high quality laminate floors are manufactured with 1400 psi – much higher than the 300-500 psi used to produce direct pressure laminate. Just as nature uses high pressure to turn coal into diamonds, Wilsonart uses high pressure to give you the best laminate floors available.

Why Wilsonart Flooring means quality:

- Almost 50-year history in making high pressure laminates
- Industry leader in high pressure laminate
- 35+ years manufacturing laminate flooring
- Made in the USA
- Exact match high pressure laminate moldings
- Highest gloss level
- 98% of purchasers say they would buy Wilsonart Flooring's products again

Wilsonart Flooring
Classic

ESTATE
Plus
Wilsonart Flooring

High pressure means durability that defies damage.

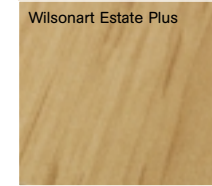
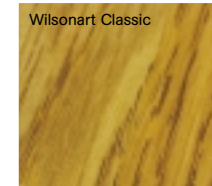
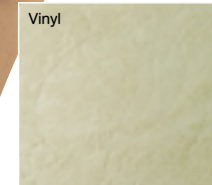
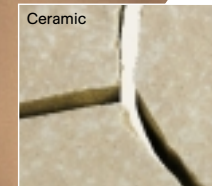
Wilsonart Flooring's high pressure laminate is manufactured with 1400 pounds of pressure per square inch. That means your floor will be around long enough for your furniture to go out of style. And come back again.

High pressure laminate flooring advantages:

- Better wear resistance – fewer scuffs and scratches
- Better static load capacity – no dimpling
- Better impact resistance – no denting
- Better design clarity – higher sheen levels
- Higher in-carton product integrity
- No chipped corners
- Environmentally friendly – 65% recycled content by weight
- Cleanability – ease of maintenance
- Floating floor – most existing floors don't have to be removed. Padding is placed between the new and old floor; which absorbs sound, adds resiliency and provides thermal insulation
- Limited Lifetime Warranty on Estate Plus Flooring

The Drop Test

The following test was used to show the difference between direct pressure laminate, hardwood, ceramic, vinyl and Wilsonart High Pressure laminate: Laminate flooring planks were laid on Wilsonart Flooring's 2-in-1 Pad and placed on concrete. A simulated can weighing 396g (the weight of a 14 oz. can of Campbell's® chicken soup) was dropped vertically from a height of 36 inches (standard countertop height) so that the simulated can impacted the decorative surface of the flooring. The results showed little damage to Wilsonart Classic High Pressure Laminate and no damage to Wilsonart Estate Plus High Pressure Laminate.



The Static Pressure Test

Another test was conducted to show the difference between direct pressure laminate, hardwood, ceramic, vinyl and Wilsonart High Pressure laminate. Two inch square flooring samples were subjected to static load in accordance with ASTM F970. Loads of 2,000 psi were placed on each sample for 24 hours. After testing, samples were allowed to recover for an additional 24 hours in a room conditioned at 22c / 50% RH before inspection. After the recovery period, samples were visually inspected for damage. The results showed no damage to the Wilsonart High Pressure Laminate Flooring samples.

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