OUR FOCUS IS ON PEOPLE MAKING THEM BETTER AT HOME AND WORK.

Shaw Learning Academy
a top 125 training company

CENTER for SALES EXCELLENCE
Shaw Resilient Flooring 101

Session 1

Overview & Introduction of Cameron & Freemont LVT Collections

August 2010

CENTER for SALES EXCELLENCE
What we will cover:

- Our Resilient Business Model
  - Why Resilient
  - Resilient Launch Plan
  - Expectations

- Resilient 101
  - Vinyl
    - Vinyl Flooring Overview
  - Introduction of the Cameron & Freemont Series
    - General Construction Information
    - Product Specific Information
    - Installation Instructions
    - Care & Maintenance
Why Resilient?

In the floor covering industry, resilient flooring continues to grow in momentum and market share. Second only to carpet sales, resilient is a very important category of the flooring industry today. It is approximately a $2 billion dollar segment of the flooring market. The split between Residential and Commercial is about half.
What is Resilient?

Resilient flooring encompasses a multitude of products such as vinyl, rubber, and cork.

Their ability to “bounce back” and resist compression are the key components to terming them “resilient”.

Shaw is proud to be distributing vinyl flooring through this newly introduced category in both the Commercial and Residential business channels.
Why Resilient?

This continued stronghold of resilient flooring in the market can be attributed to many factors such as:

- Advances in Manufacturing
- Improvements in Visuals
- Higher Quality Products
- Improved Product Performance
- Overall Value of Product
Another Great Shaw Advantage!

By adding the Resilient Flooring Category to Shaw’s flooring family, we are quickly becoming the largest single “Total Flooring Provider” in the industry. Thus, creating another great “Shaw Advantage” for our business partners and consumers.
Why Buy Resilient From Shaw?

- **Products** -
  Shaw will offer exclusive designs under the Shaw Brand.

- **Quality** -
  Shaw products are being manufactured to our specifications and will offer the unsurpassed quality Shaw is known for.

- **Service** -
  Being a single source flooring provider enables Shaw to provide excellent service in all areas from marketing, availability, delivery, financing, and sales support.

- **Commitment** -
  Shaw will continue its commitment to being a leader in innovation as well as maintaining our standards of environmental stewardship.
Our Go To Market Plan

The Resilient Category will be sold through the Hard Surface Division. We begin now and will continue an aggressive launch plan over the next year.

Strap sets have been sent to Hard Surface TMs and Builder TMs to be used for selling inventory and securing specifications. Inventory and additional samples are expected through October.
One Category – Two Collections

Shaw Resilient

Array luxury vinyl tile & plank

DURA Tru resilient sheet flooring

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The Array™ Collection:

LVT (Luxury Vinyl Tile)

Hardwood Plank & Tile visuals will be available in the following constructions:

- Dry Back – Direct Glue Installation
- StaTite™ - Floating Installation
The DuraTru™ Collection

Hardwood and Tile visuals in the following construction:

Fiberglass Back Sheet Goods
Quality Offerings Within Collections

Both Array™ and DuraTru™ will offer collections in four quality classifications.
This will create a complete range of price points and product offerings.

The Four Quality Classifications:

1. Economy
2. Good
3. Better
4. Superior
Vinyl Today

The raw material of vinyl is the 2nd largest selling plastic in the world. Because of the low cost, versatility and performance, vinyl is the material of choice for a multitude of industries such as healthcare, communications, aerospace, automotive, textiles, and construction.

It can be as rigid as steel or as pliable as plastic wrap. Thus making it the leading material of the 21st century.

Vinyl is safely used in many products such as siding, windows, plumbing, fencing, appliances, and yes, floors too!
Turning Vinyl into Flooring

To create beautiful and durable floors out of vinyl, the raw material has to have plasticizers added. The most commonly used plasticizer is called Phthalates (Thigh-lates). This is what increases its flexibility, transparency, durability, and longevity.

Typically in lower quality and imported vinyl flooring, additional materials such as metals, and other contaminates can also be added into the vinyl material. The addition of these materials can cause “migration” of those materials that release VOC’s through the surface of the floor.
Resilient vinyl floors from Shaw do not contain the additional metals and unwanted contaminates found in lower quality products.

Shaw only uses high quality virgin vinyl, also known as DOTP (dioctyl terephthalate). This removes the fear of “migration” and the release of harmful VOC’s from the product.
Top Attributes Of Vinyl Flooring

- **Something for Everyone and Every Budget**
  - **Stylish** - An almost infinite array of colors, designs, textures, and patterns create unlimited options for today’s discriminating consumer.
  - **Various Constructions** – Different constructions for varied applications create a range of price points to suit any consumer’s financial expectations while delivering quality flooring they can count on for years to come.

- **Long Lasting**
  - **Durable** – It’s called “Resilient” for a reason. It can withstand some of the toughest conditions and bounce back.
  - **Cleaning & Maintenance is Simple** - The superior moisture resistance and easy to clean surface of vinyl flooring makes maintaining the floor a breeze.

- **Easy to Install** – Allows quick installation.
Top Concerns About Vinyl Flooring

■ Indoor Air Quality (IAQ)-
  ■ The use of virgin vinyl eliminates this concern on Shaw products.

■ Life Cycle Assessment (LCA)-
  ■ Unlike inferior, low quality vinyl flooring, the durability and performance of Shaw’s Resilient flooring will provide the consumer with a long product life reducing their need to replace it.
Resilient Flooring Types

The two most common types of Residential Vinyl flooring offered today are:

1. Vinyl Sheet - Roll format with Wood & Tile visuals
2. Vinyl Tile – Wood Plank & Tile visuals
   *Dry Back and Floating constructions

This course will focus on the Dry Back version of the Luxury Vinyl Tile category.

There will be additional courses that will focus on Floating Luxury Vinyl Tile and Vinyl Sheet Flooring.
Resilient Tile

Within the Vinyl Tile Category there are three main construction types:

1. Vinyl Composite Tile (VCT)
2. Peel & Stick
3. Luxury Vinyl Tile (LVT)
   - Dry Back – Direct Glue
   - Floating – Sta-Tite™
Vinyl Composite Tile

- Most commonly referred to as “VCT”
- Almost exclusively used for commercial applications
- Composed of vinyl resins and fillers that are fused together to create a single element
- Available in multiple colors but all have a marble appearance with chunks of color distributed throughout
- Commonly made in 12 x 12 square tiles
Peel & Stick

- Residential application only
- Printed design under a urethane or vinyl wear layer laminated on top of a resin and filler carrier.
- Adhesive is factory applied to the backing and activated at time of install by removing protective paper covering. 12 x 12 is the standard size.
- Very low end, typically seen in home center and low cost retailers. It is not very durable.
Luxury Vinyl Tile

- Most commonly referred to as “LVT”
- Composed of a high quality images of wood and tile visuals that are protected by a durable wear layer and bonded to a solid vinyl carrier.
- Used in both Commercial and Residential applications.
- Offers superior durability, wear resistance, and higher vinyl content than the “Peel and Stick” products.
- Multitude of sizes, shapes, and visuals including 12x12, 18x18, and planks.
A Visual Comparison

**VCT**
- Surface coating layer
- Chip-through marble layer

**LVT**
- Special Curing Surfaces
- Wear Layer (0.3/0, 5/0.7mm)
- Printing Layer
- PVC Base Layer
- PVC Backing Layer

**Peel & Stick**
- Protective Top Coat
- Clear Film Layer
- Printed Design
- Vinyl Backing with Adhesive and Protective Paper Layer
What’s The Difference?

Below are some factors that can effect the quality level and pricing of LVT flooring:

- **Overall Thickness** - the overall thickness of the product is measured in Millimeters (mm).
  - The thicker the product, the more material is present equaling more cost and performance value. A millimeter is approximately one-sixteenth of an inch.

Tip: Each time you hear the word, millimeter, think: the thickness of a dime. If someone mentions an item is 10 millimeters thick, just imagine how high a stack of 10 dimes would be to get an idea of that item's thickness.
What’s The Difference?

- **Wear Layer Thickness** - The size of the top wear layer is measured in Mils.
  - The thicker the wear layer, the more durable the product. 1 Inch = 1 000 Mils

**Tip:** To give this some perspective, a human hair is only 2 mils.
What’s The Difference?

- **Surface Texture**: The more detailed and precise the surface texturing is, the more realistic the product appears, thus increasing the value. Embossing adds surface texture to the wear layer.
  - Products that have embossing create a more realistic visual. The heavier the embossing the more intense the texturing is on the product.
First shipment of samples from the Array™ Collection:

- **Cameron** – “Good” Series
  - Plank - 5 styles of Oak & Cherry visuals
  - Tile – 3 styles of Limestone visuals

- **Freemont** - “Better” Series
  - Plank – 6 styles of Distressed Oak & Hickory visuals
  - Tile – 3 styles of stone visuals
Cameron Plank – Good Series

Technical Information:
Construction Type: Luxury Vinyl Tile
Dry Back
Total Thickness: 2 millimeters
Wear Layer Type: Polyurethane
Wear Layer: 6 mils
Surface Texture: Light Random Embossing
Finishing: Square Edge
Product Size: 7” x 36”
Warranty: Residential – 7yrs.
Installation: Full Spread Adhesive
Cameron Plank – Good Series

Top selling species and colorations inspired by our Anderson & Shaw hardwood collections to suit many décor needs. The designs are exclusive to Shaw.

#201 Sand Oak
#600 Cinnamon Oak
#700 Gunstock Oak
#200 Amber Cherry
#601 Rum Cherry

Easy to clean- Durable virgin vinyl- Light random embossing- Polyurethane surface- Square edge- Superb Moisture Resistance

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Cameron Tile – Good Series

Technical Information:

Construction Type: Luxury Vinyl Tile
  Dry Back
Total Thickness: 2 millimeters
Wear Layer Type: Polyurethane
Wear Layer: 6 mils
Surface Texture: Tile Embossing
Finishing: Square Edge
Product Size: 18” x 18”
Warranty: Residential – 7yrs.
Installation Method: Full Spread Adhesive
Cameron Tile– Good Series

Dramatically realistic Limestone visuals with color variations from light to dark coordinate nicely with all other flooring types and furnishings. The designs are exclusive to Shaw.

3 Styles Available:
#100- Lunar
#200- Oyster
#600- Butternut

Easy to clean- Durable virgin vinyl- Light random embossing- Polyurethane surface- Square edge- Superb Moisture Resistance
# Competitive Information - Matrix

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<thead>
<tr>
<th>Wear Layer</th>
<th>Shaw</th>
<th>Array</th>
<th>American Plank</th>
<th>MetroFlor Artistic</th>
<th>Armstrong Natural Living</th>
<th>Tarkett NAFCO Good Living</th>
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Freemont Plank – Better Series

**Technical Information:**

- **Construction Type:** Luxury Vinyl Tile
  - Dry Back
- **Total Thickness:** 3 millimeters
- **Wear Layer Type:** Polyurethane
- **Wear Layer Size:** 12 mils
- **Surface Texture:** Medium Embossed
- **Finishing:** Beveled Edges
- **Product Size:** 4” x 36”
- **Warranty:** Residential – 15yrs.
  - Commercial- 5 yrs.
- **Installation Method:** Full Spread Adhesive

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Elegant look of premium reclaimed hardwood. Colors and designs were inspired by our best performing hardwood styles from Anderson & Shaw. The designs are exclusive to Shaw.

1. #200 Oat Straw Oak
2. #600 Honey Oak
3. #700 Gallery Oak
4. #201 Wheat Hickory
5. #601 Russett Hickory
6. #701 Raisin Hickory

Easy to clean - Durable virgin vinyl - Light random embossing - Polyurethane surface - Micro-beveled edge - Superb Moisture Resistance
Freemont Tile – Better Series

Technical Information:

Construction Type: Luxury Vinyl Tile
Dry Back

Total Thickness: 3 millimeters

Wear Layer Type: Polyurethane

Wear Layer Size: 12 mils

Surface Texture: Tile Embossed

Finishing: Pressed Edges

Product Size: 18” x 18”

Warranty: Residential – 15 yrs.
Commercial - 5 yrs.

Installation Method: Full Spread Adhesive
Freemont Tile – Better Series

Resembles natural stone that was harvested from mother earth. Showcases subtle variations and movement with shading of color tones from light to dark to compliment any decorations.

#100 Stucco

#500 Tabby

#700 Tortoise Shell

Easy to clean- Durable virgin vinyl- Realistic Stone embossing- Polyurethane surface- Pressed edge- Superb Moisture Resistance
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Who to Contact:

- **Resilient Category Manager:**
  - John Geier - 706-275-3621
  - Collin Magnuson - 706-275-2092

- **Technical Support:**
  - Jim Witmer - 706-275-4662

- **Quality Control:**
  - Brian Vandagriff - 706-965-0823

- **Installation Support:**
  - Pablo Barbosa - 706-847-8443
References & Resources

- The Vinyl Institute – www.vinylinfo.org
- Vinyl In Design – www.vinylindesign.com
- Resilient Floor Covering Institute Floorscore- www.rfci.com/int_Floorscore.htm
- www.AECDAILY.com
Additional Resources for Technical Support

- American Concrete Institute (ACI)
  - (248) 848-3700

- American Society for Testing and Materials (ASTM)
  - (610) 832-9585

- Shaw’s Technical Services
  - (800) 441-7429 ext. 2228
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