



H2O

WATERPROOF FLOORING

The Fear of Liquid Evaporates



ProSource[®]
— WHOLESALE
Products & Pros for Home & Commercial Projects

H2O WATERPROOF FLOORING

TABLE OF CONTENTS

1	Liquid vs. Flooring
2	Technological Advancements in Floor Preservation
3	Feel the Difference in Waterproof Flooring
4	On the Defense
5	There's Room for It
6	Features & Benefits
7	Protecting the Kids
8	Pet Friendly
9	Our Brands
10	Tigressã with H2O Backing
11	Resista [®] Plus H2O [™] Carpet
12	Resista [®] Plus H2O [™] Laminate
13	Resista [®] Plus H2O [™] Luxury Vinyl
14	Harding Reserve H2O Luxury Vinyl
15	Monument Luxury Vinyl
16	Some Final Thoughts
17	The Perks of Partnering with ProSource



Liquid vs Flooring

When liquid reigned supreme was the age of slippery surfaces, where those that dared to walk the moist walkways, thanks to a spilled glass, were met with wet shoes, or worse, a harsh fall to reality.

Whether it was spills, mildew, mold, or general wear and tear, these harsh conditions wore over time until there was no other outcome but replacing the floor more frequently, costing money and time that homeowners and commercial property owners alike could no longer accept.

**MORE WAS
DEMANDED
FROM FLOORS.**





Technological Advancements in Floor Preservation

At first, water-resistant flooring was needed, in order to impede the growing moisture that life incited. Unfortunately, that did not suffice, inspiring the creation of water-repellent flooring, which featured a hydrophobic coating that could repel water intrusion. That also did not suffice, as it did not account for extreme cases of liquid and moisture.

This propelled the technology to greater heights with the creation of waterproof flooring, which allows for fully submersible capability. This highlights the passion and commitment toward addressing the needs of the customer.



Feel the Difference in Waterproof Flooring

Waterproof flooring continues to impress with its ability to protect the carpet, hardwood, vinyl plank, vinyl tile, and laminate that align homes, where life happens. They protect the spills from that first sips of a baby's formula, a wet cat food encounter, or a wayward birthday cake leave behind.

Its ability to protect against moisture is second only to its ability to dazzle in a variety of looks and textures, empowering the design intent for any home remodeling project.

The modern home design possibilities are endless when surfaces are preserved with waterproof flooring.

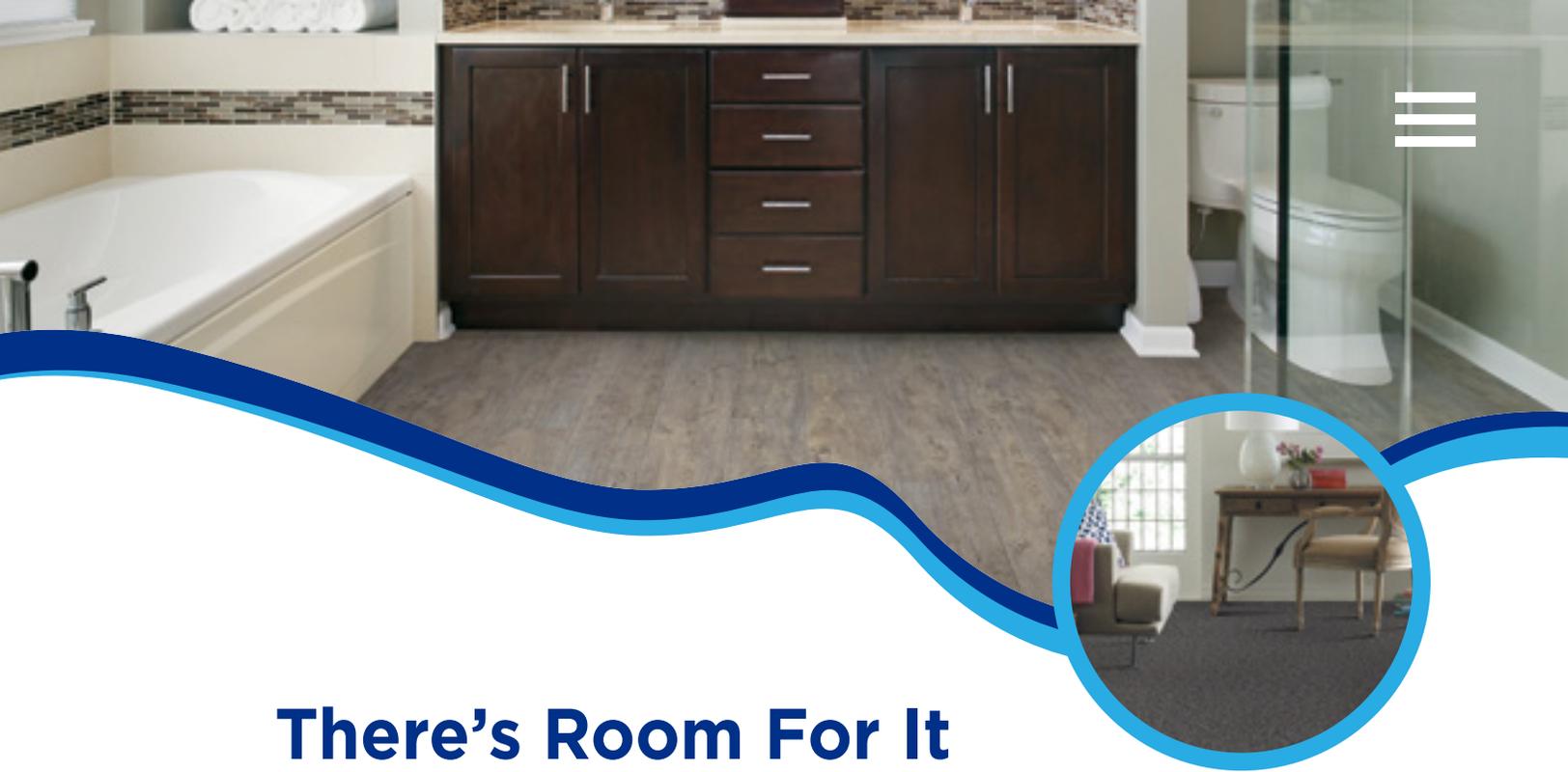


On the Defense

Complementing the perfect design and protecting against the challenges of moisture are not mutually exclusive. The technology of waterproof flooring enable liquid to remain on the surface, acting as a barrier and preventing it from penetrating on its path to the floor below.

This exterior also protects against odors, scratches, stains, soil, and even provides sound absorption, making it the perfect choice for when and where life happens.





There's Room For It

Some floorcovering does not mix well with liquids.

Defying the odds, a waterproof feature allows flooring that's not usually made for high moisture rooms to perfectly settle into those spaces. It also allows spills to remain within sight to be cleaned quickly and easily.

What rooms can welcome these revolutionary products? Consider showcasing them in bathrooms, kitchens, laundry rooms, mud rooms, or basements. Where moisture or liquid is prevalent, waterproof flooring rises to the challenge.

There is no reason to confine these products. They're also enticing choices for other spaces such as living and family rooms, dining rooms, bedrooms, entryways, and more.

Of course, this floorcovering was not designed to tolerate standing water or flooding; however, when facing a quick cleanup from the typical splashes and spills that befall it, waterproof flooring emerges victorious.



Features & Benefits

Life Happens. Keep up with it with waterproof flooring.

-  **A Protective Shield:** Easy to clean while protecting against stains, soil and scratches.
-  **Healthy Home:** With its multitude of protections, it provides a healthier climate.
-  **Breaking the Sound Barrier:** The backing provides sound absorption for a quieter floor.
-  **Get A Grip:** Slipping on the floor is diminished with non-slip safety.
-  **Have At It, Boys and Girls... and Fur Babies:** Friendly flooring for homes where kids and pets play.
-  **Backing It Up:** Industry leading warranties for performance and appearance.



“

Homeowners want a floor that can handle the activities of daily life, which includes a floor that can perform in kitchens, bathrooms and laundry/utility rooms. Waterproof floors are a huge draw because **consumers shouldn't have to change their busy lifestyle to worry about taking care of a floor.**

”

- **Tim Hanno, Vice President of Strategic Accounts,**
Karndean Designflooring



Protecting the Kids

When a child begins to crawl, their world opens up, forcing parents to protect them from their curious selves. From spills to odors, ensure that their curiosity does not get the better of them with waterproof flooring.

From wayward water to puréed peaches, liquids and debris can be quickly cleaned without interrupting playtime.

Its durability is unwavering when faced with heavy traffic, especially from little feet. Add to the mix odor and scratch resistance, stain and soil protection, and sound absorption. That's an impressive assortment of security perks.

Waterproof flooring is a welcome addition for the young... and young at heart.





Pet Friendly

From dogs, to cats, to birds, and more, pets need room to grow and learn about their home. This means they need floors that will stand up to their growing pains.

Protecting floors from pets is just as important as protecting pets from floors. Pet households need flooring that stands up to loud barks, fur shedding, and waste that may occur. The floors boast scratch resistance and acts as a sound barrier, making rooms a little quieter against the harshness of paws, claws, and talons.

Marrying pet ownership with floor protection is not an exact science, but with waterproof flooring, the union becomes easier to understand.





Our Brands

ProSource Wholesale® is the source for waterproof flooring. We carry several national names, but we also have brands you'll find exclusively in our showrooms.

Carpet, laminate, and luxury vinyl are represented. They're easy to spot - just look for the H2O label.

Whatever the choice, you are assured to get the quality expected and deserved.





Tigressã



Tigressã with H2O Backing

Carpet has so many benefits, such as comfort, warmth, bold colors, elegant patterns... but moisture is commonly seen as its foe. A carpet that is waterproof seemed like an impossible dream. Welcome to reality.

Select styles of Tigressã Cherish and Tigressã Soft Style have the H2O technology. With a special backing that has a moisture barrier, it prevents water and all other forms of liquid from soaking through to the cushion or floor underneath.

Like the other waterproof flooring choices, it is approved for kid-friendly and pet-friendly homes. It also offers up high performance with its resistance to stains and soil, and its ability to endure heavy traffic.



While bathrooms and laundry rooms are not ideal locations for carpet, there are so many rooms that welcome this comfortable flooring, and moisture can hit the surface there too. Tigressã carpet, armed with the H2O backing, offers up unprecedented protection so liquid spills can be cleaned with ease, without fear of it flowing through below.

This carpet has already established itself as a premier choice due to its combination of softness and strength. With the H2O waterproof backing, the chills from liquid spills evaporate.



RESISTA + PLUS 
CRAFTED FOR A LIFETIME

Resista® Plus H2O™ Carpet

The comforts of a carpeted room cannot be understated. The softness underneath feet inspire sensations of homely relaxation in the heart of the home: the family room. Resista Plus H2O carpet protects that picture-perfect portrait from the dangers that spills can cause, including stains, mold, or mildew.

They eliminate that concern with their backing that boasts a moisture barrier, so liquid spills stay on the surface where they can be addressed. This technology opens up a new avenue of possibilities, allowing focus to be on the room design itself.

That said, carpet is not the most ideal choice in laundry rooms or bathrooms, but there are a ton of spaces where it can be a comfort and a focal point in bringing the room together.

Carpet has a reputation for being kid-friendly, due to how soft it can be, but that perception lives on with the multi-layered defense found in Resista Plus H2O carpet. With its stain protection, soil protection, odor resistance, waterproof status, and its ability to hold up well against heavy foot traffic, it is the ideal choice in flooring for active homes with children and pets alike.

Don't compromise on comfort, in favor of performance. Embrace both with the waterproof standout, Resista Plus H2O carpet.



Resista® Plus H2O™ Laminate

The durability of laminate floors cannot be understated. It often was related to the challenges of extreme foot traffic, but with current waterproof technologies imbued into a brand like Resista Plus H2O, liquid and moisture are facing their toughest challenge to date.

With the thickest fiberboard to date, alongside its wear and print layers, Resista Plus H2O laminate offers sensational value to consumers looking to protect their home from the wear and tear that kids, pets, and everyday life can entail.

In a variety of colors and textures, their high-resistant surface does not compromise on style, complementing designs in traditionally high moisture areas like the bathroom or kitchen, as well as areas where moisture would likely be less present, such as the hallway or living room.



A floor should promote the life inside the home, not impede it with high upkeep. Resista Plus H2O laminate understands this and drives to keep focus on the enjoyment of the home.



Resista[®] Plus H2O[™] Luxury Vinyl

Luxury vinyl historically has provided lasting protection against moisture, while offering the appearance of wood, tile, or stone. When blended with current waterproof technology, that level of protection is elevated to new heights.

Resista Plus H2O luxury vinyl is made to lock out leaks, forcing liquid to remain on the surface. That alone makes it the appealing selection for bathrooms, kitchens, laundry rooms, or any space in the home. It also has a backing that serves as a sound barrier, making it quiet and comfortable.

This makes Resista Plus H2O luxury vinyl an excellent choice for homes, where pets and children reside.

This choice does not lack in visual appeal, offering the look of high-end designer styles with a variety of textures, colors, and patterns that provide a wow factor to the eye.

Luxury vinyl tile and luxury vinyl plank both continue to climb in popularity, due to their realistic appearance, tradition of durability, and low maintenance. With waterproof technology, Resista Plus H2O luxury vinyl elevates among competitors, serving as a powerful ally in the battle against liquid spills.



Harding Reserve H2O Luxury Vinyl

Luxury vinyl offers countless design opportunities that have the potential to excite and wow guests as they enter the home or explore the ins and outs of a stylized kitchen. Having the maximum protection against liquid and moisture does not mean that artistry is compromised.

Harding Reserve H2O luxury vinyl planks make sure of that.

Rooms where moisture is bound to be found are of no concern for this flooring, making kitchens, bathrooms, and laundry rooms ideal for this selection. Because of its versatility, living rooms, bedrooms, and hallways remain on the table, charming homeowners with its design and performance.

When taking a look at the planks themselves, notes of a weathered barn door, antique oak, and several other unique patterns in nature are invoked. The eye-appeal makes a statement, while its robustness provides peace of mind.

The durability of Harding Reserve H2O LVP is without question, holding up beautifully in spaces populated by kids and/or pets. It is constructed to provide sound absorption and non-slip safety.

Waterproof protection and authentic textures of nature ensure this LVP will remain an elegant choice.



Monument Luxury Vinyl

Luxury vinyl tile and plank promote the realistic nature of everyday life, but they no longer have to compromise the flair of a stylized space. Their enriching practicality have been boosted with waterproof technology that elevates it to new peaks with Monument luxury vinyl.

The durable solidcore construction allows Monument to be one of the thickest luxury vinyl tile and plank products available. With its premium wear layer, they also provide one of the toughest finishes possible.

Their unique textures and patterns are so authentic they will draw attention at first glance. Plus, their performance features ensure the gorgeous looks endure without time-consuming maintenance. Kids and pets will adore traveling across these floors.

Monument LVP and LVT have the H2O technology that stops moisture from penetrating through the boards to the surface below. Liquid spills can be easily wiped away without concern. This likeable flooring can withstand heavy traffic and thrive in rooms subjected to high moisture. Even better, Monument provides sound absorption and is antimicrobial.

Flooring is an important decision as it can define a room. Amazing looks, impressive performance and waterproof technology make Monument luxury vinyl tile and plank a popular consideration.



As an active, multi-pet owning family, we know the importance of having a floor that can stand up to the claws, boots, dirt, and spills that are frequent in our house.

The combination of being waterproof, durable, and stylish makes waterproof flooring the right choice for every room in our home. Which is why, at ProSource, we frequently recommend these products to trade pros and their clients every day.



- **Neal Ross,**
Vice President of Merchandising,
ProSource Wholesale



Some Final Thoughts

The room is the canvas to a homeowner's creativity. Do more than utilize the space of the canvas that flooring takes up. Preserve it with waterproof flooring, and be a part of the wave around the globe, boasting artful craftsmanship in flooring appearance without compromising on performance.

Any style is achievable. There are looks that range from trendy to timeless. Colors can be selected from bold to neutral. Textures can be prominent or muted, promoting personal creativity and cohesive design.

With liquid staying on the surface and stains, soil, scratches, odors, and sound facing a wall of defense, floor maintenance becomes less of a hassle, allowing kids and pets to thrive in the environment.

When life happens, waterproof flooring is ready.



The Perks of Partnering with ProSource



ProSource is **THE SOURCE** for waterproof flooring... and so much more.

You will work with a dedicated account manager, who will take the time to understand your vision and budget. It's personalized service, tailored to your needs.

Complete your project with a wide assortment of home and commercial improvement products at a one-stop shop — flooring (vinyl, hardwood, tile, carpet, laminate, and backsplash), kitchen (cabinets, cabinet hardware, countertops, faucets, and sinks) and bathroom (vanities, faucets, sinks, showers, toilets, tubs, and accessories).

From national names to exclusive brands, we only carry top-quality products. Choose from the latest styles and trends. You also can see them in the home with sample checkout.





Enjoy the shopping experience in our private showrooms, available to our members and their clients. It is a relaxed environment that removes stress from the process.

With low, wholesale prices, you will not pay retail markups. Our local showrooms carry national buying power, and we pass the savings on to you. As a result, budgets go further.

There is so much more. The list of benefits is vast. Contact or visit your local showroom to discover why ProSource is the source for home and commercial project success.





Helping our trade pros and their customers complete successful projects.

ProSource[®]
WHOLESALE

Products & Pros for Home & Commercial Projects

1.800.787.7748 | www.prosourcewholesale.com



© LEMI - ProSource 2023

ProSource Wholesale[®] showrooms are independently owned and operated under license from Leading Edge Marketing Inc. Products and prices may vary by location. Contact or visit your local showroom for details. Each ProSource[®] showroom offers a wide range of products sourced from suppliers around the world, but also carries items curated to its local market and members, with special pricing, promotions, selections, and offerings tailored to the needs of the community. Support excellent local entrepreneurs at ProSource.