

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

FLOORING FOR REAL LIFE



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01. FLOORING FOR REAL LIFE

Floors take up the majority of real estate in a home. They valiantly battle a daily barrage. Pointy heels. Muddy sneakers. Wet paws. Food and drink spills. Whether there's tile, carpet, luxury vinyl, hardwood or laminate under foot, the floor experiences every aspect of daily life. And now, with so many people living, working, learning, and entertaining 24-7 in the home, floors need to be able to withstand ever more traffic and activity.

As much as flooring takes care of us, no one wants to spend time taking care of them. Sorry, floors. The good news is there are a slew of options and technological advances that make floors waterproof, kid friendly, pet friendly and nearly worry-free — for every room. And no one has to sacrifice good looks to reap the benefits.

Armstrong Flooring
Empower - Viking Hickory



Resista Plus H2O
Secret Passage

WATERPROOF AND WORRY FREE

Of all the tech advances in flooring, waterproofing tops the list when it comes to homeowners' wants.

For years, tile and sheet vinyl were the only waterproof options, but today's choices open a world of possibilities. When someone asks if they can have hardwood in any room in the home, now, the reply is a confident, "Yes." And carpet, too? Luxury vinyl? Yes, and yes. In addition, the options are not only low maintenance, but gone are the days of sacrificing beauty and versatility. Basically, waterproof means liquid spills won't penetrate the floor and soak into its backing or the subfloor underneath.

In the luxury vinyl category, planks (LVP) and tiles (LVT) rely on sealant technology to repel surface liquids, as well as a thick waterproof core and interlocking installation systems that help keep liquid from seeping between boards or tiles or beneath the backing. And, while waterproofing may not seem possible with real hardwood, it can be. New technology has brought together a sealant over wood veneer and a rigid core for real hardwood floors that will truly stand the test of time.





COREtec Plus Premium
Noble Oak

02.

EVERY ROOM'S A WINNER



Revwood Select
Rare Vintage

THE WORRY-FREE KITCHEN

The kitchen is the hardest working room in the house. People want functionality, durability and good looks.

They want a floor that fits their home style whether that's mid-century modern or traditional colonial. In today's fast-paced lifestyles, homeowners want a floor that won't be difficult to clean and maintain.

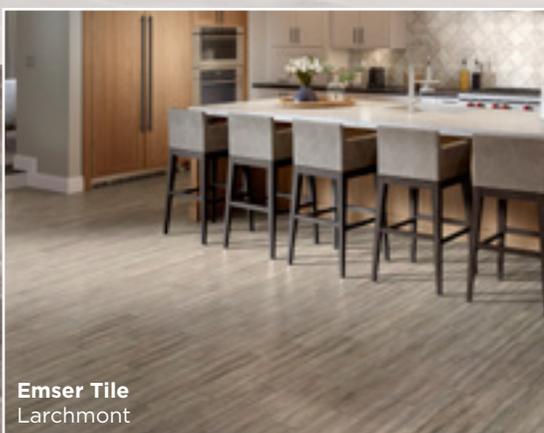


Monument
10 Series

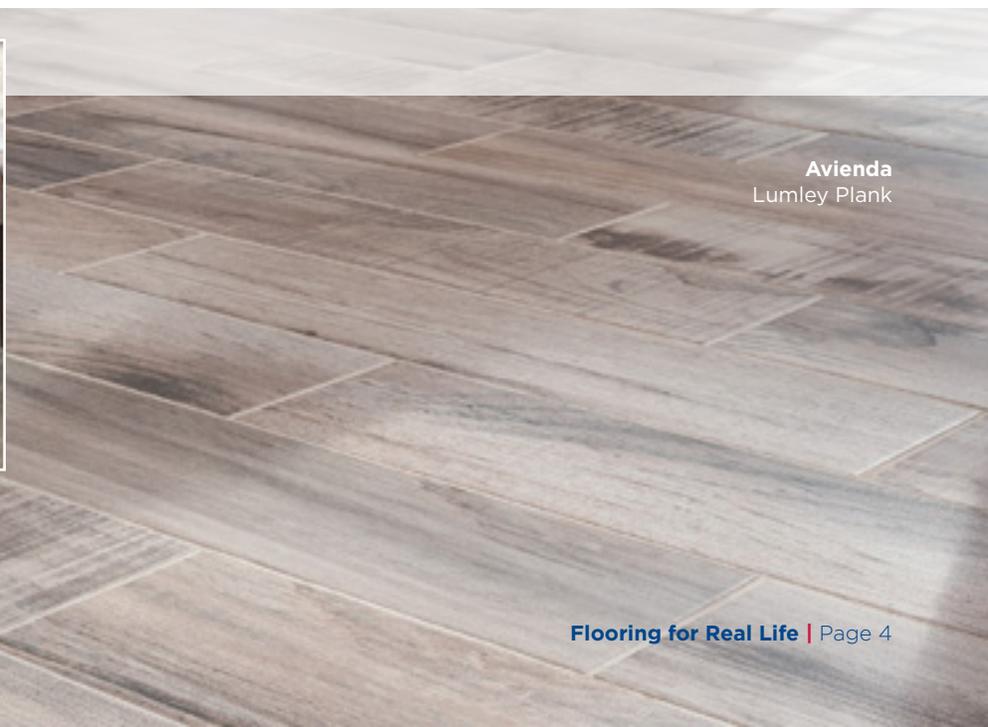
When it comes to floor coverings, the kitchen has seen it all — from sheet vinyl, to EVP, stone tile, cork and even hardwood. The popularity of hardwood in many other rooms of the house has opened the door to a craze for wood looks in tile and planks that is not going away. And they're perfect for the kitchen.

Wood-look floor options offer weathered streaks, wire brushed looks, wide planks, color infusions that add up to stunning detail, texture, character and durability. They're waterproof, resist denting and are scuff resistant.

On-trend stylish options hold up to whatever life throws at them — kids and pets, liquid spills and food messes — and offer years of nearly maintenance-free enjoyment.



Emser Tile
Larchmont



Avienda
Lumley Plank

02. EVERY ROOM'S A WINNER



Armstrong Flooring
Continuity - Siena Marble



Avienda
Islington



Emser Tile
Porch



Harding Home
Breyson Oak

THE WORRY-FREE BATHROOM

Water damage and slipping hazards are top of mind for consumers when it comes to bathroom floor choices.

The best and most popular options to stand up to these challenges are ceramic, porcelain, vinyl, and stone.

These materials are durable, easy to clean and are water-, stain-, scratch-, and fade-resistant. But just as wood is popular elsewhere in the home, wood looks in luxury vinyl and tile give homeowners new options for the bathroom. Of course, waterproof hardwood also makes the grade.

Luxury vinyl can mimic the feel and look of natural wood with gorgeous grain patterns, rectangular planks and seam lines. But that's not a worry: Most luxury vinyl products use click and lock technology to keep water and moisture from seeping between the boards.

Luxury vinyl is available in a multitude of colors. Matching the desired design style in the room is not an issue.



Daltile
Autumn Mist

02. EVERY ROOM'S A WINNER



COREtec Plus Premium
Valor Oak



COREtec Plus Premium
Dora Walnut



COREtec Plus Premium
Grandure Oak



COREtec Plus Premium
Hempstead Walnut



THE WORRY-FREE PARENT: PET- AND KID-FRIENDLY FLOORS

When it comes to kids, pets and floors, there are two sides to the discussion: Are the floors safe to play and run on? And can the floor withstand the wear and tear of spills, dirty shoes and scratchy claws?

From baby's first steps to teens in cleats and Tom-and-Jerry-style pet chases, a product like COREtec says bring it on. Luxury vinyl that is strong, scratch-resistant, stylish and waterproof, COREtec also meets high environmental and sustainability standards. COREtec luxury vinyl can be installed over existing hard surface floors, and its natural cork underlayment adds warmth and reduces noise.



03. OPTIONS FOR REAL LIFE

REAL LIFE. REAL WOOD.

Hardwood, according to the National Association of Home Builders' Top Features and Design Trends 2020, is still the most popular flooring among first-time and repeat home buyers.

According to Realtor.com, real hardwood floors bring a 70% to 80% ROI and can boost a home's sale price by as much as 2.5%.

Even in the kitchen, consumers are looking for wood. For a true hardwood look and feel, there's nothing like the real thing. Yet, hardwood has been a tough call in the kitchen — until recently.

With the advent of waterproof hardwood, homeowners can have the warmth, durability and time-honored look and feel of real wood underfoot. One example is Resista Plus H2O hardwood, available in a variety of species including maple, hickory, cherry and oak. It offers 360-degree protection. Plus, it can be installed over an existing floor and is highly resistant to scratching.



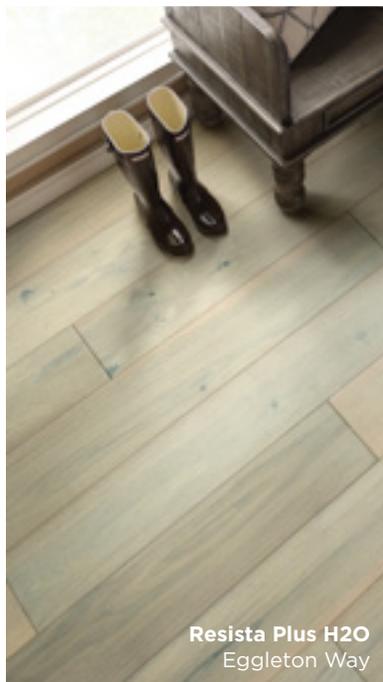
Resista Plus H2O
Beech Mountain



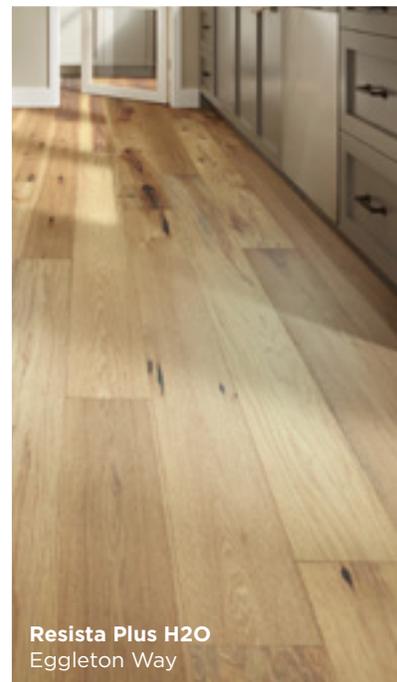
Resista Plus H2O
Beech Mountain



Resista Plus H2O
Beech Mountain



Resista Plus H2O
Eggleton Way



Resista Plus H2O
Eggleton Way



TILE STYLE

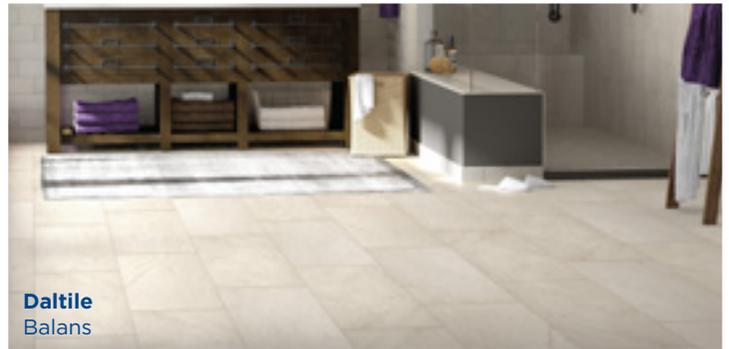
Tile floors can work in every room in of the home (and some outdoors) — and they're trending in kitchens, bathrooms, playrooms in any setting from country estates to urban apartments.

Tile offers timeless design. It comes in a myriad of colors, textures, shapes and sizes. Choices in materials and styles can seem overwhelming, but they don't need to be. While porcelain and ceramic are the most popular materials, there's also stone, glass, cement and more. Narrowing choices by room can help: in bathrooms, for example, consider smaller tiles and more grout lines to create a less slippery surface. Textured large-format tile looks great in a big space like an open kitchen and offer slip resistance.

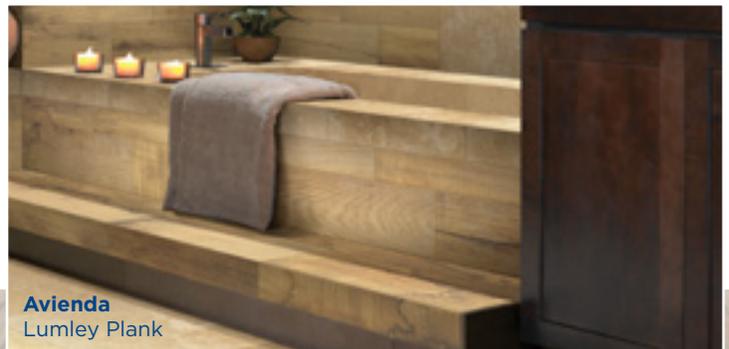
For gorgeous looks and high performance, Avienda, Daltile, Marazzi and Emser tile stand out. Ceramic and natural stone resist wear, water, dirt and stains. They're durable, and not overly difficult to clean and maintain. While some say tile feels cold underfoot, there's always the option of installing radiant heat beneath.



Emser Tile
Nostalgia



Daltile
Balans



Avienda
Lumley Plank



Emser Tile
Brique

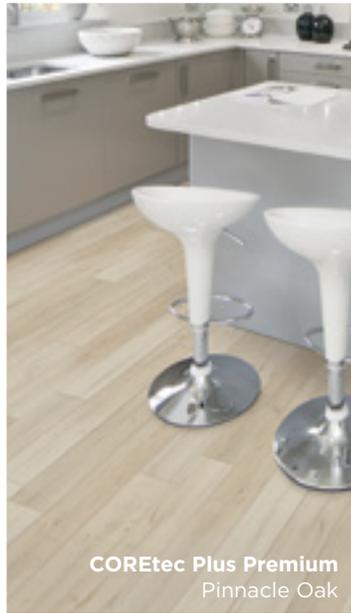


Marazzi
Moroccan Concrete

03. OPTIONS FOR REAL LIFE



Armstrong Flooring
Empower - Scandia Oak



COREtec Plus Premium
Pinnacle Oak



Resista Plus H2O



REAL LIFE LUXURY — IN VINYL

Technology has come a long way; luxury vinyl planks (LVP) and luxury vinyl tile (LVT) with their digital topside are nearly indistinguishable from real wood or stone. LVP and LVT offer homeowners flexibility to create their own forward-thinking designs like contrasting colors and shapes, plank lengths, herringbone wood patterns, room borders, and more.

Brands like Armstrong, Monument, COREtec, Harding Home, and Resista Plus H2O offer a variety of wood choices such as ash, oak, pine, and hickory. Wood-look planks are beautiful, waterproof and durable enough to withstand the daily attention of pets and kids. LVPs' thick, solid core makes them strong, and a built-in underlayment helps mute noise.

Stone-look tiles are waterproof, scratch and stain resistant, and low maintenance. They feel comfortable under foot and look elegant.

CORE STRENGTH

One important component in waterproof flooring is its rigid core. For luxury vinyl, that rigid core is either a stone plastic composite (SPC) or a wood plastic composite (WPC).

- **SPC** is made from powdered limestone, polyvinyl chloride and stabilizers. It is dense and dimensionally stable.
- **WPC** is made from recycled wood pulp and plastic or polymer composites that are expanded with air. It is light weight and has a low-density construction.

Both core types help to create durable floors that will stand up to what life throws them — spills, pet claws, heavy foot traffic and more.

How to choose? Consider the room use.

SPC is *denser and harder underfoot*.
WPC is *warmer and softer underfoot*.
Standing in the kitchen for a long time?
Go with WPC. Worried about objects falling on the floor in a work area?
Opt for SPC.

Monument
10 Series

03. OPTIONS FOR REAL LIFE



Tigressa Cherish
Flordawn Premium II



Resista Plus H2O
Nature Within



Tigressa Cherish
Carnelian



Resista Plus H2O
Quiet Sanctuary



Resista Plus H2O
Charming Transition

THE SOFTER SIDE

Carpet, especially in a home's public spaces, often doesn't seem like the right choice, what with food spills, sticky hands, wrestling toddlers, pet claw digs and pulls. But it, too, can be worry free — waterproof, durable, stain resistant and more.

Waterproof carpet? How does it work? The important thing is to keep liquid from soaking through to the backing and even onto the subfloor. Sometimes a spill that gets cleaned up will reappear and make its way back to the surface. Resista Plus H2O is specifically designed to handle life's challenges. It keeps liquid spills on the surface for easy cleaning, and there are enough colors, patterns and textures to fit any style home. Tigressá carpet also has select styles that are strong and waterproof yet plush and soft.

Not up to covering an entire room? Need to define a conversation area in the living room? Have a warm spot to step on as you get out of bed? Carpet can be cut and bound into custom area rugs and used in anywhere in the house. Using waterproof carpet can remove worry from the process.

Or opt for carpet tiles in a playroom, for example. They're durable and easily replaceable and you can mix and match color schemes to fit your style.



Avienda
Maceller

04. FINALLY, LESS HASSLE

With homes supporting so many daily activities, consumers deserve durable, high quality solutions when it comes to flooring. Homeowners are ready to win back some much-deserved down time.

Now, with technological advances, it has never been easier to discover floors that look beautiful and add value to a home. They can take on the presence of liquid spills, little feet and furry paws.

Homeowners can stop the worrying and start living on flooring meant for real life.



FOR PRODUCTS MENTIONED IN THIS EBOOK, CONSIDER THESE AMAZING BRANDS.

CARPET

RESISTA PLUS 
CRAFTED FOR A LIFETIME

Resista Plus H2O carpet is stylish, durable, and waterproof, so it's made to easily handle the everyday challenges of an active household.

Tigressá
cherish

Tigressá Cherish carpet takes softness to a new level of lush beauty and plush comfort, while also having the strength to stand up to the demands of an active household.

Tigressá
Soft Style

Tigressá Soft Style carpet is the ideal blend of beauty, comfort and performance, offering incredible softness and exceptional durability.

HARDWOOD

RESISTA PLUS 
WATERPROOF HARDWOOD

Resista Plus H2O hardwood is striking, durable and waterproof, providing stunning floors made for daily living.

LAMINATE

RevWood
plus

For appearance and performance, RevWood Plus laminate offers fresh styles and waterproof protection, along with being pet proof and kid proof.

RevWood
select

RevWood Select laminate provides incredible wood looks and impressive versatility, along with being waterproof, pet friendly and kid friendly.



05. BRANDS TO CONSIDER

TILE



The fashion-forward, distinct styling of Avienda tile offers extraordinary possibilities for redefining a space with unforgettably unique design concepts.



Daltile has built a reputation of excellence for beauty, durability and attention to detail, with tile that helps inspire amazing designs.



Experience the incomparable visual impact and uncompromising performance of Emser Tile, collections renowned for their beauty and versatility.



Turn bold dreams into gorgeous reality with stunning sustainable tile from Marazzi, providing captivating designs and appealing performance.

VINYL

Armstrong Flooring™
Walk On. Walk Strong.™

Armstrong is renowned for producing luxury vinyl with exceptional durability in a range of beautiful styles.



COREtec is the original waterproof vinyl flooring that delivers true style with performance that's beautiful to the core.



Discover gorgeous and lasting waterproof luxury vinyl from Harding Home with authentic designs that provide the most desired looks.



Monument vinyl planks feature one of the heaviest and thickest solid cores available paired with waterproof technology for unrivalled durability under pressure.



Trust Resista Plus H2O for gorgeous, waterproof luxury vinyl flooring that recreates the strikingly realistic looks of wood, stone, and ceramic.

06.

THE PERKS OF PARTNERING WITH PROSOURCE

PROSOURCE WHOLESALÉ® IS THE SOURCE FOR HOME REMODELING.

Choose from the latest styles and trends.

You can also see them in the home with free sample checkout.

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

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

With low, wholesale prices, you won't pay retail markups. Our local showrooms carry national buying power and we pass the savings on to you. As a result, your budget goes further.

There's 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.



Monument
10 Series

**Helping our trade pros and their
customers complete successful projects.**

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