

HINTS FOR HOMEOWNERS

Floor Shopping Is Looking Up

(NAPSA)—If you've taken the step to look for flooring, you have lots of company. At any given time, more than 10 million consumers are in the market for floor covering.

Now things are looking up for floor-covering shoppers. A Web site has been launched that lets shoppers explore all the flooring products (from hardwood to stone to carpet) in all their favorite colors, and to visualize these products in rooms throughout their homes.



Many consumers are taking a smart step before they shop for floor covering. They're visiting a site that lets them see how the floor will look in their own home.

What makes the www.wfca.org site so popular among consumers is that they can get all the information about a particular floor covering they need in an unbiased way, before they even enter a store. The site, recently launched by the World Floor Covering Association, lets floor shoppers "kick the tires" before they choose a floor covering.

To learn more and to find retailers near you, visit www.wfca.org.