

TILE TOPICS

Laminate More Than Stacks Up Against Ceramic and Vinyl

(NAPSA)—Many think enhancing your home's beauty with tile means compromise, but that's not always the case.

The Problem

Traditional ceramic tiles, while stunning, are difficult to install and clean. They also are hard on your back and can be very expensive. Vinyl, on the other hand, is easy to lay and maintain but yellows and tears over time.

A Solution

Fortunately, there's another option, which combines the beauty of ceramic with the affordable price and low maintenance of vinyl.

Laminate, known for its durability and affordability in wood decors, is also available in realistic tile designs. The new Pergo Accolade Tiles collection, for example, offers six ultrarealistic decors, each featuring the look and texture of real ceramic tiles and the high-performance qualities of laminate.

In fact, a recent survey reveals that over half of all U.S. homeowners would consider laminate when shopping for a floor.

Laminate vs. Ceramic

"A gorgeous tile floor adds incomparable elegance to a bathroom or kitchen," said Don Cybalski, director of design for Pergo. "While there are some very attractive ceramics on the market, that beauty begins to fade in the eyes of many consumers when they realize the cost and complexity involved in ceramic installation and maintenance."

The survey showed that nearly 60 percent of homeowners cite the difficult do-it-yourself installation of ceramic tiles as problematic, while a little more than 75 percent of respondents say expense is an issue.

Laminate eliminates these



concerns. Featuring a "tile-on-plank" format, in which four 12-inch or three 16-inch tiles are adhered to a plank, Pergo Accolade Tiles have a glue-less "click" joint with superior strength and easy installation, making them the perfect choice for do-it-yourselfers. Cleanup is just as simple, requiring no more than a damp mop. And along with low maintenance, laminate tiles also offer a low price.

Laminate vs. Vinyl

Vinyl tiles seem to be another viable way of keeping flooring costs low until they scratch, scuff or stain and require replacement. They also offer limited selection of realistic textures and designs. According to the survey, four out of every 10 homeowners think that vinyl offers a limited texture selection, while nearly 40 percent

cite a lack of trendy designs.

Available in ultrarealistic tile designs, Pergo Accolade Tiles feature exclusive AccuTile texturing process and realistic grout for the most authentic look on the market. The line, which also features the surface protection of Pergo's LusterGard Plus, is available in six beautiful décors that vary in color and texture—Stonehaven Sandstone, Stonehaven Travertine, Florentine Rose, Florentine Lapis, Roma Sand and Roma Terra.

"Laminate is the ideal choice for consumers who want to replace their old vinyl flooring with beautiful and realistic tiles that provide superior look and performance," said Cybalski.

For more information on Pergo Accolade Tiles, visit www.pergo.com or call 1-800-33PERGO.