



Home Improvement Tips

Do-It-Yourselfers Are Floored By Laminates

(NAPSA)—Imagine a beautiful wood-look floor that can be quickly installed, is durable enough to stand up to everyday life, and can be maintained with just a damp cloth. Today's laminate flooring offers all of this and more, and is fast becoming one of the hottest home improvement projects among do-it-yourselfers.

"For homeowners who want the look of wood without the maintenance headaches, laminate flooring is ideal," said Don Cybalski, U.S. design manager for Pergo, the leading brand of laminate flooring. "It won't wear through, stain or fade, and won't ever need waxing, polishing or refinishing. And the designs are so realistic that many people mistake it for the real thing."

Introduced to the U.S. in 1994, laminate flooring is made of wood by-products compressed under extreme pressure to form super-hard layers that are sandwiched together and finished with a surface second only to diamonds in hardness. The resulting product offers durability and ease of maintenance far superior to any other flooring option.

Substance and Style

The beauty of laminate flooring doesn't just lie beneath its surface. The variety of designs is virtually limitless with colors and textures that are more realistic than ever. Beyond the popular oak, maple and pine varieties, laminates are available in exotic wood looks like mahogany, walnut and cherry, as well as classic tile designs including granite, marble and ivory.

Quick and Easy Installation

Ease and speed of installation



Laminate flooring offers realistic looks and ease of installation.

add to the appeal. Where installation of real wood is typically left to professionals because of the time-consuming process to glue or nail planks, laminates can often be installed over a weekend and put directly on top of any existing floor (except carpet).

Some laminates bond together with glue, while others simply click together, making them ideal for do-it-yourselfers. "Click" laminate floors feature tongue-and-groove edges that snap-together easily and tightly. Durable and hassle-free, click floors can be used in any room of the home; however, in rooms like kitchens and baths where water is a consideration, many consumers and installers still prefer the added security of glued seams.

Relatively new to the market are "pre-glued" floors that offer the ease of click assembly with the added security and strength of glue. The glue is pre-applied to

the joint of each plank and activated with regular tap water. To assemble, simply line up the moistened tongue of one plank with the groove of another and gently tap the pieces into a locked position. The pre-applied glue delivers quick, easy installation with no messy glue residue and eliminates concerns about the development of unsightly gaps that trap dirt and moisture.

Top-grade laminates, like those from Pergo, are priced around \$3 to \$4 per square foot (uninstalled), compared with \$4 to \$6 for solid wood. But the real savings is in the installation. Because laminate floors are so easy to install, many consumers can do it themselves, saving both money and time.

Laminate flooring is available through specialty retailers as well as at The Home Depot and Lowe's. For more information, visit www.pergo.com or call 1-800-33-PERGO.