

## **Armstrong Luxury Vinyl Flooring - It's not what you think**

*Armstrong recently introduced what others are calling the "next generation" in luxury vinyl flooring. The new Luxe collection is thought of as the most technologically advanced floating vinyl flooring system available today.*

**Dec. 7, 2009 - [PRLog](#)** -- As the industry leader in flooring, Armstrong created a floating vinyl flooring solution that is perfect for high traffic areas as well as high moisture environments as well such as bathrooms, kitchens as laundry rooms. Luxe not only performs in these rooms, but offers unsurpassed durability and scratch resistance as well. If high traffic areas, pets and susceptibility to scratching is limiting your flooring options then the Luxe line is the solution available.

Luxe vinyl planks are available in 33 colors and have a three tiered good, better and best line at different price points. Each plank has realistic beveled edges not only on the sides but the ends as well. The color pallet features several distinct looks ranging from exotic woods, hand scrapped and traditional. Several unique looks provides solutions to a wide range of design options.

Installation of Luxe is simple and easy. Made for the do it yourselfer Luxe is literally a snap to put in. Each plank clicks to the plank next to it for a floating floor that installs over any sub floor. Perfect for below grade, above grade and installs effortlessly over plywood, concrete, tile or any level surface.

Armstrong has chosen several flagship retailers to be the first to initiate the launch of this new product. One of the premier Armstrong retailers <http://www.qualityflooring4less.com> has initiated a special "Switch to Luxe" program that offers special discounts to consumers switching to Luxe from another of the competing brands.

More information can be found on the Armstrong website or Qualityflooring4less Luxe Special Program page.

Laminate that performs for Commercial and Residential

The current laminate market is missing a key element. Durable, scratch resistant laminate flooring that can be used in light commercial applications or residential customers who wish to have the best in what is available for their homes. Armstrong has found a solution by launching it's new Commercial Laminate line featuring three distinct lines appropriately named "Premium Luster", Premium Commercial and "Traditional".

What gives this collection the advantage that other laminates don't have is the advanced wear layers that provide the scratch resistance and protection that even other leading brands don't deliver. Now options for many businesses that only could choose between more costly hardwood or aesthetically unappealing carpet have an option that can really jazz up a retail space, office or an average living room.

Each collection has distinct looks that separate the styles into modern, traditional and looks that compliment rustic and timeless classics of real wood.

Three lines are offered in the Armstrong Commercial Laminate series-

### **Premium Luster**

Authentic domestic looks

A realistic wood gloss look

Plank width of 5"

Armstrong Commercial VisionGuard for the ultimate protection  
12mm Thickness  
Easy to install with Lock and Fold technology

### **Premium**

Authentic Domestic and tropical looks  
Plank width of 5"  
Armstrong Commercial VisionGuard for the ultimate protection  
12mm Thickness  
Easy to install with Lock and Fold technology

### **Traditional**

Authentic Domestic and tropical looks  
12mm Thickness  
Easy to install with Lock and Fold technology

What is truly remarkable is the warranty offered on these products, making this the first real commercially rated laminate. The Commercial collection has a lifetime residential warranty and an industry first 15 year commercial warranty. The Commercial collection performs perfect in many types of environments such as retail, office and of course your very own home!

When planning your commercial flooring project, it's essential to speak with a flooring expert that knows and understands how to effectively recommend and implement the best products for your specific needs. One resource to use is the commercial staff at Quality Flooring 4 Less. Need ideas? Suggestions? Or just questions in general?

**Call 866-705-1340**

The job of a commercial consultant isn't just to sell flooring but to educate and advise the best return on investment a business owner or contractor can make for their clients.

### **Armstrong's Newest Line in Hardwood- Exotic Fusion Collection**

What makes Exotic Fusion well, so Exotic? It's the special manufacturing that subjects the wood to high heat that actually brings the wood to a distinct visual that has the color through the wood so it as durable as it is good looking. The wood almost has a caramelization texture to it, to live up to the Fusion part of the name.

Available in 5.25" widths, which highlights the growing popularity of a wider plank, the Exotic Fusion collection comes in several species such as Ash, Birch, Maple and the very unique Mountain Elm. Each plank is backed with Armstrong's Hartguard deluxe urethane finish for solid 25 year warranty that thanks to the through color manufacturing hides scratches and nicks that most engineered flooring shows. Exotic Fusion has 1/2" thickness with each board having micro beveled ends and edges for the most realistic look.

Exotic Fusion is perfect for all types of design from the traditional décor utilizing the maples to contemporary with design from the Mountain Elm series. Exotic Fusion can be installed above grade or below grade, on plywood or concrete. The type of installation is as varied as the looks being glue down, floating or staple.

**Armstrong Flagship Retailers-**

Need more information on how Exotic Fusion can work for you and your home or office? Questions on

what works the best in your home or commercial environment? Unbiased options are difficult when entering some traditional retail stores as the sales pressure is always present. Contact one of the US premier Armstrong experts at <http://www.qualityflooring4less.com> to see firsthand how this new collection looks and to answer any questions you may have in an informative non sales environment.

Qualityflooring4less was chosen for their focus on educating and exploring best options with customers first and their extensive history in consulting on different flooring applications.

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We deal with Laminate, Cork, Hardwood, Vinyl, Ceramic Floor Tile, Linoleum, Carpet and Bamboo flooring.

Popular manufacturers Daltile, Wilsonart, Armstrong, Bruce, Quick Step, Shaw, Mannington, Amtico, BR-111 and more. FREE Shipping nationwide

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State/Province	California
Zip	94111
Country	United States
Industry	Home garden, Flooring, Vinyl
Tags	<a href="#">Home Garden</a> , <a href="#">Flooring</a> , <a href="#">Vinyl Flooring</a> , <a href="#">Armstrong Flooring</a> , <a href="#">Qualityflooring4less</a> , <a href="#">Armstrong Luxe</a>
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