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Professional Studio Brings High Performance to Floors Stylish Designs in Commercial Quality Wilsonart Flooring

Temple, Texas (March 19, 2009) - With an eye toward commercial interiors and a nod to the consumer who wants the most demanding flooring products for her home, Wilsonart Flooring has put together 12 woodgrain designs in a new collection called Professional Studio.

"With today's focus on value, many consumers are looking for the best combination of design, performance and product quality," says Tammy Weadock, Wilsonart Flooring marketing manager. "Often, they turn to commercially-rated products for this combination. Wilsonart Flooring outperforms many other flooring options like wood and luxury vinyl in terms of long-term use, easy installation and maintenance, and dent/wear resistance."

Although all Wilsonart Flooring products are rated for use in light commercial spaces, Professional Studio represents the highest performing product construction, engineered for the most demanding interiors. In the home, Professional Studio flooring carries a lifetime residential warranty for wear, fade, stain and topical moisture; a 15-year commercial warranty for wear, fade and stain is also available.

Professional Studio comprises beautifully executed woodgrains consisting of domestic and exotic species, with choices of light to medium tones as well as rich, deep tones. True width plank formats of 5" or 7 ¾" reinforce the realism of the visuals. Here are some highlights:

- BLACK WALNUT

Dark chocolate, found in the heartwood, and light lattes, found in the sapping, create the interest and movement.

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- WESTERN OAK

A traditional American species with a twist; stained in a rich espresso and finished with an artisan hand scraped texture.

- LATTE OAK

This great American oak complements brown tones with its warm latte hue.

- CHERRY LARUE

The deep rich coloration of Cherry Larue adds a tailored and upscale introduction to the rest of the interior.

- FIGURED PERUVIAN CHERRY

A rich cherry tone infused with golden highlights for contrast. The subtle swirling in the cathedrals of the grain structure offers a nice variation from other traditional cherries.

- AUSTRALIAN ACACIA

This exotic from Australia boasts fantastic colors reminiscent of browns and reds in the Global trend. The character of this floor is emphasized by the curling and movement in the grain structure.

- BAMBOO - NATURAL

Horizontal bamboo in its natural coloration supports a neutral color palette as well as a wide variety of specialty interiors.

- SETTLER'S MAPLE

Settler's Maple has a slightly rustic appearance enhanced by a hand scraped texture.

- AMERICAN BLACK CHERRY

American Black Cherry possesses classic cherry figuring with light brown tones.

- FIDDLEBACK RED MAPLE

Fiddleback Red Maple is a rich mid-toned design that ranges from light to medium browns with a warm red undertone.

- ENGLISH ELM

English Elm is characterized by fantastic feather-like figuring mixed with calming straight grains to help with the spontaneity of this floor.

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- NUTMEG HICKORY

Hickory is a common species in North America and has a comfortable and casual appearance. The color range of Nutmeg Hickory starts with honey tones and moves to soft browns.

“All Wilsonart Flooring is made using High Pressure Laminate (HPL) construction, versus the other residential products made from thin low pressure or DPL laminate,” explains Weadock. “In comparison, the HPL wear surface atop Wilsonart Flooring is 3-5 times thicker than DPL. This thickness translates into superior impact and dent resistance, providing assurance against the demands of everyday life: dropped cans, heavy furniture, children and pets. Every product in the Wilsonart portfolio is applicable for commercial environments and as such, it remains the best-performing laminate flooring option for consumers seeking unsurpassed durability for their home.”

Wilsonart International was founded in 1956 and has since grown to become the leading producer of High Pressure Decorative Laminate in North America. The company has achieved success through a combination of outstanding service, high-quality products and a focus on continuously redefining the laminate surface through improved performance and aesthetics. Wilsonart Flooring was introduced in 1995 and has continuously earned top honors for quality by floor covering retailers. All Wilsonart Flooring products are manufactured in the USA in Temple, Texas.

For more information, call the Wilsonart Customer Service Hotline at 800-710-8846. Consumers can also visit www.wilsonartflooring.com.