

MEDIA RELEASE

October, 2012

For immediate use



Determining Value

how to choose the right laminate for your home

Choosing the right laminate flooring for your home may seem a daunting task, especially with the suite of flooring available in the Australian market. Different textures, colours, grains, plank sizes and especially price points on offer may be challenges for many customers to absorb.

But the lure of laminate floor is obvious. Laminate floors combine the beauty and taste of timber floor with the practicality and durability of flooring technology.

Choosing the right laminate flooring should not be science but rather, a well-thought out decision that incorporates long term use and determining the true value of your laminate. It is that value for money which is the litmus test which is the most important.

So what are the questions customers should ask?

What type of joining system is used?

Laminate flooring is laid floating, not glued, with an innovative, yet, simple click system, called joining system, which connects the boards to each other.

Many customers would not have this on their radar but having the most superior joining system for their laminate is paramount. The best joining system in the world is the Uniclic system – easy to install and providing a gap-free finish after installation. Using glue to fix the flooring to the sub floor may not be as secure.



Joining System Fast facts

- The joining system is important to make sure there are no gaps between the planks after installation. Bad locking systems open up for all kinds of reasons, because of the movement of the floor, foot traffic, a heavy closet on top of it – resulting in a terrible looking floor.
- The better the joining system, the easier and faster the installation.
- The Uniclic joining system offers a tight and strong connection between the planks, which results in a decreased sensitivity to spills. Bad locking systems allow moisture to sink in between the planks, with water damage to the boards as a result.



2 What warranties are offered?

Warranties are such an important part of the buying process and laminate is no exception. A 25-year warranty gives you peace of mind in the long term.

While a 25-year warranty may give you peace of mind in the long term, unfortunately, many long warranties are handed out prolifically and often a lot of warranties are void by default due to impossible environmental conditions such as moisture.

At times, other warranties look OK, but there is no legitimate company to back them up - either the supplier does not look after complaints or the supplier has already left the flooring market after short term profit.



3 How moisture resistant is the product?

Moisture is the natural enemy of any laminate floor. In most cases, the moisture resistance of a laminate floor is determined by the quality and moisture resistance of the HDF core. The harder the HDF core, the higher the quality of the laminate flooring.



4 Is the product reputable?

Get an understanding on how long the laminate product has been sold in Australia and has been featured in magazines and online. Great reviews are another barometer to determine if the laminate is right for you. A reputable and long standing laminate company is much more enticing than a new company who may be a flash in a pan.

Conclusion

Customers need to look at the value of the laminate they are buying - value for money, quality, durability, longevity and beauty. Ticking those value boxes will help customers make the right decision.

In short, look at the full package before making a purchasing decision. It is often the case that the price of a laminate floor reflects the quality. After making the comparisons, we're sure that you'll find Quick Step the best value for money on the market... that's why it's Australia's favourite!

About Quick Step - Smart and Beautiful Flooring

Quick-Step is an international brand in timber and laminate flooring, active in more than 100 countries. Established in Australia in 1995, Quick Step Flooring has become Australia's leader in design, innovation and quality. Go to www.quick-step.com and discover a world you'd love to live in!

To discover our flooring partner in Australia, visit www.premiumfloors.com.au

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