

DESIGN

FlooringAmerica.
where friends send friends

Underfoot

DECORATING
WITH
**fresh
new
flooring
styles**

*"Even my mother-in-law
loves my new floor."*
- Jennifer W.,
Queenstown, MD

INFUSE YOUR
HOME WITH

Comfort



Design *Underfoot*

Table of Contents

4	carpet
11	design & stain tips
12	buy with Ultimate Confidence
13	laminate
17	hardwood
20	tile
22	vinyl



A Legacy of Excellence

At Flooring America, we'll help you find the perfect floor that's right for you.

That's been our pledge from the very beginning, and that's still our commitment today. We believe floor shopping should be simple and fun, so we're proud of our legacy of creating memorable shopping experiences – from beginning to end – with an unrivaled devotion to customer satisfaction.

We are a part of a national co-op, a group of over 500 family-owned and operated stores, who have banded together to bring you a hometown alternative to the big box store. It's through this co-op that we are able to guarantee you low prices on thousands of carpets and floors, without sacrificing the personal, local service you'd expect from a small business.

Our fully-trained and experienced staff of flooring experts is ready to help you find the perfect floor for the way you live – so pay us a visit. We'll help you find terrific savings on stylish carpet, beautiful laminate, elegant hardwood, timeless tile, and versatile vinyl. We have a wonderful selection of traditional styles and hot new looks, backed by the best warranties in the industry. And remember, no one can beat our Ultimate Confidence Guarantee, giving you peace of mind to find the right floor for your lifestyle.

Come in and see for yourself! We know we can help you find the floor of your dreams, and we can't wait to serve you. See you soon!

Sincerely,

Your friends at Flooring America

FlooringAmerica 
where *friends* send *friends*

carpet

INFUSE YOUR
HOME WITH
Comfort



Carpet is the perfect choice for rooms where you want warmth and comfort. With so many options available, it's hard to know which factors are most important. Never fear! Here are some pointers for picking the right carpet for your home.

Step 1

Determine your level of foot traffic. Face it; some areas of your house get trampled while others remain more pristine. When shopping for carpet, you'll want to determine how much activity takes place in your room. Entryways and family rooms are high-traffic areas; formal living rooms and guest rooms most likely have less traffic.

Step 2

Rate the carpet product features you want most. Do you want super soft carpet, or are you looking for superior stain resistance? Today's advanced carpet fibers and finishes give you superior performance in several areas, so don't feel like you need to compromise on one feature to get another.

Step 3

Determine the amount of carpet you need. Accurate room measurements will help you get the most accurate price on your carpeting to help you stay within your budget. Flooring America offers FREE, no-obligation room measure appointments. Call for yours today.

Step 4

Start shopping. This is the fun part! Take accent pieces, paint swatches or other portable, decorative items to the showroom so you can find the carpet that suits both your needs and your décor! ■



Your locally owned Flooring America store is proud to be part of the nation's largest floor buying group. With 17,432 floors to choose from, we're confident you'll find the carpet you want at a price you'll love!



The Irresistible Stain Repellent Carpet

Accidents happen. But with Resista® carpet there's no need to worry. Resista's advanced fiber technology actually repels liquids, making clean-up quick and easy. This carpet will perform beautifully no matter what happens.

Featuring A 10-Year No Exclusion Stain Warranty Against All Food And Beverages*

This plan covers Resista® carpet against most accidental household stains that many other warranties exclude. Plus, you'll also get:

- No-Questions-Asked 30-Day Replacement Warranty*
- Lifetime Installation Warranty*
- Up to 20-Year Limited Stain Warranty*
- Up to 20-Year Limited Wear Warranty*
- Up to 20-Year Limited Texture Retention Warranty*
- Up to 20-Year Limited Soil Warranty*

*See actual warranties in your local store for details.



colored pencil

Go ahead and live a little! This enduring carpet stands up to whatever life throws its way. Choose from 20 gorgeous, stain-repelling colors and save big now!



soft & global

Superior stain resistance and extreme softness make this carpet a champion selection! In 50 long-wearing colors, this outstanding style will look great anywhere in your home.



The Perfect Combination of Ultimate Softness & The Best Stain Resistance





Spills don't have to cause panic or lasting odor! Resist[®] Refresh repels stains, cleans up easily, and protects against odor-causing bacteria.



Utilizing a centuries-old method to inhibit the growth of mold, mildew and odor-causing bacteria, Silver Shield is bonded to the carpet fiber and won't wear or wash off for the life of the floor. Stains blot away and odors disappear for good.



ACTIFresh behaves like baking soda to safely and effectively neutralize household odors around the clock. ACTIFresh is always at work protecting your flooring investment, so you can enjoy your home and family.

Because
Accidents
Do Happen



audit controls

Indulge your personal style, while enjoying the outstanding stain and odor protection features of this lasting, yet beautiful carpet. Choose from 28 color options.

carpet



Tigressa
SoftStyle

With exceptional strength and ultimate softness, Tigressá® SoftStyle stands as the protector of your carpet's beauty, performing year after year to instill more pride in your home. Plus, this "green" carpet is made from environmentally friendly Nylon 6, which can be recycled over and over again.

THE SOFTER,
STRONGER
CARPET.



suma premiere
Exceptional strength and ultimate softness? You can't go wrong with this stylish carpet! Choose from 40 colors to find the right look for your home.

Tigressá[®] cherish

Tigressá[®] Cherish is so soft, so smooth, so beautiful – you will cherish it for years to come. This carpet, crafted from the newest generation of Type 6 Nylon, offers unmatched softness, color-trapping fade resistance, and eco-friendly materials that can be renewed in the future.

Finest Fiber
Colorfast
Recycled, Renewed

EVEN MORE
SMOOTH AND
LUXURIOUS

shay

Stronger than ordinary carpet, this solid frieze will show less matting, crushing, and wear than other carpets. 36 colors available.



carpet



BEST
WARRANTIES
IN THE
INDUSTRY!

rowley

Don't let spills get you down. With a 15-year no-exclusions stain warranty, this carpet has staying power. Choose from 24 color options.

est. 1865
Downs[®]
luxury styling premium performance

Don't let spills get you down. With a 15-year no-exclusions stain warranty, this carpet has staying power.

- 15 Year No-Exclusions Non-Prorated Stain Warranty*
- No-Questions-Asked Confidence Plus™ 60-Day Replacement Warranty*
- 25-Year Limited Stain Warranty*
- 25-Year Limited Wear Warranty*
- 25-Year Limited Texture-Resistant Warranty*
- 25-Year Limited Soil Warranty*

*See actual warranties in your local store for details.





YOU HAVE
OPTIONS.

Design Tips

Designing a new look for your home can be daunting. There are so many choices, themes and colors. Some are too boring, too clean, too cluttered, too daring and just not you. Learn how to create a fresh new look that fits with your lifestyle and reflects your personality.

A Work of Art: Before you start planning the design of your room, decide whether your floor will be the art or a backdrop. While a neutral carpet or floor can make a great canvas for bold furnishings and accessories, a bright color or pattern combined with simple furniture can transform your floor into the star of your room.

Create Sunshine: Just as carpet in shades of yellow or orange can create the illusion of sunlight in an otherwise dark space, you can brighten your room with a lighter wood or laminate floor to reflect light and make it seem more spacious.

Go Wild: Add character to an otherwise neutral room with a bold accent pattern – like zebra or leopard print. Whether it's an area rug, throw pillow, chair or curtains, it's sure to get attention.

For more information on design tips or to watch our videos, go to:

www.flooringamerica.com/design-tips

Stain Tips

The best cure for a spill is a fast response. If a spill is allowed to become a stain, it will be much more difficult to remove. There are important steps that you must use to treat a stain, hopefully before it has a chance to set in your carpet.

Apply: Wet a clean, white (not printed) paper towel with a cleaning solution. Then dampen the carpet with it. Avoid wetting the carpet through to its backing.

Blot: Absorb the excess liquid from the carpet by pressing straight down with a clean, dry, white paper towel.

Do Not Rub: Place a half-inch thick pad of clean, dry, white paper towels with a weight on top and leave overnight if necessary.

Scrape: Gently scratch the soiled area with the blunt edge of a spoon. Scrape from the outside edge of the spot toward the center.

For more information on stain tips, go to:
www.flooringamerica.com/remove-a-stain

Ultimate Confidence Guarantee



CONFIDENCE WARRANTY

If, within 30 days after installation, you're not happy with your new floor for any reason, we'll replace it with a floor of equal value.

CONFIDENCE PLUS™ WARRANTY

If you don't love your new floor, we'll replace it for free. We'll even pay for labor on four and five star rated flooring.

PRICE PROTECTION GUARANTEE

If you find a lower price on the same brand and style product within 30 days after your purchase, we'll happily refund the difference.

LOCALLY OWNED ADVANTAGE

All of our stores are locally owned, so we can guarantee a truly unique level of personalized service that is unmatched by home improvement centers and other flooring stores.

LIFETIME INSTALLATION GUARANTEE

We have total confidence in our work. But if you ever have installation-related issues, we'll make it right at our expense.

Complete details on all warranties and guarantees available in-store.



We know you have a choice...	Home Center	Outlet Store	Shop At Home	Online Retailer	Flooring America
Low prices backed by nationwide buying power	YES	YES	YES	MAYBE	YES
Lifetime installation warranty	NO	NO	NO	NO	YES
Local ownership assures superior customer service	NO	MAYBE	NO	NO	YES
FREE measures of your rooms	NO	NO	YES	NO	YES
Up to 5 years special financing	NO	MAYBE	NO	NO	YES
30-day replacement guarantee	MAYBE	NO	NO	NO	YES
Shop in-store, online, at-home	NO	NO	NO	NO	YES
Flooring experts and free decorating advice	MAYBE	NO	NO	NO	YES
Manages the entire installation process	YES	NO	NO	NO	YES
Only first-quality floors	YES	MAYBE	YES	MAYBE	YES



The Beauty of Nature Meets Durability



Laminate flooring installs quickly and is beautiful, durable, and easy to maintain. It's available in a wide variety of finishes, including wood, stone or tile. In recent years, it has become one of the most popular flooring choices in the country.

Because laminate flooring is water resistant and incredibly easy to clean, it's used most in kitchens, bathrooms and family rooms. As one of the most affordable options available, homeowners have installed it in every room of their house.

Your laminate floor can be installed over just about any type of sub floor, including tile or concrete, which has increased its popularity among home improvers. It's often the perfect solution for young families or first-time home buyers who want the look of hardwood, stone or ceramic tile. And, like hardwood or other natural surfaces, you can warm up your room or change your style by adding area rugs and other accent pieces.

Most laminate products have fantastic warranties which means that manufacturers are confident your new laminate floor will go in looking beautiful and will remain beautiful for years to come.

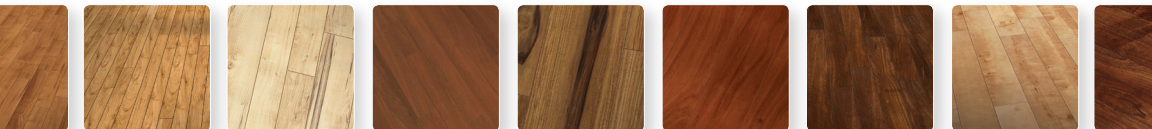
Ready to install one of the most durable, easy-to-maintain and beautiful floors available to homeowners today? Come to Flooring America to see our full line!

laminate

ONE OF
THE MOST
AFFORDABLE
OPTIONS
AVAILABLE

gratitude

Create a room your entire family can enjoy with this beautiful and long-lasting laminate.



Design

DISTINCTIONS™

Indulge your personal style with this stunningly creative flooring. This collection includes the boldest species, contemporary finishes and the most inspiring, realistic textures.



FLOORCRAFT™

crafted with pride

An exceptional, in-style flooring choice, this collection includes everything from high-fashion styles to rich wood grains in a quality value laminate. With a versatile selection of natural wood and stone looks, you're sure to find the perfect fit for your lifestyle.

Laminate is one of the most durable, easy-to-maintain and beautiful floors available to homeowners today.

Get 12-Month Special Financing*

On purchases with your Flooring America Wall to Wall credit card*

*Financing provided by GE Capital. See store for details. Subject to credit approval. Minimum purchase may be required.

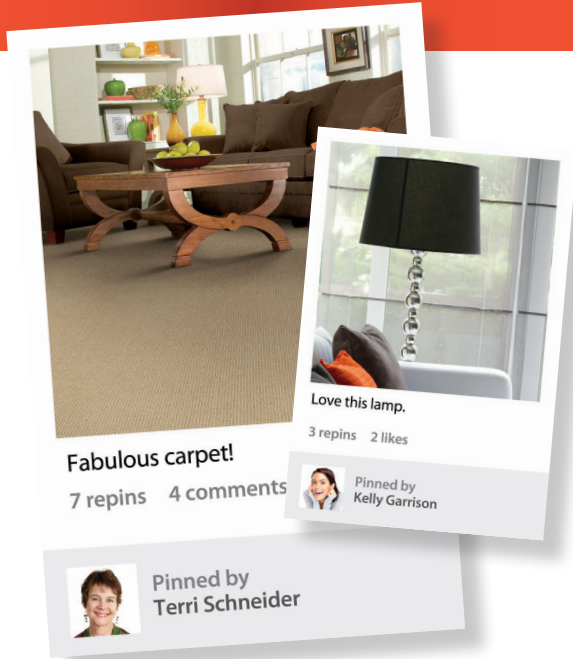


hearn

Enjoy a beautiful floor that's also practical and worry-free. Hearn replicates handscraped hardwood and includes a 30-year warranty

Get inspired

When it's time to update your décor, the first place you probably go is online. That's why Flooring America has so many resources where you can find the inspiration you need to create the home of your dreams!



Visit www.flooringamerica.com for:

- News on sales & events
- Product information
- Warranty & guarantee details
- Store locator
- Catalog requests
- Sample orders
- Credit application
- Coupon downloads
- Appointment scheduling

Like us on Facebook for:

- Sales, contests & promotions
- Store locations
- Flooring trends & tips

Check us out on YouTube for:

- Design videos
- Home improvement tips
- Our latest commercials
- Informational videos

Follow us on Twitter for:


- Style trend updates
- Sales & promotions
- Expert tips & advice
- Surveys

Find us on Pinterest for:

- Flooring & design expertise
- Innovative thinking
- Sharing your ideas



We're constantly updating the information available on www.flooringamerica.com, Facebook, YouTube, Twitter, and Pinterest, so visit us online today and see what's new!



There's a hardwood floor to complement both your décor and your lifestyle.

Classic Beauty *for any décor*

There's no doubt that hardwood brings natural elegance and richness to any room. Not only is it competitively priced; it also increases the value of your home. To find the right hardwood floor to complement both your décor and your lifestyle, become familiar with the different options available to you.

Choose your species. Traditional hardwood floors are primarily Red Oak, but that's not your only option. You can select from Hickory, Cherry, Walnut, White Oak, Maple and many others. Looking for a readily renewable resource? Select Cork or Bamboo flooring.

Select the plank size. Most older homes have 2¼-inch planks, but that's far from your only choice. You can find flooring in sizes from 3 to 12 inches. Smaller plank sizes work best in smaller rooms, while wider planks can create an impact in larger spaces. And you're not limited to using a uniform plank size; mix your plank sizes to create a unique look.

Find the finish that works. Hardwood floors come in many classic wood stain finishes, but for the more adventurous homeowner, you can opt for less traditional stains like black, gray or white.

Consider natural textures. Not all hardwood flooring is smooth. For additional character, select handscraped, distressed or reclaimed flooring that's designed to enhance the wood's natural beauty.

Examine engineered floors for beauty and durability. Modern engineered floors have a thin layer of hardwood over a base of plywood. This makes the floor extraordinarily strong and stable.

Hardwood floors are an excellent addition to any home. Visit [Flooring America](#) today to learn more about this exceptional flooring option! ■

hardwood



BEST
WARRANTIES
IN THE
INDUSTRY!

est. 1865
Downs®
performance hardwood

Take home enduring beauty, engineered to last a lifetime with Downs® Performance Hardwood. It features striking, detailed graining, with bold color consistency and a 50-year warranty.



Choose from 4 species of hardwood, in 10 color options. Every Defender by Downs® product comes with our Confidence Plus guarantee for peace of mind.

DEFENDER
by Downs^{est. 1865}

Ultimate Beauty. Superior Protection.

When it comes to long-lasting beauty and toughness, no one beats Defender hardwood by Downs®. Using advanced engineering, we've created a hardwood floor that offers superior protection against dents and dings – meaning it will stand-up to nearly anything your family can dish out and still look stunning.





bouvardia

The beauty and warmth of this 5" wide hickory plank turns any ordinary space into a luxurious space. This precision-built floor comes with a 30-year wear warranty for lasting beauty.

FLOORCRAFT™

crafted with pride

Discover virtually endless in-demand styling options suited to tastes from contemporary to traditional and everything in between. With so much to choose from at such a tremendous value, Floorcraft™ is an exceptional flooring choice.



12-Month Special Financing On Every Floor*

On purchases with your Flooring America Wall to Wall credit card*

*Financing provided by GE Capital. See store for details. Subject to credit approval. Minimum purchase may be required.

Design DISTINCTIONS™

When ultimate styling and superior performance meet, you get a one-of-a-kind flooring solution that is both unique and creative, as well as durable and long-wearing. Express your personal style like never before.



EXPRESS
YOUR STYLE.



hawser

Transform your home with the natural beauty of this exceptional floor, carefully crafted into 5" planks from the highest quality maple and backed by a 50-year wear warranty.



Create Stunning VISTAS

From country and traditional to modern and art deco, our tile selection has it all. You can mix and match, so the decorating possibilities are endless.

When you get started, make sure you consider the use, so you choose the right tile for your space. There are many choices available, including ceramic, porcelain and natural stone, so you're sure to find one that works for your décor.

Then, select your style. Match tile colors and patterns to the style of your space. Consider the size – large tiles can make a room seem larger, while smaller tiles create the illusion of an intimate space. You may also want to look for decorative or functional edges, accent pieces and other finishing touches.

And don't forget, you can sample before you buy to see if the color and style works in your home. Visit www.flooringamerica.com to request a free sample today. ■

Design

DISTINCTIONS™

alvarado

Glazed porcelain tiles in a wide variety of sizes create a distinct modular look. Tiles come in 20" x 20", 13" x 20", 13" x 13", and 6 1/2" x 6". A fashionable selection of decorative borders help create unforgettable floors. Comes with 25-year wear, fading, and stain warranties.

This stunning collection of quality tile flooring uses color and texture to open up intriguing design possibilities for every taste and décor. It's the ultimate in expressive design.



akando

These versatile glazed ceramic tiles can be used on both floors and walls for whole-room styling. Floor tiles are available in 18" x 18" and 12" x 12". Decorating options are endless. Warrantied against wear, fading, and stain for 15 years.

vinyl



More Stylish THAN EVER

When choosing your vinyl floor, you'll want to decide between vinyl sheets, tiles or planks. Within each category, there are different wear layers, sealers and construction types. Talk with a flooring professional about your lifestyle, and they can help you choose vinyl flooring designed to withstand the amount of wear and tear that your family will dish out!

Although many vinyl floors are designed to look like hard surfaces, vinyl is constructed of a series of layers. This means it has both resiliency and cushion, making it more comfortable to walk and stand on than less forgiving surfaces.

Cleaning up your vinyl floor is a snap! Simply sweep regularly to remove dirt, debris or pesky pet fur, and mop with water. When you're looking for a deeper clean, use a cleaning solution designed for vinyl flooring. Because it's water-resistant, vinyl is perfect for kitchens and bathrooms where frequent spills are possible. ■



Inspired by nature, created for comfort, the heart of Naturcor™ lies in its unique Nature Surface System. Offering an abundance of realistic wood and stone looks, its beautiful, natural designs are rivaled only by its cushioned step, strength and durability.



Beautifully
AFFORDABLE
& DURABLE!



Choose from 30 realistic patterns, all featuring a lifetime guarantee so you can rest assured your floor will last and last.



natural splendor

Enjoy the carefree maintenance, warmth, and comfort underfoot offered by this revolutionary product. Guaranteed not to rip, tear or fade for 25 years.

est. 1865
Downs®
luxury vinyl tile

Your style is natural, your lifestyle – demanding. Only Downs® offers you beautiful, rich, natural wood and stone looks with water-resistant, long-term protection. It's the perfect choice for rooms where other surfaces won't stand up – including kitchens and baths. It's superb performance, uniquely styled.

scrape-resistant

Thicker urethane-based coating creates the most durable, toughest outer surface available.

scuff-resistant

Highly adaptable, easier to clean and maintain than many other floors.

moisture-resistant

100% stable, will not expand, curl or shrink even if submersed in water.

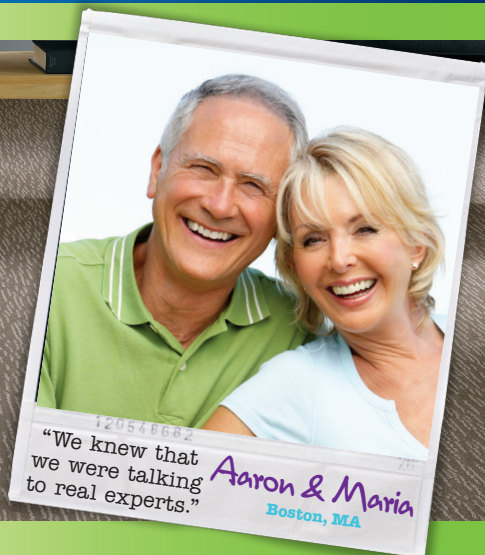
ultra-realistic looks

Wood and stone styles so real – you won't believe it's vinyl.

Need a Recommendation? Don't take our word for it.

We know how it is. Sometimes you need a great recommendation before you make an important decision like where to buy flooring. So we thought you'd like to know what people just like you have to say about us. It's great stuff. Really!

Go online to see more reviews at
www.flooringamerica.com



GIVING BACK, ONE HERO AT A TIME

PETS FOR PATRIOTS®

BRING LOYALTY HOME



We are proud to support Pets for Patriots as we work together to give back to our country's veterans, and, in so doing, save the lives of animals in need. Pets for Patriots works to make the joys of pet ownership achievable and affordable for service and veteran members of the U.S. military, by connecting veterans and active military personnel with adult and other at-risk shelter pets needing a loving home.

To find out how you can help, and learn more about our partnership with Pets for Patriots, go to www.flooringamerica.com/petsforpatriots.

PROUD SUPPORTER AND EXCLUSIVE FLOORING PARTNER

See store for details on all offers and warranties. Not all merchandise is available in all stores. Photos are representational only. Actual merchandise may not exactly match photos shown. Although we make every effort to ensure that our advertising is accurate, we cannot be held liable for typographical errors or misprints. FAME-32319

FlooringAmerica. 
where friends send friends

www.flooringamerica.com



Call Today to schedule a FREE room measure 1-800-4-FLOORS