



HOT SELLER!
LUXURY
VINYL PLANK!

As U.S. Demand for Vinyl Flooring Soars, SMART Carpet and Flooring Recommends Luxury Vinyl Plank

MANASQUAN, N.J., August 4, 2015 – The hard flooring industry in the U.S. is expected to surge to \$16.7 billion, or 11.3 billion square feet, by 2019--and according to a recent report by market research firm Freedonia Group, that 6.1 percent-per-year growth will be due in part to consumer demand for vinyl flooring options. SMART Carpet and Flooring is already seeing an uptick in demand for luxury vinyl plank flooring, the company said today.

“Luxury vinyl plank is not your mother’s vinyl flooring,” said SMART Carpet and Flooring President Brendan Phillips. “Products like Chatham Plank by Shaw, which is one of our more popular options, are durable and easy to clean, yet most people would be hard pressed to tell luxury vinyl plank flooring from hardwood floors. It’s really the best of both worlds, and it’s becoming the hard flooring of choice among our residential and commercial customers alike.”

Luxury vinyl plank comes in strips that look just like hardwood planks. Shaw’s Chatham Plank floor, for instance, is available in five colors: Oakhill, a light oak pattern; the exotic Rainforest Teak; cool Angelina Hickory; warm and dark Carolina Hickory; and Belle Meade, a golden oak pattern. Once installed, all are virtually indistinguishable from real wood. But unlike hardwood, luxury vinyl plank won’t stain or fade--and Chatham Plank by Shaw, which uses VersaLock AG Technology for secure installation without adhesive, is guaranteed to resist water damage for 25 years under normal use conditions.

To help consumers see products like Chatham Plank and other flooring options in real customers’ homes, the SMART Carpet and Flooring YouTube channel features video testimonials. Viewers can hear customers talk about their experiences with SMART Carpet while seeing how luxury vinyl plank, hardwood floors, laminate flooring, and carpet look in a variety of residential and commercial settings.

SMART Carpet and Flooring has spent the last two decades fine-tuning its product offerings and customer service, as evidenced by the many testimonials on YouTube. Through its mobile showrooms, the company brings thousands of carpet, vinyl, laminate and tile flooring options directly to homeowners in the tri-state area. There, in the comfort of their own homes and with the assistance of the company’s seasoned team, customers choose their flooring, which SMART Carpet installs for a beautiful finished product every time. Subscribers to the SMART Carpet and Flooring email receive advance notice of special buys and flash 18-month financing events.

About SMART Carpet and Flooring

SMART Carpet and Flooring eliminates the hassle of buying new carpet and flooring by doing everything at the client’s home, where color and quality selection matter most. Because the company is a mill-direct buying service and not a store, SMART Carpet and Flooring customers can save up to 50% off typical store prices. SMART Carpet and Flooring includes everything from measuring and layout to quality padding and installation. For more information, visit <http://www.smartcarpet.com>.

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