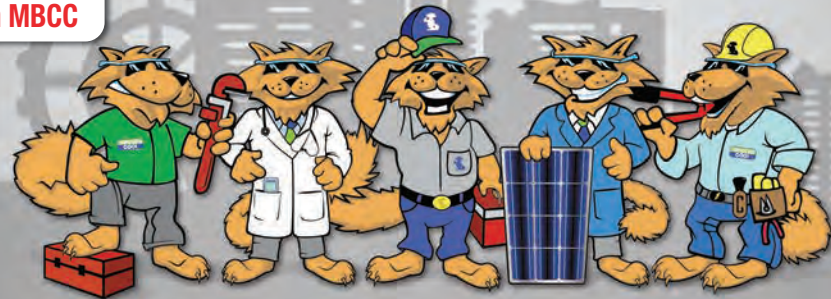


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FLOORING

COREtec By Shaw Floors Luxury Rigid Core – Waterproof Vinyl Plank Flooring

In 2012, US Floors, Inc. introduced COREtec to the Luxury Vinyl Plank (LVP) industry. Shaw Floors now owns COREtec. Introducing and patenting the first rigid-core, waterproof WPC product in the market, we immediately made our mark in the industry. That initial, dramatic arrival would signify what would go on to be a tradition of innovation and excellence.

Today, 10 years later, we are the premier brand in the LVP industry. There is no mystery as to how this has happened. When others have settled, we have challenged. When they have followed, we have led. When they have imitated, we have originated. When they have looked at retailers as tools, we have looked to them as partners, and our partners are a crucial cornerstone of our business.

These habits have allowed us to grow quite a bit over the past decade. We now have four collections under our umbrella – COREtec the Originals, COREtec Advanced +, COREtec Stone and COREtec Pro. Each of these collections



Visit the Flooring Panda showroom, located @ 564 Kingswood Dr. (Behind Suds Car Wash Off Of Hwy. 544), to learn more about COREtec & other flooring products, call (843) 234-2877.



has a purpose that makes it unique, and each collection is the best in the industry at that particular purpose.

However, while each of these collections might have a unique purpose, they all have the same three offerings in mind.



1) Our products must offer STYLE. Because what's the point in having a look that lasts if you don't like the look in the first place?

2) Our products must offer STRENGTH. Our 100% waterproof, kidproof, petproof floors are built with the goal of lasting you a lifetime. And we back that goal with a limited lifetime residential warranty.

3) Our products must offer SIMPLICITY.

Everything about COREtec – from its design, to its installation, to its pain-free purchase at specialty retailers – is intended to be easy. Life is complicated.



Your floors shouldn't be.

These three offerings have been evident in all of our designs and features over the years. This will continue into 2022, as we will be rolling out nine new styles, each one perfectly balancing style, strength and simplicity.

COREtec floors are also designed and constructed with three cores at heart – waterproof, kidproof and petproof. Whereas other LVP products warp under these types of pressure, the core of our products was specially crafted for the purpose of battling the damages caused by water, kids and pets. And the results prove our cores fulfill this purpose. That's why we feel confident offering a limited residential lifetime warranty.

We, at COREtec, are originators, innovators and overall troublemakers. We seized an opportunity to create a better floor, and dove in mind, body and soul. We



chased a dream and created a whole new category along the way. We are style enthusiasts, believers in technology and seekers of simplicity. We are passionate about providing flooring solutions for every design dream. Our floors will

stand up to whatever real life throws at us.

We are authentic to the core. We are COREtec.

For further information on COREtec or other flooring products, visit the professionals with Flooring Panda in Booths 412 & 413 February 18th – 20th in the Myrtle Beach Convention Center, call (843) 234-2877 (Myrtle Beach) or (910) 754-2874 (Shallotte, NC), visit FlooringPanda.com or one of their showrooms located @ 864 Kingswood Dr. – Conway – SC – 29526 or 5298 Main St. – Shallotte – NC – 28470. ■



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