



GILFORD·JOHNSON
FLOORING

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LUXURY VINYL AND RIGID CORE PERFORMANCE

While Luxury and Rigid Core Vinyl products are the new generation of flooring materials due to their sustainability, looks, and durability, there are some realities both consumers and installers need to know about this fabulous flooring before purchasing.

For consumers:

The consumer should be more educated by the sales person that even though these floors are durable and state they are scratch resistant, all hard surface floor coverings will scratch. Luxury vinyl is a product which is softer under foot than other floor coverings like laminate and wood floors, this is why luxury vinyl flooring is more in demand, although let's not forget about being water proof also; with these benefits vinyl floors will require some care. Also concerning scratches in Luxury Vinyl flooring is that darker colors tend to show scratches more than lighter colors, and darker colors are more the trend right now, so be cautious of what is underfoot or dragged across your floor as floors can't scratch themselves.

For installers:

The substrates for these vinyl floors need more attention to detail and should be prepared as if you were installing sheet vinyl; even though the new LVT, LVP, and EVP's are thicker than most sheet vinyl, they will telegraph and settle into uneven areas of your substrate more than other floor-coverings in the marketplace like laminate. This means that the substrate should be as smooth and flat as possible to eliminate any issues of separating due to irregular flatness in the substrate, or to prevent telegraphing from seams or debris that might be under the flooring; this is especially true for click vinyl products. If your substrate is flat and smooth, you will have nothing to worry about with inspectors accusing the installer for issues due to improper floor prep. I am not saying these products perform less than other products because every type of flooring has its pros and cons, quite the reverse; what I am saying is that education to the salesperson and the installer is the right preparation for sales to the public, and are the keys to the performance and durability of these excellent floors. Knowledge is the key.