

WHEN MOST PEOPLE THINK "laminate flooring," wood looks come to mind. Thanks to laminate flooring innovator ALLOC, it's time to think again. ALLOC is expanding the category with not only amazingly authentic wood styles, but convincing tile and stone looks as well.

The category of laminate flooring has grown in popularity in recent years, primarily as an affordable, easy-to-install, low maintenance alternative to real wood. ALLOC was the first manufacturer to introduce no-glue laminate planks nearly 15 years ago, and over the years, the company has advanced not only the quality and performance of its products but the design and detailing as well.

Today, ALLOC has applied the same processes for creating rich colors and finishes, textures and beveling for wood looks to the creation of laminate tile and stone product lines.

Imagine enjoying the clean, sleek appearance of earthen tile in any room of the home, without the hassle of a stone installation process. With ALLOC's stone-look laminates, there are no issues with flooring substrates, grouting or sealing during installation, let alone maintenance worries involved with long-term care of real stone.

ALLOC LAMINATE FLOORING

THE ECO-FRIENDLY ALTERNATIVE TO WOOD AND STONE

Most recently, Alloc has unveiled two new slate looks. Solana Slate and Alicante Slate are "embossed in register," with authentic texturing and undulations crafted into each tile. These lines feature 16"x16" tiles that interlock with ease, without need of glue or grout. Each tile is randomly designed with natural shade variations as found in real stone.

Homeowners are also drawn to ALLOC as an environmentally friendly alternative. The products are made without compromising natural resources such as stone and wood, and they utilize recycled materials and components that would otherwise be sent to landfills.

There's always something new with Alloc. You can find Alloc products through floor covering retailers throughout North America.

For more information, visit www.alloc.com, or call (877) DO-ALLOC (362-5562).

ALLOC[®]



(Right and Middle)

Rich colors and intricate details are hallmarks of ALLOC's **Ironite** and **Hearthstone** tiles

(Left and Bottom)

ALLOC captures slate's unique qualities in the **Solana Slate** and **Alicante Slate** lines.

