

Q&A with **kelly mortensen**

technical director, adore floors



Adore® is one of the longest standing manufacturers of resilient flooring. Since 1979 they have pioneered innovations that improve the performance, durability, design and manufacturing of LVT for commercial space and they are one of the first manufacturers to introduce Solid Rigid Core the market.

How is Solid Rigid Core different from LVTs and other rigid products such as WPC?

The physical properties and construction of Solid Rigid Core offer a number of beneficial aspects including true, 100% waterproofing, extreme dimensional stability in varying temperatures and, with an attached acoustical underlayment, sound absorption.

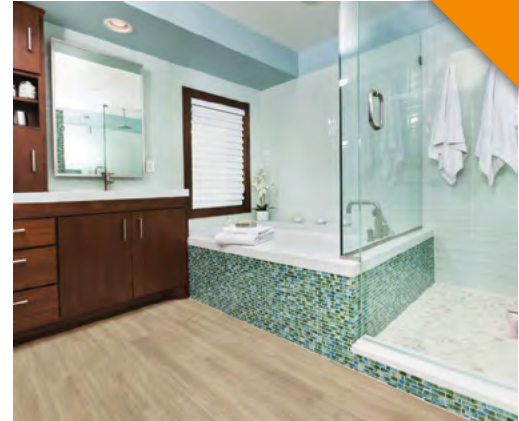
What advantages does Solid Rigid Core offer for the hospitality community?

The advantages of Solid Rigid Core flooring to the hospitality industry include true waterproofing and therefore the ability to continuously install flooring throughout living space including bath, living areas and entrance ways; unprecedented dimensional stability which enables the flooring to withstand the extreme temperatures needed for heat cleaning including eradication treatments; enhanced density for superior indentation resistance and, with an acoustic underlayment such as Regent's® Sovereign's waterproof IXPE pad, enhanced impact sound reduction.

In addition, Adore® Regent's™ Solid Rigid Core flooring offers a secure, easy to install, drop/angle locking system for fast installation, installation over existing floors and no post-installation occupancy downtime. Rooms can be used immediately after installation.

What is the biggest differentiator of Adore's® Solid Rigid Core Product over other Rigid Core Flooring?

The core. The formulation of the core is what determines the dimensional stability and



indentation resistance. Regent™'s Solid Rigid Core is formulated with a much higher vinyl content than other products. The vinyl content, combined with a unique manufacturing process, enhance all of physical attributes beyond that of its competitors.

Where do you see the future of this flooring category going in the HD industry?

Resilient is the trend in hospitality right now. From the look of the flooring product to its hygienic properties, indoor air quality, affordable cost of ownership and ease of maintenance. In the resilient category, Solid Rigid Core provides the best in overall performance. This is the flooring category to watch.



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