

FLOORING (RE)EVOLUTION

Ushering in a New Era of
Innovation and Sustainability

ProSource[®]
— WHOLESALE
Products & Pros for Home & Commercial Projects



FLOORING (RE)EVOLUTION



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≡ INNOVATION

The Importance of Research and Development in the Flooring Industry

The impetus for innovation in any industry starts with searching for a solution, and floorcovering is no exception. Performance, durability, and sustainability issues drive the need for creating new features.

There was a reason why water-resistant flooring was needed: in order to allow flooring to resist water intrusion. Unfortunately, it did not suffice, which caused the push to create water-repellent flooring, which featured a hydrophobic coating that could repel water intrusion. That too, did not suffice for many. This led to the need for waterproof flooring, which allows for fully submersible capabilities.

This example highlights the active nature of the flooring industry. Brand manufacturers see a need within their customer base and address it, increasing customer satisfaction and promoting innovation.

Brands put their time and talent behind revolutionary features, in order to create a long-lasting product that addresses their customers' needs and set the industry trends. In the flooring industry, inventive change does not preclude creativity and a fashion-forward mentality. That is evident by the brands that participate in the development of new features.





Shaw: Commitment to Innovative Technology

Founded in 1967, Shaw has built upon its legacy in carpet manufacturing to now offer floor coverings – and synthetic turf – for every possible place and space. It's done so with a keen focus on customer-centric innovation. From the introduction of **EPIC®**, a breakthrough in engineered hardwood flooring in 2006, to the launch of the world's first PVC-free, fully recyclable carpet tile with **EcoWorx®** in 1999, Shaw's commitment to innovation is driven by a quest to meet consumers' ever-changing needs.

Among the company's latest innovations is **Sole™** with **SensFloor®** technology, an innovative flooring solution for the senior living market available from its Patcraft and Shaw Contract brands. **Sole™** is installed under the floor covering and uses capacitive sensing technology to detect and track movement, including the detection of slips and falls: the leading cause of injuries for seniors.

The system offers caregivers real time alerts, which stands to increase response times and assist with patient care. Plus, it seamlessly integrates into the majority of existing commercial nurse call systems.



Shaw
Caboodle



Shaw
Run Free



Daltile®: Assisting Trade Professionals with Installation Innovation

The revolution of flooring covers every facet of the process, including installation. Daltile's **RevoTile™** sets the pace with **ClicFit™** technology derived from the Uniclic® profile of their parent company.

The **ClicFit™** technology provides perfect and uniform joint widths and profile. There's no leveling required, and it prevents any type of lippage or uneven tile profile. Better still, mortar isn't needed, so there's less mess, and the acclimation period is eliminated.

It can be installed over most existing flooring surfaces with minimal preparation. The floor can be grouted the same day using **RapidGrout**. This also enables it to accept foot traffic within 24 hours.

In addition to the evolution in the click system, installation also includes a loose lay underlayment, which essentially is a moisture barrier and shock absorber over a clean and level subfloor.



Daltile
RevoTile™



Daltile
StepWise



Resista Plus H2O
Septimus



Resista Plus H2O
Yiden



Resista Plus H2O
Rodrick



Resista® Plus H2O™: Collection Continues to Impress

Without compromising on style for the sake of performance, the eco-friendly **Resista Plus H2O** line (hardwood, carpet, laminate, and luxury vinyl plank and tile line) has been a mainstay of technological advancements in the flooring revolution. It values the wear and tear that life throws at flooring because it can take what is dished out.

With waterproofing technology across platforms, high-moisture rooms like the bathroom or laundry room can not only endure, but thrive in beauty for years to come. In particular, the luxury vinyl planks and luxury vinyl tiles are made with one of the thickest cores available, making it more stable and offering level transitions to most other flooring in the home.

With a cork backing for soundproofing and comfort, and a variety of colors, patterns, and styles, the **Resista Plus H2O** collection should remain the premiere choice in family and commercial spaces for years to come.



Innovation and Fashion Featured at **Mohawk**

Since 1878, Mohawk has been at the cusp of innovation in the flooring industry. The tradition of excellence does not prevent them from developing the cutting edge of technology, nor does it prevent them from beautifying a room with fashionable flooring and design.

Mohawk
Zinnia Premier



Their **UltraWood** hardwood flooring is ready for lifestyles of the most active families, as it boasts **WetProtect**, a full-coverage waterproof protection, and **EverLast**[®], a technology that preserves it four times longer than other wood floors.

UltraWood also incorporates Mohawk's **EasyClean**[®] technology for stain and soil protection, so the surface looks its best for years to come.

Mohawk also boasts **RevWood**, a laminate wood flooring, ready to endure what life throws at it. **RevWood** resists stains, dents, and scratches, while being available in a cornucopia of colors. They also have **TecWood**, highlighting more natural tones, while featuring lasting durability, as well as **SolidWood** that emphasizes its tradition, style and performance.

The tile innovations at Mohawk emphasize their place in the revolution of flooring. Reveal Imaging advances printing technology through the transformation of existing tile to the authentic look of hardwood and stone. By pushing forward with this technology, Mohawk is merging customization with authenticity in home design.

RevWood Premier
Morena Bluffs



UltraWood
Gingham Oaks





Engineered Floors®:

Redefining Innovation in Carpet

Engineered Floors was founded with innovation in mind. They recognized how flooring was utilized was changing, but the flooring itself was not doing enough to evolve with it.

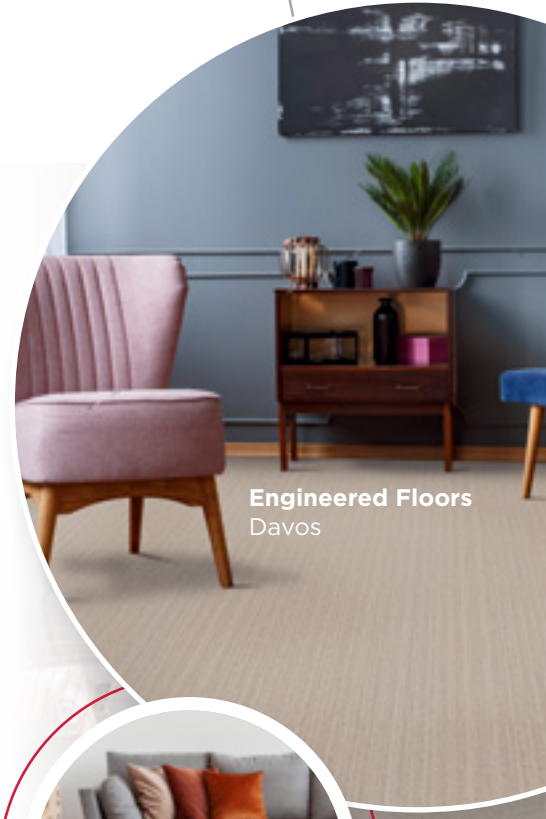
Reimagining carpet required the inclusion of new materials that could be utilized for stain-resistance and peak performance, as well as creativity in rethinking its construction.

Engineered Floors' **PureColor®** technology is authentically crafted to provide a spectrum of desirable attributes. **PureColor's** resistance to stains and bleach, plus its immunity to fading, make it a smart flooring option. This unique fiber technology provides vibrant, high definition color in timeless, fashionable designs that integrate eye-catching aesthetics with state-of-the-art construction, resulting in inherently vivid and durable carpet fibers.

Engineered Floors also boasts the **DW Select** line, which brings a collection of beautifully styled patterns, textures, and colors to the **Dream Weaver** product family. Inspired by the natural landscape, these styles bring textural nuances reminiscent of natural materials into the home. The tailored fabrication of the products offers timeless design elements, coupled with functionality for the style conscious, yet active household. Featuring Engineered Floors proprietary **twistX technology**, they use a patented manufacturing process to blend multiple fiber components that result in industry leading wearability and unique styling capabilities.



Engineered Floors
Oxford



Engineered Floors
Davos



Engineered Floors
Finishing Touch



Dixie Home: Instilling Elegance into Innovation

Dixie Home has been beautifying homes since its inception. When it comes to their flooring, they've been creating an elegant, yet homely environment for families looking for sophisticated and durable carpet and luxury vinyl.

With **EnVision® Nylon**, Dixie Home has been able to create a collection of stylish products with a soft touch and unparalleled durability for the lived-in homes of today. This collection is meant to be enjoyed by the whole family, as its fibers are significantly harder to stain.

In addition, Dixie Home also boasts the **TRUCOR™** collection of luxury vinyl flooring options expertly designed to take the demands of an active home, while capturing the beauty of stone and hardwood. This collection and its style options provide a natural fit for commercial or residential spaces with easy installation and maintenance.



Dixie Home
TRUCOR™



Dixie Home
TRUCOR™



Dixie Home
Authentic



Stanton DWF
Artifact



Stanton
Ticking Stripe



Stanton: Sending A Message With Flooring

Since 1980, Stanton has been highlighting home design with high quality carpet, rugs, runners, and luxury vinyl. Known for setting trends in signature design elements, Stanton's **Natural Beauty** series, a luxury vinyl waterproof flooring line, is no exception.

With unique colors inspired by nature, this series combines a 5 millimeter thickness with a 4 millimeter solid polymer core and 1 millimeter IXPE pad, with a fashion forward approach to flooring, offering high definition visuals in a beautiful range of patterns and colors.

The Stanton **Decorative Waterproof Flooring** line boasts an added **Stanton Shield** 22 millimeter wear layer that protects it from being harmed in high-trafficked areas, ensuring the floor maintains its beauty for years to come.



Stanton
Theodore Stripe



Emser Tile
Parkview | Sparkle



Emser Tile
Cuadro



Emser Tile
Prodigy



Emser: Changing Expectations for Tile and Flooring

A comprehensive catalogue of indoor and outdoor tile options provides Emser Tile™ an edge over the competition, but in order to maintain that advantage, they needed to innovate.

Emser prides itself on quality. Through the **Enhance™** collection, they have cemented their legacy, while improving performance. **Enhance™** includes a R11 Anti-Slip and EmGuard Anti-Microbial finishes, in order to assist high-trafficked areas and protect against moisture.

Without compromising on appearance, the **Enhance™** collection offers an impressive selection of styles and colors, including stone, wood, metal, and cement.



Emser Tile
Reform

≡ SUSTAINABILITY

Emser: Committed to Sustainability at All Levels

The flooring industry's revolution does not solely rely on innovative features. It also requires a commitment to a more sustainable industry.

Emser Tile believes that sustainability is a mission worth fighting for on every level and works to create an environment held to the highest standards. They implement environmentally-friendly practices wherever possible with a combined effort shared by trade partners, as well as employ a series of company-wide initiatives to include environmentally-conscious practices in the workplace.

Choosing sustainability is no small task, but Emser Tile knows that it is vital, in order to create a better world, which is why they choose to work with suppliers who recycle the maximum amount of material possible, such as unused powders back into the raw bisque, which is then reused, in order to make new tiles. They also recycle and reuse water during the manufacturing process, and all glazes used in the production of ceramic and porcelain tile are water-based and contain zero solvents, reducing potential Volatile Organic Compound (VOC) emissions and further eliminating any off-gassing of flooring through the firing stage of manufacturing.

Emser Tile also operates its facilities with sustainability in mind, strategically placing their distribution centers and local sales and service locations throughout the United States, in order to maximize the volume of every truckload and minimize their carbon footprint.



Emser Tile
Raku



Emser Tile
Souvenir



Mohawk: Setting the Standard in Sustainability

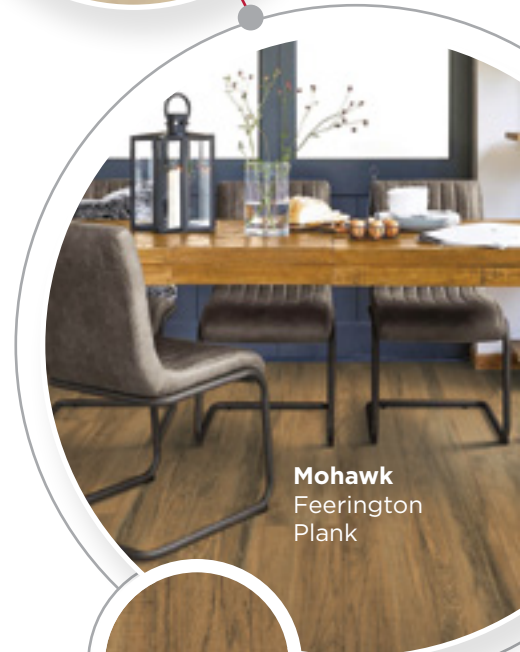
Mohawk knows what it means to prioritize the environment and set standards for sustainability. After all, Mohawk was recognized as the most sustainable flooring supplier on Green Builder Media's 2021 Brand Index.

The company also is working toward reaching environmental goals that they have published in their annual Environmental, Social and Governance Report. This includes a commitment to reduce water intensity by 30 percent by 2025, reduce Scope 1 and 2 emissions by 2025 (which has already been achieved), and reduce waste-to-landfill intensity by 30 percent by 2025. Mohawk also maintains a commitment to responsible sourcing with all manufacturing locations adhering to wood sourcing principles set by the Forest Stewardship Council (FSC) and the Programme for the Endorsement of Forest Certification (PEFC), in order to ensure 100 percent of their wood fibers come from responsibly managed sources by 2030.

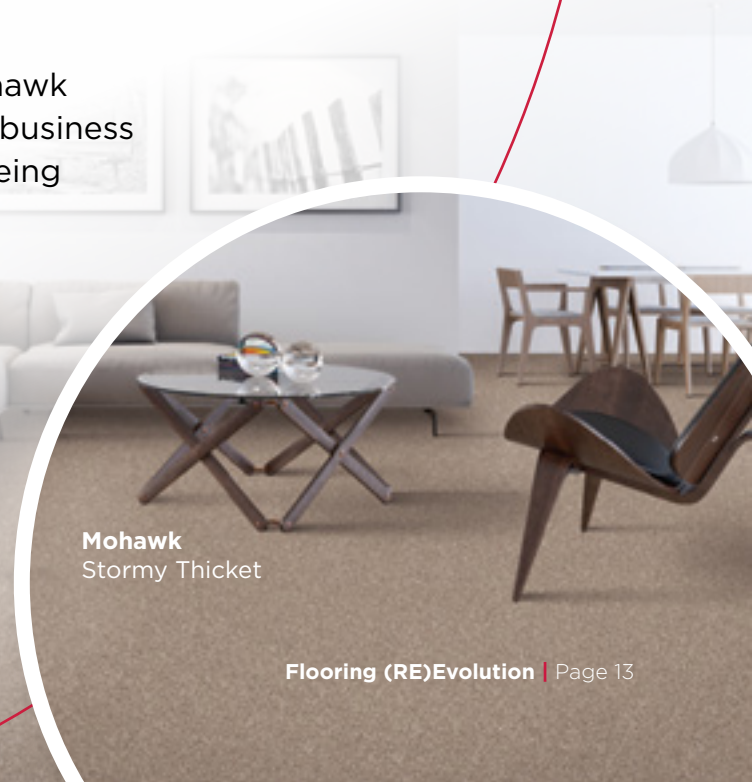
Reaching these and additional sustainability goals for their company is no easy feat, but Mohawk understands the importance of innovating their business practices for the sake of the environment and being a leader in this industry's evolution.



RevWood Premier
Miramar Shores



Mohawk
Feerington
Plank



Mohawk
Stormy Thicket



Sustainability Priorities at **Shaw**



Shaw
CCA 10 Series
Plank

Shaw not only looks to be atop the flooring industry by providing quality and performance products for the home, but seeks a better future that values the health, well-being, and success of the planet and its inhabitants. In its 2021 Sustainability Report, Shaw highlighted the investments it has made in order to achieve those goals, including a \$400 million expansion of one of its residential fiber manufacturing facilities, and the purchase of the controlling interests in both Watershed Geo, which addresses environmental issues related to utility, waste management, erosion control, and mining industries. Shaw also introduced a Living Lab concept space, where residential products can be tested for cleanability, sound levels, and design impact on well-being and mood.

Shaw's vice president of global sustainability described some of the changes made, in order to instill an eco-friendly attitude at the company. This included almost 90 percent of the products manufactured being Cradle to Cradle Certified®, which is the global standard for responsibly made products. In addition, Shaw's EcoWorx® carpet tile became the first product to be Cradle to Cradle Certified® Silver under the new global standard (version 4.0). The company also boasts a 2030 goal of optimizing 100 percent of its products to Cradle to Cradle® design principles, which includes a focus on material health, recycled content, recyclability, energy, water, and social fairness.

Shaw also has reclaimed and recycled nearly one billion pounds of carpet since 2006 and revolutionized sample packaging with environmentally friendly alternatives, in order to reduce the use of plastic by 3.5 million square feet each year. By working toward goals of sustainable business practices, Shaw is staying ahead of the trend and joining the revolution of more environmentally friendly spaces.



Shaw
CCA 10 Series
Plank

Daltile
Lavalier



Daltile Prides Itself on a Sustainable Future

Daltile forged a path of innovation, not just in their durable and fashion forward tile, but in the ways that their variety of flooring options is created. They promised a sustainable future and inspired green innovations that have motivated their business practices and will for years to come.

These practices include the way they forged their natural tiles from clay, as well as reuse recycled or reclaimed materials for over 99 percent of their products. Their GREENWORKS take-back program has helped reduce waste in the building industry by offering to retrieve any unused ceramic and porcelain tiles that would otherwise end up in landfills, and their discontinued products are donated to churches, healthcare facilities, charities, and schools.

These and many other initiatives display Daltile's commitment to sustainable production practices, but one of their unique elements is their "Why Tile" website. It helps communicate the sustainability and performance benefits of tile through a partnership with the Tile Council of America, educating those in and outside of the industry. By investing in sustainability and education, Daltile is confident that the flooring industry will continue to evolve for years to come.

Daltile
Famed



Daltile
Marble Attaché





ProSource Prioritizes Innovation. Partner With us on Your Next Project

The flooring industry favors those who look toward the future. By investing in revolutionary features and sustainable practices, flooring industry leaders understand the impetus to create a better, more future-forward home or business. This flooring of the future can be found at ProSource Wholesale® showrooms.

By partnering with ProSource®, flooring manufacturers are partnering with an established leader for home remodeling and renovation. Since its inception, ProSource has prioritized trends and innovative creativity within the industry. They offer evolutionary and sustainable flooring options that will beautify the home and achieve design goals.

ProSource offers dedicated account managers and in-house design experts, who deliver a personalized touch and commitment to success for any project. Innovating an industry starts at the business level, but innovating the home starts with a visit to ProSource.





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**Helping our
trade pros
and their
customers
complete
successful
projects.**

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