

Floor Covering Media

Your Gateway to the Floor Covering Industry

Luxurious Vinyl Plank



Shopping for new flooring. What type? There are quite a few alternatives. Surface coverings may include area rugs, carpet, ceramic tile, concrete, hardwood, laminate, leather, sheet vinyl, vinyl tile and others; each with distinct benefits and limitations. One of these others includes a surface that goes by the name: luxury vinyl plank, abbreviated LVP, an ideal solution for almost every living space.



The acronym is a popular industry term, not a standard, for vinyl that realistically mimics the appearance of natural materials with an added layer to improve wear and performance. The extra layer of protection is usually a heavy film covered with a UV-cured urethane that makes it scuff, stain and scratch resistant. Not much unlike the way the term "luxury vinyl tile" is reserved for products that mimic stone and ceramic, the term "luxury vinyl plank" is used for products that mimic wood.



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It's not the most recognizable name. Homeowners may not be entirely familiar with it, even after seeing it many times, wherever they search for flooring. But this doesn't change the fact that the benefits of LVP are difficult to overlook.

**\$3-\$7
SQ FT.**

For starters, LVP is not unaffordable. Prices start at \$3 a square foot. High-end LVP with a thicker protective topcoat are closer to \$7 a square foot. Those leaning toward budget laminate flooring must recognize blowout prices, while seductive, are unlikely to deliver in the long run and may end up costing more money in maintenance expenses. Bargain prices usually signals one of two things: suppliers are purging their stagnant inventory or there's promotional offers on products newly introduced to the marketplace.



Styles include simulated wood plank and large-format tile with a variety of textures, including stone and different types of wood. Upon closer inspection, the simulated appearance has a certain realism. Further, LVP is a surface, which is ideally suited for those higher moisture areas such as kitchens, bathrooms and basements. Additionally, LVP is resistant to scratching. It's unusually tolerant of frequent foot traffic and it's resistant to most types of spills.

Another benefit: It's unlikely to chip. Look for the topcoat wearlayer warantee. Obviously, the longer the warantee, the better.

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press releases called Flooring Updates.

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