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Newsletter – August 2007

TREND SETTERS



Lamton
Indonesian Teak
12mm
Handscraped
Laminate Floors

Laminate Flooring Delivers Look, Function, and Resale Value More Easily and For Less.

New technology in laminate flooring allows property owners to get high-end results without having to pay high-end prices.

For buyers looking for practical choices in low-maintenance, hypo-allergenic, and stylistically versatile flooring surfaces, laminate delivers all of these, more so than ever before. Things have moved beyond glueless locking systems, thanks to innovative and customer-focused industry technology. The choices in laminate have exploded; handscraped effects, narrow plank styles, beveled edge design, textured surfaces, and more colors that reflect the look of hardwood to an even greater degree than in years past. Now customers get the types of surfaces which are virtually indistinguishable from real hardwood without having to worry about as many practical limitations.

"We've been involved in the laminate flooring industry for years, and even we're impressed by the diversity we're seeing in our lines of laminate, especially lately," says Rob Banks, Executive VP of Sales for BuildDirect. "It's easy to get excited about something like a handscraped laminate floor, for instance. For customers to be able to install that kind of floor themselves for a fraction of the cost, and in areas where a real wood floor might not work so well, makes such a positive difference to them, and to us too."

Technologically advanced laminate floors become selling features when it comes time to move homes, or when selling a commercial space. In this sense, the technology which allows these sorts of looks can significantly add to the overall return on an initial purchase of laminate flooring.

Narrow plank, handscraped, textured surfaces, and beveled edges are all affordable, easily installed options in laminate floors, offering a range of possibilities to transform interiors like never before.

[Lamton laminate floors](#) from BuildDirect offer the appearance of real hardwood that only the experts can distinguish from solid hardwood. Lamton [8.2mm laminate flooring at \\$0.88/sq.ft.](#) offers an impressive array of 8 colors that lend value to all kinds of interiors. Lamton [12mm handscraped style at \\$1.31/sq.ft.](#), and [12mm narrow board style at \\$1.29/sq.ft.](#) both offer beveled edges, textured surfaces, and a hearty construction that allow them to be installed and to perform in a wider range of locations, including below grade.

The pricing on these lines through BuildDirect is significantly lower than at the retail level, where one can expect to pay a minimum of \$4.50/sq.ft. Getting technologically innovative laminate flooring at this price extends the benefits of performance, look, and phenomenal savings.

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CASE STUDY

*Kesir 18"x18"
Limestone
Dolomite Tile*

BuildDirect Increases House-Flipping Profits With 30% Savings on Premium Stone Tile.

While transforming a property in California from "drab to fab" for a popular television home makeover program, Kathryn Werner surpassed everyone's expectations – including her own – while saving 30% upfront at the same time.

Kathryn Werner is a realtor in the Los Angeles area who resells properties which she has renovated – she's a "house flipper". Kathryn knows that balancing costs with visual effect is the best means of maximizing return on investment on projects like this. And the visual "wow" factor was even more important this time around; her renovation is due to be viewed by a nationwide TV audience on the TLC channel at the end of 2007. "We purchased a home right off the Mulholland corridor," Kathryn explains. "We are taking it from orange shag carpets, popcorn ceilings, and flowered wallpaper to "Entourage" style cool!"

For both quality and price, Kathryn turned to BuildDirect to source the [18"x18" limestone dolomite tile](#) she needed to get the look she wanted. "We are using the limestone in a brick pattern throughout the entire downstairs area, as well as the master bath and secondary baths," says Kathryn. In gaining a savings of 30% on materials by sourcing her limestone tile from BuildDirect, she has added value to a property which will yield an even greater return when the property is eventually resold. It looks great too.

"The floors are in the process of being installed right now; I have to say – they are beautiful so far!" says an enthusiastic Kathryn. "And, we look forward to ordering more materials from BuildDirect when we remodel another house." For house flippers, buying the best materials for an unbeatable price, delivered right to a specified site is an ideal situation. But even more so are the visual results which go along with cutting costs and maximizing profits.

[Kesir 18"x18" limestone dolomite tile at \\$3.20/sq.ft](#) is premium stone, hand-picked polished tile, edged and calibrated with straight edges for easy installation. Feel free to explore all [natural stone tile](#) selections from BuildDirect. Or, contact a sales representative toll-free at 1-866-731-2183 for more information about ordering stone tile.

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