

QualityCraft

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FOR IMMEDIATE RELEASE

Quality Craft Exhibits at The International Surface Event, Unveils Innovative New Stone Core Vinyl Product *International Flooring Manufacturer at the Forefront of Flooring Trends*

Vancouver, Canada (January 2018) – Quality Craft, an innovative building products company focused on surfaces and storage products, announces its surfaces division will exhibit at The International Surface Event (TISE) – SURFACES (Booth #2663). Quality Craft Home Improvement Products is pleased to announce that it will debut its new Stone Core Vinyl at the show event.

“Quality Craft comes from a rich heritage of product development and has enjoyed success in being first to market with innovative ideas, adapting to new technology and responding to incoming trends,” said Dennis Hale, President of Quality Craft. “Our Stone Core Vinyl introduction is a direct result of that ability to quickly define residential and commercial trends and provide those designs for immediate specification.”

New for 2018, the Stone Core Vinyl product is 57% denser than WPC and resists depressions 52% better than standard rigid core product. Available in various finishes and decors, Stone Core comes with a lifetime limited residential and 17-year limited commercial warranty. Available in 4 or 5 mm thick plank, or 5.5. and 6.5 mm thick plank with attached high-density foam underlay. And Quality Craft's virgin vinyl is always ortho-phthalate free, making it a healthy choice for the home or in commercial settings.

Rounding out its complement of flooring offerings on display at the show, Quality Craft will also feature its:

- Premium Glue Down Vinyl
- Rigid Core Vinyl
- Vinloc Vinyl
- Laminate
- Engineered

-more-

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In addition to showcasing the latest in flooring innovation, Quality Craft will unveil the top trending colors of 2018 identified by their design team like Coalspur, Savannah Oak and Vintage Timber:



With more than 30 years of experience, coupled with extensive industry knowledge, manufacturing partnerships and a robust shipping network, Quality Craft works to ensure that its customers receive the best products at the best price. Available worldwide, the flooring manufacturer also offers full lines of hardwood, cork, carpet tile, underlay and wall plank.

Members of the architectural and design community interested in sampling product lines or a dealer interested in learning about including Quality Craft in their showroom, are encouraged to stop by the booth to meet with a member of the sales team.

Members of the media looking to learn more about Quality Craft or to receive images and samples, please contact Kristen Jenkins at kjenkins@stonerbunting.com.

About Quality Craft

Quality Craft is an innovative building products company comprised of Quality Craft Home Improvement and Quality Craft Industries. The surfaces division covers flooring and wall products, while the storage division specializes in tool and garage storage solutions. Each division is home to a team of professionals with vast industry specific knowledge and experience, who bring innovative product design and development to each category. Products are sold through flooring wholesalers, home centers and mass merchants as well as regional building centers and flooring specialty stores worldwide. With over 30 years of experience, Quality Craft's industry knowledge, manufacturing partnerships, shipping network and buying power provides customers with the best products at the best price. For more information, please visit www.qualitycraft.com.

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