

PRESS RELEASE

Totally floored

20 April 2015, Johannesburg: In order to make the right choice of flooring for your home, you need to consider a number of things, including personal taste, budget, practicality and durability. After all, it is a surface that covers the largest area of your home, and your final choice will have a lasting impact on its overall appearance.

Says Jasmin Kraneveldt, from leading sanitaryware and flooring retailer, Bathroom Bizarre: "Flooring is something that you come in contact with on a daily basis, both visually and physically – it's a surface that you, your family and your friends will walk, stand, sit, play, spill and grow-up on. As a result, to a large extent, it sets the tone for the look and feel of your home. Because flooring is quite costly to install, it isn't a feature that can be changed too often. As such, before choosing a specific type of flooring, it is important that you consider the pros and cons of each type and then make a well informed decision."

There are various different types of flooring available; the main ones include carpeting, tiles, and laminate, hardwood and vinyl flooring. Jasmin notes that Bathroom Bizarre offers three of the most popular choices of flooring: "Tiles, laminate and vinyl flooring are currently the most popular types of flooring available, largely due to their many benefits and affordability. Like all of Bathroom Bizarre's products, our flooring ranges were chosen because they offer a great combination of durability, quality, beauty and value for money."

She offers an overview on these three flooring types:

Tantalising tiles

Tiles are one of the most popular options in floor coverings today. From porcelain, ceramic and even natural stone tiles, there is a type of tile to suit everybody's budget, taste and requirements. Says Jasmin: "Available in an incredibly wide selection of colours, textures, designs, shapes and sizes, tiles offer a whole host of other benefits as well, which makes them a very popular and practical choice to use." These include:

- **Easy to install:** Tiles are not too difficult to install, and they are really easy to maintain. They require no special cleaning solutions, if they are glazed and sealed, then they are stain-resistant, which makes them really easy to clean.
- **Easy to clean:** Any spills can be quickly and easily wiped up, and routine cleaning can be accomplished using mild cleansing solution and a sponge mop.
- **Indoor and outdoor:** Another major benefit is the fact that tiles can be used for indoor and outdoor applications, so you can use one type of tile, or matching tiles throughout your home for a truly integrated and seamless flow. Tiles are also UV-resistant, which means they won't fade, crack or peel when exposed to lots of sunlight and UV rays.

- **Water-resistant:** Tiles are water-resistant, which makes them an ideal solution for wet areas in your home – from bathrooms and kitchens, through to outdoor patios and even pool surrounds.
- **Incredibly durable:** Perhaps the most important reason why tiles are so popular is the fact that they are incredibly durable and hardwearing, and are able to withstand years of heavy traffic.

Lovely laminates

Jasmin says: “Laminate flooring is becoming one of the most popular floor coverings on the market. It is affordable, beautiful and easy to install. The only drawback to laminate flooring is the fact that it is not water-resistant, so it shouldn’t be used for bathrooms, kitchens or outdoor applications.” To keep up with demand, Bathroom Bizarre introduced the Alpine Forest range of laminate flooring, which offers high-end good looks, at rock bottom prices. Jasmin offers an overview on why laminate flooring has become so popular:

- **Value for money:** Laminate flooring offers real value for money – it is more affordable than hardwood flooring and wall-to-wall carpeting.
- **A choice of colours and textures:** The variety of on-trend colour and texture options are also a big calling card for laminate flooring.
- **Supreme durability:** The joy of laminate floors is that they are made from high density fibre boards, which is an incredibly durable material that will provide years of good looks and underfoot comfort.
- **Quick and easy to install:** When it comes to installation, there’s no need for any special glues because laminate flooring boasts a tongue and groove click system that allows you to simply snap the boards together. It also doesn’t matter what your subfloor is, so it can be laid on top of wood, plywood, concrete or even existing vinyl flooring.
- **Hygienic and great for allergy sufferers:** Laminate flooring benefits people with allergies because it’s quick to clean and it boasts a non-porous surface that doesn’t absorb dust, allergens or spills like carpeting does.
- **Easy maintenance and cleaning:** Keeping your laminate wood floor clean couldn’t be easier – there’s no need for varnish, wax, or polish. Simply vacuum them clean, and wipe them down with a non-abrasive product specifically designed for laminate floors to remove any stubborn marks.

Vivacious vinyl

“Of late, there has been a massive resurgence of vinyl – and no, we are not talking about records, but about vinyl flooring,” explains Jasmin. A synthetic counterpart of linoleum, vinyl flooring is water- and stain-resistant, versatile and durable, and has become a major flooring trendsetter, especially in wet areas in the home. She says: “Vinyl is a great flooring choice for bathrooms and kitchens, especially if the rest of your home has laminate or solid timber flooring, as it looks like the real thing, but it is able to withstand water.” Jasmin offers us some insight into the many benefits of vinyl flooring:

- **Moisture resistance:** Vinyl flooring is entirely waterproof, so it can be used virtually anywhere inside the home. It is especially suited to wet areas, where water often ends up on the floor, such as bathrooms, kitchens and laundries.
- **Aesthetic versatility:** Vinyl flooring is available in an incredibly wide range of colours and patterns to suit virtually any décor style. The most popular types of vinyl designs are those that simulate natural materials, such as timber and natural stone for example.
- **Quick and easy installation:** Vinyl flooring is available in sheets, tiles and planks, and it is incredibly easy to install. Sheetting needs to be glued down, and most often, the tiles come with a “peel-and-stick” backing, so it is just a matter of laying them out evenly and neatly. Vinyl planks on the other hand, are laid in much the same way as laminate flooring – boasting a tongue-and-groove profile that simply clicks together.
- **Durability:** Vinyl flooring is generally considered to be an incredibly durable flooring option, which if properly installed and well maintained, can last between 10 and 20 years. However, as with anything, the quality of the product you purchase will ultimately determine its lifespan. Any vinyl flooring worth its salt should have a wear layer. The wear layer is located on top of the vinyl itself, and guarantees that the flooring will enjoy a long life, even in high traffic areas.
- **Hygienic and stain-resistant:** All you need to do to keep vinyl flooring looking as good as new is to ensure that all grit and dirt are regularly swept or vacuumed away, and that it is cleaned with a damp mop and vinyl-approved cleaner whenever required.
- **Underfoot comfort:** Vinyl flooring does not get cold, even during the winter months, making it a great option for traditionally cold areas in the home. It is a resilient flooring, which means that its soft texture provides a little bit of “give” when you walk on it, especially if it has been laid with a foam-type combilay underlay underneath.

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Released on behalf of Bathroom Bizarre (www.bathroom.co.za) by The Line (www.theline.co.za, ant@theline.co.za).