

The logo is a blue house-shaped graphic with a speech bubble tail pointing downwards. Inside the house shape, the text "HGTV HOME LAMINATE BY SHAW" is written in white, bold, sans-serif capital letters.

## HGTV HOME LAMINATE BY SHAW

Laminate flooring has always been viewed as the durable, affordable alternative to other hard surface options. However, in the past, some homeowners were hesitant to embrace laminate due to concerns that it did not look realistic enough when compared to real wood floors. Fortunately, recent advancements in laminate design technologies have put these worries to rest—so much so that even flooring experts can have trouble distinguishing today’s laminate styles from true hardwoods.

When developing the HGTV HOME Laminate collection, Shaw Floors viewed the line as an opportunity to broaden the types of wood visuals available to consumers rather than create a substitute product. Therefore, the collection is comprised of looks that would be either unaffordable or unavailable to most consumers if they were actually made of hardwood but were so lovely that Shaw had to introduce them. Producing these visuals as laminates enables homeowners to bring these rare looks into the home in an attainable way.

Key selections from the HGTV HOME Laminate collection include:

- **Ansley Park:** This vintage-looking product replicates a worn maple visual that is punctuated by the earthiness of worm holes. Available in both 3” and 5” planks, it can be installed with alternating widths for a custom look.
- **Alpine:** Hand-hewn hickory hardwoods inspire this casual collection, which includes rustic looks with cross-sawn marks, worm holes, swirling heartwood and realistic texturing.
- **La Terraza:** This rich, exotic style mimics the shimmering surface of South American Kupay, which is not readily available in the U.S. Additional design attributes include the look of hand-scraping and sleek, narrow planks.

Many of the HGTV HOME Laminate by Shaw styles include LocNPlace® technology, which makes laminate extremely easy to install—even for first-time do-it-yourselfers. In addition, because laminate simulates the upscale look of natural products using significantly less natural materials, it is an eco-friendly flooring product.

