



## FOR IMMEDIATE RELEASE

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## Harris Wood Launches Luxury Vinyl Cork

**Boca Raton, FL, December 1, 2015** – Harris Wood, a quality brand of Q.E.P. Co., Inc. proudly introduces yet another extension to our continuously growing line of Harris Wood flooring products; **Harris Luxury Vinyl Cork (LVC)**!

Designed to compete against the growing Luxury Vinyl Tile (LVT) market, **LVC** is a revolutionary step in luxury vinyl flooring. Constructed with two Luxury Vinyl Tiles (top and bottom) with a waterproof natural cork core, LVC encompasses all the benefits of vinyl *AND* cork rolled into one! LVC is durable and water resistant, excellent for use on any level and any room of the home including high-traffic areas such as kitchens and exercise rooms and for moisture prone rooms such as bathrooms and laundry rooms. The 21.5 mil top layer is ideal for commercial installations, such as doctor offices, nursing homes and even daycare centers! In addition to being completely waterproof, the LVC comes with a revolutionary PressFit locking system. PressFit is an innovative compression system that takes full advantage of the amazing cork properties – functioning like a cork stopper. Simply hold the two planks side by side, and press down along the joint to engage the locking system.

This new LVC offering will consist of ten innovative products featuring remarkably realistic wood grain visuals. These exciting new products are presented beautifully in our new Contempo Step Display showcasing all ten LVC products in large 17" x 24" sample panels. Each sample includes a back label with a full color room scene photo and product specifications. The compact display's header helps to highlight the features, benefits and durability of the LVC product. This display also includes three removable feature panels, which show the full plank size and serves as a PressFit demo.

Contact your local Sales Manager to see how we can assist you to quickly get these products into your market! For more information, and to view the latest collections, please visit our HarrisCork website <http://harriscork.com>.

To kick-off our LVC launch on social media, the first 10 people per day to like our pages on our Facebook and Twitter will receive a Limited Edition Harris Wood LVC water bottle! This promotion will begin November 30 and run through December 7, 2015 so make sure to head over to our Facebook (<https://www.facebook.com/HarrisWood>) and Twitter ([https://twitter.com/Harris\\_Wood](https://twitter.com/Harris_Wood)) pages, give us a like and share with your friends to win!

Founded in 1898 in Johnson City, TN, Harris Wood is one of the oldest hardwood flooring companies in the United States of America. Manufacturing quality hardwood flooring with a commitment to superior materials and precise craftsmanship has been a commitment Harris Wood has made to its customers for over 114 years. Today, Harris Wood offers hardwood flooring in an array of colors, finishes, widths and textures across multiple wood species. As a full-line, American-owned, domestic hardwood flooring manufacturer, Harris is proud to continue the tradition of excellence on which it was founded.

Q.E.P. Co., Inc., founded in 1979, is a world class, worldwide provider of innovative, quality and value-driven flooring and industrial solutions. As a leading worldwide manufacturer, marketer and distributor QEP delivers a comprehensive line of hardwood and laminate flooring, flooring installation tools, adhesives and flooring related products targeted for the professional installer as well as the do-it-yourselfer. In addition the company provides industrial tools with cutting edge technology to all of the industrial trades. Under brand names including QEP®, ROBERTS®, Capitol®, Harris®Wood, Fausfloor®, Homelux®, TileRite®, Nupla®, HISCO®, Ludell®, Vitrex®, Plasplugs, PRCI®, Porta-Nails®, Tomecanic®, Bénètiere® and Elastiment®, the Company markets over 7,000 products. The Company sells its products to home improvement retail centers, specialty distribution outlets, municipalities and industrial solution providers in 50 states and throughout the world.

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