

RETAILERS GUIDE TO MERCHANDISING
WINTER SHOW PREVIEW
COMMUNITY & PUBLIC SPACE



#BXALVINT
#F7W0244850 DM
JOHN LIO
DRITAC FLOORING PRCO
1558 OXFORD RD
WANTAGH NY 11785-2446

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Naked Wood by Mercier.

Mercier—Surfaces Booth 5430A

Mercier will exhibit its new hardwood series, Naked Wood, which includes a finishing process that creates completely colorless and raw looking boards. All of the 8¹/₈" wide boards Mercier launched in 2018, including hard maple, red oak and white oak species, will be lengthened from 60" to 87".

Urbanfloor—Surfaces Booth 2647

Urbanfloor will debut its new 8⁵/₈"-wide European engineered oak line, L'artiste. Each plank in the collection features a 6mm wearlayer, UV oil matte finish and brush details. L'artiste comes in a variation of natural tones and grains enhanced by reactive stains in the hardwood's finish.



Renair from the L'artiste collection by Urbanfloor.

DuChateau—Surfaces Booth 2815

DuChateau will exhibit five new hardwood floors that are intended for residential and commercial use and made with DuChateau's signature hard-wax oil finish. Bravone, a mixture of brown and grey, will be the newest color addition to the Chateau collection, while Sava and Lys, gold and grey, respectively, will be added to the Riverstone collection. Umber—a cool grey—and Säand—a deep brown with gold accents—will be added to the Strata collection.

THE SUPPLY SIDE

HPS Schönox North America—Surfaces Booth 4719

HPS Schönox will showcase several new products, including Renotex, a multi-dimensional glass fiber fabric suitable for wooden substrate and with no specific preparation required in new constructions. Additionally, EPA Rapid is Schönox's new moisture mitigation system with a two- to three-hour drying time and no volatile organic compounds, which is made to dry concrete subfloors with relative humidities of 100% in one coat.

The firm will also highlight AP Rapid and AP Rapid Plus, two new drying and curing technologies with Schönox's hybrid active-dry technology made for cement-based and synthetic gypsum-based materials. Schönox's final cement related product is its new XM self-leveler, which can be installed in layers up to 1/2".

Groz-Beckert USA—Domotex Booth 549

Groz-Beckert will offer a free online tufting catalog with an interactive system made to identify gauge parts for tufting. The catalogue will include other product details, such as available tufting ranges, product demonstrations, service information, animated manufacturing methods and graphical materials.

DriTac Flooring—Surfaces Booth 4519, Domotex Booth 1157

DriTac Flooring will introduce several new flooring installation solutions, including system technologies, adhesives and underlayment. Total Sound Reduction System (SRS) is a new DriTac system that is offered with enhanced lifetime warranty when utilized with approved DriTac flooring adhesives and underlayment in conjunction with one another. DriTac's new rubber underlayment, available in 2mm, 5mm and 10mm thicknesses, is compatible with SRS, offers acoustic barrier capabilities and is made from 100% post-consumer waste. ■

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