



AMERICAN RIGID CORE

UNDERSTANDING OUR AMERICAN RIGID CORE (ARC) SPC FLOORING

OUR ARC PRODUCT IS A SPC HARD SURFACE FLOORING. SPC STANDS FOR STONE POLYMER COMPOSITE. THIS MEANS IT HAS USUALLY GROUND LIMESTONE IN IT. THIS MAKES OUR PRODUCT HARDER AND MORE DENT RESISTANT THAN OTHER FLOORING TYPES. MOST FLOORINGS ARE EITHER SPC, WPC, OR LVT. I'LL EXPLAIN THE DIFFERENCES AND BENEFITS OF EACH LATER.

MOST HARD SURFACES SOLD IN THE USA ARE IMPORTED FROM COUNTRIES OVERSEAS SUCH AS CHINA, VIETNAM, S. KOREA, ETC. OUR PRODUCT IS MADE IN THE USA. THIS SHOULD MAKE OUR PRODUCT MORE DESIRABLE TO YOUR CUSTOMERS FOR THE FOLLOWING REASONS.

- **LOWER COST:** PRODUCING OUR PRODUCT LOCALLY CUTS OUT THE EXTRA COSTS FOR CONTAINERS AND TARIFFS.
- **FASTER LEAD TIMES:** PRODUCING LOCALLY CAN KNOCK OFF WEEKS OR MONTHS OF SHIPPING TIME FROM OVERSEAS.
- **QUALITY CONTROL:** PRODUCING LOCALLY ALLOWS FOR BETTER INSPECTION OF YOUR PRODUCT AND A QUICKER RESPONSE IF THERE ARE ANY ISSUES.

OUR FACTORY IS STATE OF THE ART WITH THE NEWEST EQUIPMENT AND TECHNOLOGY WITH IT'S OWN IN-HOUSE DESIGN DEPARTMENT. IT HAS MADE A COMMITMENT FOR NOW AND THE FUTURE WITH MORE PHASES PLANNED.

ABOUT AMERICAN RIGID CORE

OUR PRODUCT HAS BEEN DESIGNED MORE FOR THE HOSPITALITY BUSINESS THAN THE RESIDENTIAL OR COMMERCIAL BUSINESS. IT HAS BEEN DESIGNED WITH A MORE MONO-GRAPHIC LOOK, TRYING TO STAY A CONSISTENT COLOR THROUGHOUT INSTEAD OF HAVING PLANKS WITH HIGH CONTRAST BETWEEN THEMSELVES. OUR PRODUCT HAS A MICRO-BEVELED EDGE WHEN CLICKED TOGETHER. THIS ELIMINATES THE “GROUT LINE” EFFECT YOU SEE WITH A LOT OF RESIDENTIAL HARD SURFACES.

- **CONSTRUCTION:** IT IS 4.5MM OF RIGID CORE AND WEAR LAYER AND 1MM OF ATTACHED CUSHION FOR AN OVERALL THICKNESS OF 5.5MM. 5.5MM THICKNESS IS USUALLY PLENTY THICK FOR HOSPITALITY APPLICATIONS. THE WEAR LAYER IS 20 MIL THICK WHICH IS STANDARD FOR MOST HOSPITALITY APPLICATIONS. THE 20MIL WEAR LAYER IS SCRATCH RESISTANT AND NOT SCRATCH PROOF.
- **WATERPROOF:** IT IS WATER PROOF AS LONG AS IT IS INSTALLED PER OUR INSTRUCTIONS LOCATED ON THE LOOP APP OF OUR WEBSITE.
- **INSTALLATION:** IT IS CONSIDERED A CLICK-LOCK FLOORING THAT “FLOATS” INSTEAD OF A DIRECT GLUE DOWN PRODUCT. THIS SHOULD SAVE YOUR CUSTOMERS TIME AND MONEY IN THE INSTALLATION PROCESS BECAUSE IT IS FASTER TO INSTALL AND REQUIRES NO ADHESIVE OR UNDERLAYMENT.
- **SOUND:** SINCE IT IS A FLOATING PRODUCT WITH AN ATTACHED CUSHION, IT SHOULD BE A QUIETER PRODUCT THAN A PRODUCT GLUED DIRECTLY TO THE FLOOR. BUT THERE ARE A LOT FACTORS THAT DETERMINE THE SOUND OF FLOORING. THE SUBFLOOR TYPE AND THICKNESS, THE WALL AND CEILING MATERIAL, THICKNESS, HEIGHT, WHETHER PAINTED, WALLPAPERED, IF THERE ARE WINDOWS, ETC. THERE ARE SO MANY FACTORS THAT COME INTO PLAY WITH REGARDS TO FLOOR SOUND THAT JUST GOING BY A LAB TEST MAY NOT BE ACCURATE.

WPC VS SPC VS LVT FLOORING

SPC floor, WPC floor, and LVT are three types of popular flooring. Here, we will break down an in-depth comparison of each type to help you determine which kind will best fit your needs.

Traditional LVT has been a popular flooring option for years. As consumers continue to demand affordable, waterproof, aesthetically pleasing flooring solutions, a host of advanced flooring options — such as rigid core vinyl like WPC or SPC — are hitting the market.

When comparing traditional LVT with options such as SPC or WPC vinyl, there are several key similarities and differences to take into consideration. To learn more about how these flooring options differ from one another, it is first important to understand what each type is.

What Is LVT Flooring?

LVT (Luxury Vinyl Tile) is an innovative, updated version of vinyl flooring. Its realistic designs mimic the look of real wood, ceramic, or stone flooring while still being affordable.

This increasingly popular option is also hardwearing, scratch-resistant, and waterproof, making it a top contender for any room in a home or commercial space. LVT flooring consists of multiple thin layers that offer flexibility, durability, and low maintenance.

What is WPC Flooring?

WPC (Wood Polymer Composite) features a core typically composed of polyvinyl chloride, a foaming agent, calcium carbonate, wood-like or actual wood materials such as wood flour, and plasticizers.

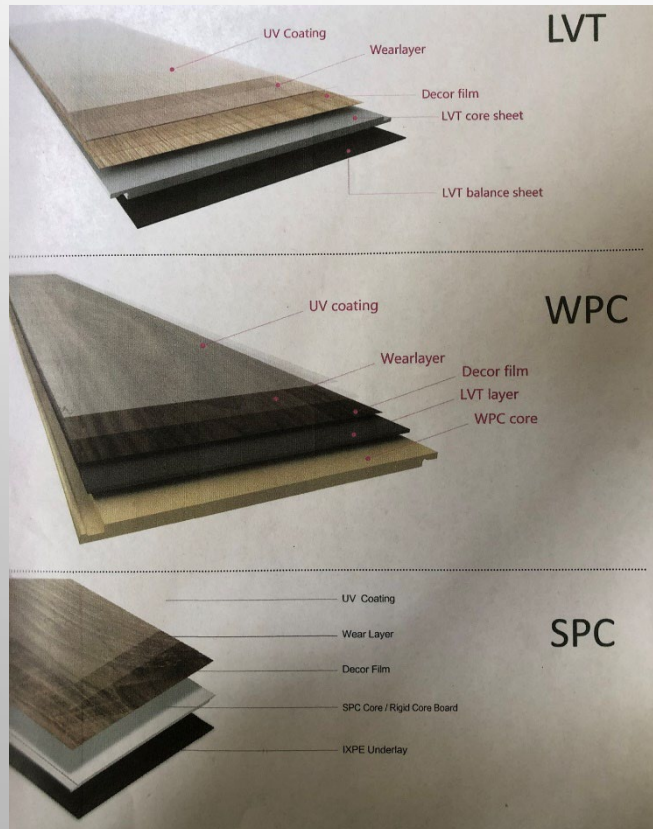
Originally named for the wood-like materials it is made from, WPC floors are becoming an increasingly popular option for replacing various wood materials with wood-like plasticizers.

What Is SPC Flooring?

SPC (Stone Polymer Composite) flooring is an upgraded version of LVT. LVT is also known as RVP or Rigid Vinyl Plank.

SPC flooring consists of several layers: UV coating, wear layer, SPC print layer, SPC core, and a balanced layer. The backing can vary thanks to a variety of options including EVA, corkwood, and IXPE foam.

It boasts high peel strength, minimal noise when walked on, no distortion or warping, heat and sound insulation, and no harmful emissions. It is also eco-friendly, and completely waterproof.



DI 650 SMOKEY MOUNTAIN



Which option is best for your customer?

	WPC	SPC	LVT
Fade Resistance	Moderate	Moderate	Moderate
Wear Resistance	High	High	High
Stain Resistance	Moderate	Moderate	Moderate
Dent Resistance	Moderate	High	Low
Scratch Resistance	High	High	Moderate
Moisture Resistance	High	High	High
Care	Easy	Easy	Easy
Installation	DIY Friendly	DIY Friendly	DIY Friendly

Let us look at 15 of the differences and similarities between WPC, SPC, and LVT vinyl flooring.

1. Structure

All three of these flooring types feature layers, but the layers can vary between types. SPC floors, for example, have a core layer comprised of Calcium powder, a stabilizer, and PVC powder. LVT consists of a UV coating — to protect the floor's colors, wear layer and decor layer.

WPC floors feature a core layer consisting of a LVT layer and a foaming agent. LVT core layer is comprised of Calcium powder

2. Construction

The construction of LVT and WPC vinyl is the most significant difference between these two vinyl types.

Vinyl floors have a basic PVC core that make it a rubber product, meaning it can flex and move easily. WPC vinyl is more solid and stable due to its wood-plastic composite core.

3. Plank Thickness

WPC vinyl floors are thicker than standard LVT vinyl. Whereas traditional LVT is typically 4mm or less, WPC vinyl flooring ranges from 5mm to 8mm thick.

WPC vinyl floors often tend to run thicker than standard SPC vinyl that tends to stay between 4mm to 6mm thick.

4. Sturdiness

Due to differences in the core materials, SPC tends to be the most dimensionally stable of these options. The sturdiness also helps the floor feel softer, increases its defenses against wear, and dents.

5. Appearance

WPC and SPC vinyl flooring are produced using the latest digital imaging technology, lending them a realistic appearance that mimics the look and feel of stone tiles and real timber. Both WPC and SPC vinyl can be found in a variety of textures, colors, and styles.

Traditional LVT floors tend to project a look and feel that is expected of vinyl due to its thin plank structure. This is especially true of budget LVT options.

6. Subfloor

Traditional vinyl is thin and flexible, making it more at risk of subfloor imperfections. With WPC & SPC vinyl, the thicker planks help compensate for the majority of minor subfloor imperfections. Floor prep may still be required.

7. Installation

Any of these flooring options feature DIY potential. Most are often found with click-lock installation, glue down, or loose lay.

A lot of WPC or SPC vinyl feature a DIY click and lock system consisting of a tongue and groove construction that eliminates the need for nails or glues.

8. Comfort Under Foot

Due to the construction of the rigid cores, the WPC vinyl will feel softer underfoot than LVT or SPC vinyl. This is also a result of a foaming agent used in the core that gives it added cushioning.

Traditional LVT vinyl tends to be thinner and lacking in support. Adding underlayments can help LVT floors feel thicker and softer.

Consisting mostly of limestone, fillers, and adhering agents, SPC vinyl floors offer a sturdier underfoot.

9. Dent Resistance

Traditional LVT floors are pliable and soft, making them an easy target for dents from heavy furniture.

Thanks to its rigid core construction, a WPC vinyl is less likely to dent. However, it is still a softer flooring that is not entirely safe from the threat of dents.

Comprised primarily of stone, SPC vinyl features superior resistance to dents compared to LVT and WPC vinyl. This makes SPC vinyl a top contender for commercial applications or areas of high foot traffic.

10. Price

Traditional LVT flooring is often the least expensive option amongst these types.

If you are looking for a more substantial option, the extra cost per square foot might be worth it for SPC or WPC vinyl. Often, WPC vinyl runs the most expensive.

Regardless of the type you choose, special wear layers, attached underlayments, or additional features can increase the final cost.

11. Waterproof

All three types of these floors — SPC, LVT, and WPC — are waterproof, making them excellent choices for use in bathrooms or kitchens.

12. Environmentally Friendly

LVT and WPC floors both utilize plasticizers in their formulation (not exactly environmentally friendly).

If being considerate of the environment is at the top of your list, SPC might be a strong contender. It also does not contain any glue, making it a great option for kids or pets.

13. Application Area

Like most vinyl flooring, WPC and SPC vinyl can be installed above, and on grade. They can also be installed in wet areas, such as bathrooms and kitchens, as well as commercial spaces.

Generally, WPC and SPC vinyl are well suited for commercial applications.

Because of its rigid core construction, SPC & WPC floor has an advantage for hiding subfloor imperfections. Whereas a traditional solid-locking LVT or glue-down LVT may transfer any unevenness from the subfloor to the surface.

14. Maintenance and Cleaning

Cleaning and maintenance is simple with WPC, SPC, and LVT flooring. All it takes to maintain great looking floors is regular sweeping and an occasional deep clean.

15. Temperature Fluctuations

If temperature fluctuations are a concern, SPC vinyl will offer superior performance compared to WPC or LVT flooring.

The dense structure of SPC vinyl's core construction makes it less susceptible to movement.

WE ARE VERY EXCITED TO LAUNCH THIS PRODUCT AND HOPE OUR PRODUCT PROVIDES YOU WITH AN EXCELLENT FLOORING OPTION AT A GREAT PRICE POINT FOR YOUR CUSTOMERS. IF YOU NOTICED, WE HAVE GIVEN THE COLORS IN THE COLLECTION NAMES THAT REPRESENT AMERICA. WE BELIEVE YOUR CUSTOMERS ARE LOOKING FOR AMERICAN MADE PRODUCTS.

IF YOU OR YOUR CUSTOMERS HAVE ANY QUESTIONS AT ANYTIME, PLEASE CONTACT ME.

