

# Press Release



Formica  
Flooring

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FOR IMMEDIATE RELEASE

## **Formica Flooring Develops Moisture Warranty** *Product performance inspires enhanced residential coverage*

**Barnwell, South Carolina, March 7, 2007** – Formica Flooring has extended its existing residential product warranty to include topical moisture damage. The topical moisture warranty, effective March 1, 2007 states that the floor will resist topical moisture damage caused by normal household spills and cleaning when Formica Flooring recommended accessories and cleaning practices are used. The topical moisture warranty excludes all beveled edge products in heavy moisture areas such as bathrooms and saunas.

“We are very pleased to offer this increased warranty protection on Formica Flooring products,” said Ken Peden, Kronotex USA COO. “In addition to a powerful brand name, exceptional styling and product performance, the topical moisture warranty is yet another selling point for Formica Flooring retailers.”

Formica Flooring laminate floors are also guaranteed not to fade, stain or wear through, nor will the locking mechanism pull apart. Products carry up to a lifetime warranty to the original residential customer. Complete details on all Formica Flooring residential warranties can be found online at [www.formicaflooring.com](http://www.formicaflooring.com).

Kronotex is the exclusive licensee in North America for Formica® brand laminate flooring. Kronotex U.S.A., Inc., a wholly owned subsidiary of KronoGroup Switzerland, is one of the largest laminate flooring manufacturers in the world. As an integral part of the company's worldwide strategy, Kronotex has recently constructed a modernized manufacturing facility in Barnwell, S.C. For more information on Formica Flooring, visit [www.formicaflooring.com](http://www.formicaflooring.com).

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