



LUXURY VINYL PLANK AND LUXURY VINYL TILE

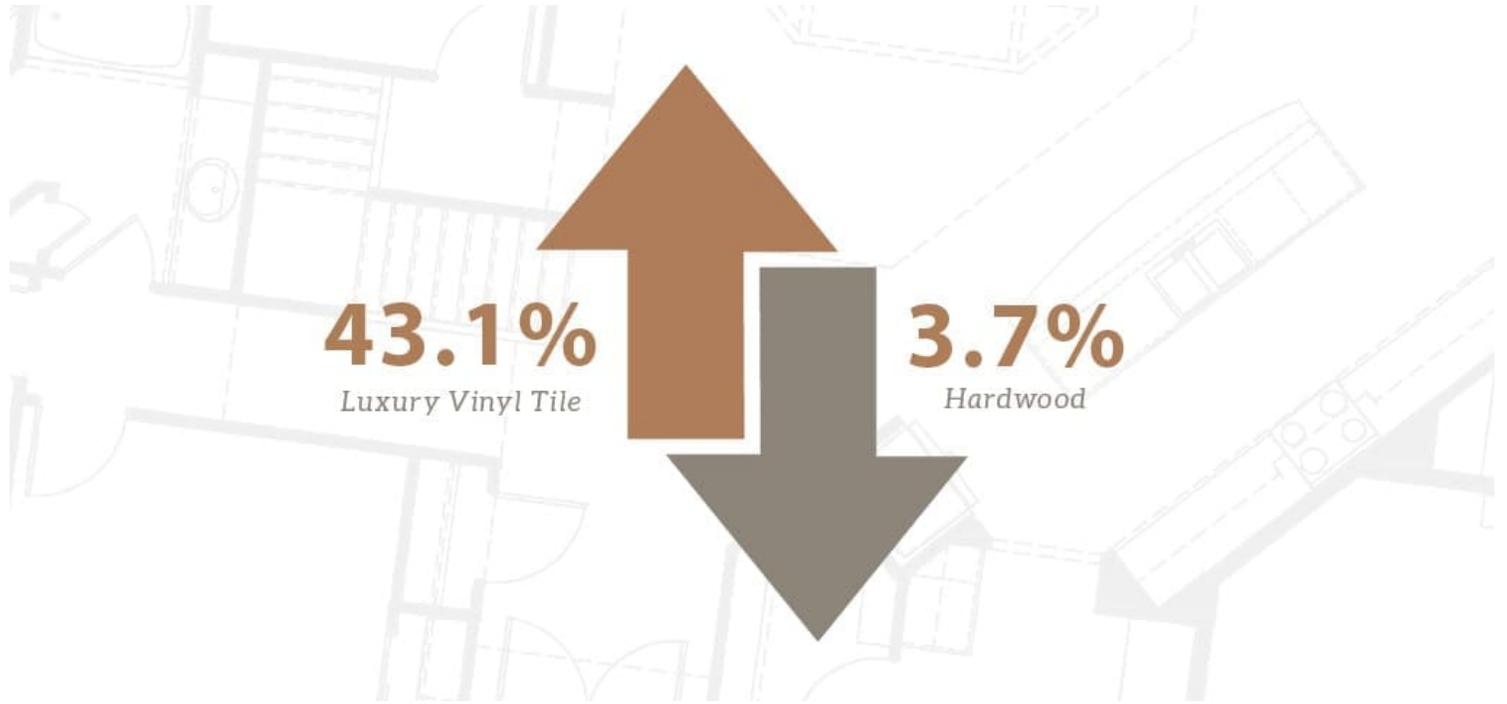


A Great Flooring Choice for the Particular, Perfectionists, Parents, and Pets!

It's resilient. It's easy to clean. And now, it's more popular than ever before.

Luxury vinyl plank and luxury vinyl tile flooring has been on the market for years. Known for its durability and functionality, LVP and LVT are a long popular choice for areas like mudrooms and bathrooms, but the flooring trend is hitting the main living areas of the home, and with good reason.

"Recent design enhancements in LVP flooring are mimicking real hardwood products more than ever. We are seeing wider plank designs, as well as long, unique visuals that really help reduce the manufactured patterns that once plagued LVP flooring," shares Jason Strobel of [Drexel Building Supply](#). "Manufacturers are really stepping up the aesthetics of their LVP and LVT flooring systems. With 7" and 9" wide planks, brushed and embossed textures, less repetition in patterns, and more realistic patterns across a variety of wood species, it's no wonder that resilient vinyl flooring installation is up 43% since 2017."



Referring to a recent study by Floor Covering Weekly magazine, Jason shared the rising popularity of vinyl flooring systems like the one in our new Parade of Homes Model, [The Harper](#). "People are really embracing LVP and LVT in their homes. In fact, the surface is on track to outpace hardwood, which has actually dropped in popularity nearly 4% since 2017," Jason adds.



But, it isn't just the new, enhanced textures and realistic visuals that make LVT and LVP a popular choice in the home. From ease of installation to its warm underfoot feeling, this flooring product offers many benefits in your new Demlang home. Jason offered the following advice and inspiration when it comes to choosing luxury vinyl flooring over tile, hardwood, or carpet in your new home:

- **Easier Installation** - Vinyl systems are now available without glue-down functionality, making labor simpler and less expensive than other products.
- **Humidity Neutral** - Changing seasons and humidity in Wisconsin can shrink and expand hardwood flooring, leaving gaps and bridging in your flooring system that vinyl simply isn't prone to.
- **Water Resistant** - While some manufacturers claim vinyl to be waterproof, we prefer to use the term water resistant, so don't fear puddles, leaks, spills, and overflows when you choose luxury vinyl products.
- **Warm to Touch** - Unlike cold ceramic products or natural stone, luxury vinyl tile is warm underfoot and can be installed with grout lines to mimic popular stone surfaces.
- **Simple Cleanup** - With a simple vinyl cleaner and microfiber cloth, new vinyl systems don't require a special cleaner, stripper, or other complex cleaning processes.
- **Resilient Surface** - Perhaps the best news for busy households, the resilient surface is scratch and dent resistant, making it a great choice for households with pets and kids.
- **Replaceable Planks** - If ever needed, your professional flooring installer can actually replace a plank, restoring your flooring to its like-new status.
- **Value Priced** - Elegant and realistic vinyl flooring options are priced competitively when compared to their wood, ceramic and stone counterparts.
- **Trending Now** - Because these products are manufactured and not harvested like wood, products can keep up with trends faster by "printing" the species of woods that are most popular at the time.



See the newest choices in LVP and LVT at our [Design Gallery](#) or visit Drexel's flooring showroom in Brookfield. Find recently updated design trends in light, natural woodgrains that truly mimic oak, hickory, maple, and more, all the ease and resiliency you'd expect to find in a luxury vinyl flooring system.