

COREtec[®]

the Original

PROPLUS

COREtec[®] PRO SERIES

Where style meets strength.



From one true original to another, it's a family affair!



The real values in life are those created and found within families; authenticity, trust and the opportunity given to be creative and express yourself. These same values drive our company and they define our corporate culture. We saw an opportunity to create a better floor. We chased a dream and created a whole new category along the way. As the innovators of COREtec®, the Original, 100% waterproof floor, we did just that. Today, our consumers are enjoying our solutions of stylish, strong floors that sustain real family lives - full of entertaining, kids and pets.

*"Click, lock, enjoy.
It is as simple as that!"*

It all began as an entrepreneurial business in 2001, within our founder's heart and spare bedroom as our "headquarters". With the invention of COREtec®, the original, patented, 100% waterproof floor in 2013, we grew rapidly to become the leading brand of these unique and highly innovative products. We launched our European division in 2016 and that same year were acquired and embraced into the family of Shaw Floors, an industry leader and subsidiary of Berkshire Hathaway, led by the world-renowned investor, Warren Buffett.

We've come a long way from where we started to where we are now. But those family values guide us still. Led by management and embraced by every employee, dealer, and partner, we are recognized as the problem-solvers, innovators and design enthusiasts. Today we offer an incredible range of resilient, durable floors that can be purchased, installed and lived upon in one single day. Click, lock, enjoy. It is as simple as that!

The most difficult task will be choosing from our wide variety of life-like decors. But don't worry, you are sure to find one to match your style because we have a floor for every personality.

Welcome to our family, We promise to remain authentic to the core.

What's in your core?



Your COREtec® floor
always fits your style &
stands up to real life,
it's engineered for simplicity.



Always fits your style

We have a passion for providing a wide selection of authentic natural looks, so you can express what makes you, you. Persistent in product innovation - including micro-beveled edges, enhanced painted bevels and Embossed in Register technology - we create the most appealing designs and textures available.



Stands up to real life

Our floors are 100% waterproof, kid-proof and pet-proof. Try them in your kitchen or bathroom: they won't warp or buckle, even if submerged in water. Our 100% waterproof core, resilient vinyl and protective wear layer will keep your floor looking good for the life of your home. So naturally, all COREtec® floors come with a limited lifetime residential warranty.



Is engineered for simplicity

COREtec® is easy to install, to care for and to live with. Its secure angle tap system doesn't require any glue or nails and can be installed over existing floors without additional underlayment. Forget about sanding, polishing, sealing or refinishing: our floors are maintenance-free.

There's a million reasons to choose COREtec®, but here's our top 6.






Our floors:

- ✓ Will not expand or contract
- ✓ Reduce noise
- ✓ Have superior scratch & stain resistance
- ✓ Do not need to acclimate
- ✓ Are suitable for underfloor heating & cooling
- ✓ Install on any surface



Cork, the natural choice

All our floors have a unique attached cork underlayment. Why? It's warmer, quieter and easily installs over existing hard surfaces, perfectly concealing imperfections in subfloors. And: it's one of the most sustainable materials out there. Cork is harvested from the cork tree and can be re-harvested every decade without damaging the tree. A natural solution that brings only benefits to your home or business:

-  added sound insulation
-  a comfortable and warmer floor
-  a natural protection against mold & mildew
-  no need for separate underlayment
-  absorbs subfloor imperfections



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