



## Press Release

*For Immediate release*

### **Why we do tiles – from planks to large format**

Toronto, May 2015 – LSI Floors is a leader in luxury vinyl tiles and planks for high performance applications in commercial, healthcare, retail and hospitality facilities.

LSI vinyl flooring is durable, impervious to water, resists stains, and is simple to maintain and disinfect while easily carrying the load of heavy equipment. The dimensional stability built into each LSI tile and plank ensures the product will not shrink and will comfortably live up to the life-cycle of any installation. LSI has also engineered the surface of the product to include an anti-slip technology.

So why tiles? Two key reasons; Aesthetics and Function. The format of the tile or plank, by virtue of its scale provides superior printing quality to that found in the large format of sheetgoods. The printing process at this smaller scale allows the use of more colors on the press. This gives each image the realism that has been achieved in the LSI tiles. By using 6 or more colors the result is greater depth, more intense color and finer detailed images; cow hides that you can reach out and touch, green grass enticing you to remove your shoes and wiggle your toes, finger prints that make you check your DNA.....

This scale and format mimics the natural material reflected in the design. Greater variation in layouts are possible; checkerboard pattern, off-set tiles, the insertion of grout lines, all patterns that can be achieved with the natural materials but at a fraction of the cost and with greater functionality.

The format of the tiles and planks improves the function of the flooring as it simplifies the installation. It is easier to cut the tiles and lay them in place thus reducing the cost of the installation. Replacement of damaged areas can be achieved by removing the marred tiles and replacing them with new tile or plank without disturbing the entire floor.

LSI. Expressive Floors™ for creative minds.

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