

# Success of First Resilient Flooring to Feature Scotchgard Protector Prompts Line Expansion

"All Traffic Welcome" on Congoleum Xclusive

Congoleum Xclusive, the first ever resilient flooring featuring Scotchgard protector built into the wear surface, now is available in 10 new patterns and 46 colors. The stain-resistant flooring, introduced last year, impressed consumers with its easy-to-clean surface, prompting the company to provide consumers with a wider range of choices containing Scotchgard protector. Tests have shown that tough spills - like mustard, red wine, even dried latex paint - easily wipe away, keeping resilient flooring looking better longer.

"Congoleum Xclusive has been well-received because it is beautiful and extremely easy to care for. It is constructed to withstand day-to-day traffic, dirt and stains better than other resilient flooring, because it features built-in Scotchgard protector, which repels even the toughest spills," said Steve Macalus, marketing development manager, 3M Protective Materials. "On their own, Congoleum and Scotchgard are revolutionary brands and, together, the technologies have resulted in a superior flooring surface."

By combining the style and durability of Congoleum resilient flooring with the legendary stain resistance of Scotchgard protector, Xclusive offers consumers an irresistible combination of performance and beauty.

Available where fine floor coverings are sold, Congoleum Xclusive comes in 12 foot widths and includes a patented nylon and aluminum oxide reinforced surface, extra thick construction and a limited five-star lifelong warranty, which ensures that "All Traffic is Welcome" on the new flooring.

For more information on Congoleum or for helpful remodeling, redecorating and home planning advice, consumers can visit Room Vision at [www.congoleum.com](http://www.congoleum.com), a simple design tool that will help them select the right Congoleum product for their home.

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