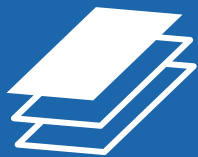




Congoleum[®]
American Contemporary Flooring

LSB/CONGOLEUM ADVANTAGE



Wear Layer

Congoleum's extra thick PVC wear layer gives the product superior durability, significantly decreasing in-plant damage, thus reducing cost and saving time.



Engineered for the Factory Built Market

The White Shield Felt Backing was specifically designed to allow for perimeter installation of Congoleum products.



Cleanability

Congoleum's patented fusion technology leaves floors virtually impenetrable to household stains.



Inventory on Hand

Congoleum and LaSalle Bristol keep a combined total of 1,425,000 yards of inventory on hand at any given time to ensure the best level of service.

LSB/CONGOLEUM ADVANTAGE

 <p>Brand Differentiation</p>	<p>Congoleum has over 500 design cylinders to provide a wide array of design options.</p>
 <p>National Footprint</p>	<p>In 2015 Lasalle Bristol delivered 5.5 million yards of Congoleum flooring from 14 distribution facilities all strategically aligned to best service the industry.</p>
 <p>Regular Audits</p>	<p>LaSalle Bristol is the only vendor conducting quarterly flooring audits at all manufacturing facilities to ensure proper storage and installation thereby minimizing field failure risk and service cost potential.</p>
	<p>All Congoleum products are FloorScore certified.</p>



WHY CONGOLEUM?

Committed to delivering industry-leading quality, design and innovation across all products that are proudly designed and manufactured in the United States. Congoleum has supported the manufactured housing industry for 55 years and is the preferred brand, as evidenced by our 70% plus market share.

INDUSTRY EXPERTISE

Congoleum supports the manufactured housing industry with dedicated resources in every aspect of the business including manufacturing and technical specialists to ensure outstanding product satisfaction.

Product construction, ease of installation, resistance to in-plant damage, clean-ability, service and technical support have made Congoleum the preferred brand in many plants throughout the industry .



DESIGN

We have a world-class design team focused on the specific trends within the housing market and the ability to produce “special” constructions, designs and colorations to meet the needs of the industry. This leverages trend research and manufacturing expertise to deliver the best of design realism and product performance.

NATIONALLY RECOGNIZED BRAND

We have been manufacturing resilient flexible flooring for 130 years in the United States and consistently rank in the top (3) flooring companies for unaided brand awareness with consumers.



FEATURES & BENEFITS

BETTER



DiamondFlor®



DiamondFlor by Congoleum features state-of-the-art color processing to ensure outstanding designs and beautiful colors. The extra tough wearlayer, dense foam and Whiteshield® backing make DiamondFlor the perfect mid-market product.

Manufacturing Advantages: Congoleum’s patented PVC wearlayer fusion technology delivers ease of clean up coupled with unmatched durability against in-plant damage.

BEST



LUXFLOR™



LuxFlor by Congoleum sets a new standard for the manufactured housing industry providing exceptional durability, contemporary design and installation flexibility unlike any other flooring available.

Manufacturing Advantages: Only Congoleum offers Scotchgard™ for exceptional stain protection and the easiest cleanup.

The extra thick UltraShield® urethane wearlayer is the ultimate protection against cuts, scratches and scuffing

Product Feature	DiamondFlor	LuxFlor
Ease of Installation	★★★★	★★★★★
Design and Color Options	★★★★	★★★★★
Damage Resistance	★★★★	★★★★★
Width Availability - 13'6", 15'6"	✓	✓
Realistic Texture	✓	✓
Made in the USA	✓	✓
FloorScore Certified	✓	✓
Anti-Bacterial Silver		✓
UltraTec Backing		
Durability & Performance		
PVC Wear layer Formulation	✓	✓
Urethane Coating		✓
Scotchgard Protector		✓
Matte Gloss		✓
Stain Resistance	✓	✓
Advanced Stain Protection		✓
Superior Scuff Resistance		✓
Outstanding In-Plant Performance & Homeowner Ease of Maintenance	✓	✓
Warranty		
1 yr. Manufacturing Defects	✓	✓
1 yr. Asphalt Staining Warranty	✓	✓
1 yr. Cold Crack & General Warranty		✓

DESIGN EXPERTISE & INNOVATION

“GOOD DESIGN DOESN’T JUST HAPPEN.”



Doty Horn is the Senior Vice President of Design at Congoleum and is the Founding Director of ColorVoyant, a visionary color marketing firm formed in early 2011. Ms. Horn’s background is anchored in the interior and fashion industries and includes design work for Armstrong, Formica, Cole of California, the Fashion Institute of Design and Merchandising. She was also the Director of Color and Design for Benjamin Moore Paints.

Doty believes that in any industry, color and design are the two threads that tie everything together. Extensive global travel is the foundation for understanding trends in color and design. When properly leveraged, the combination can drive powerful emotional connections in the consumer market. Under Doty’s direction, Congoleum’s world-class design team, comprised of experts in color, texture and pattern design, create unique design and color combinations that are both on-trend and market driven.

Doty is also a member of The Mix / Global Color Research Panel, a London-based forecast agency, and has been a keynote speaker at trade shows and associations, which include NeoCon, Print Source, Global Tex, KBIS, Surtex, High Point, NY Gift Show, IFDA, ASID, and CMG (Color Marketing Group)

***“WE’RE SERIOUS ABOUT OUR BUSINESS,
AND OUR BUSINESS IS DESIGN.”***

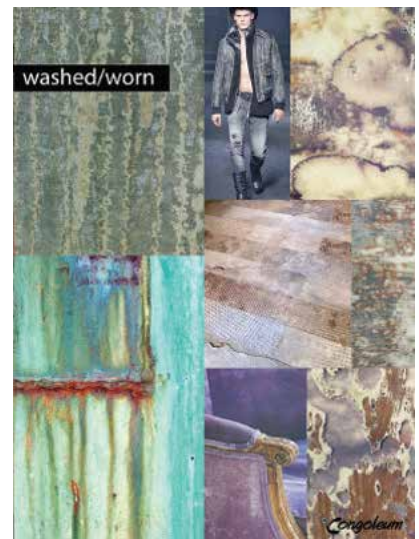
DESIGN PROCESS

IDENTIFY

IDENTIFY GLOBAL & NATIONAL DESIGN TRENDS



IDENTIFY THEMES & SUPPORTING TRENDS





DESIGN PROCESS

VALIDATE

ANNUAL DESIGN SURVEY

Conducted throughout the United States and Canada, it is intended to validate the most resonant trends and themes for the coming year.

*2016 DESIGN SURVEY INCLUDED **96** NEW DESIGN IMAGES FROM WHICH WE RECEIVED EXTENSIVE RESPONSE AND FEEDBACK FROM RV & MH INDUSTRY DESIGNERS.*

Additional feedback received from the following markets:

- Commercial
- Builders
- Consumers
- Retailers
- Designers
- Distributors

*CONGOLEUM HAS **OVER 500 DESIGN CYLINDERS** TO PROVIDE A WIDE ARRAY OF DESIGN OPTIONS.*

DESIGN PROCESS

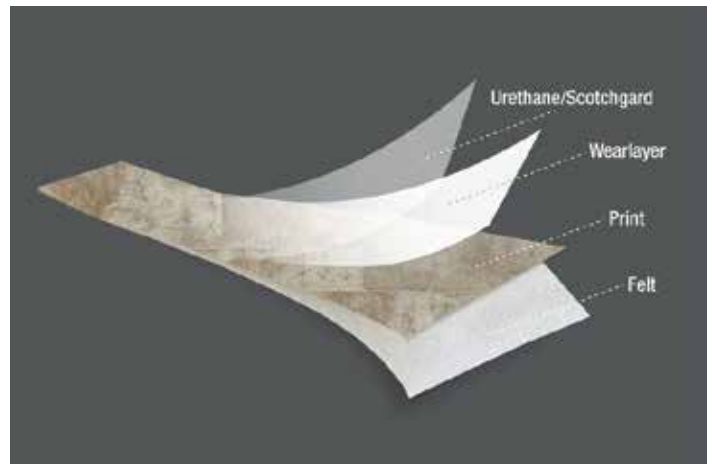
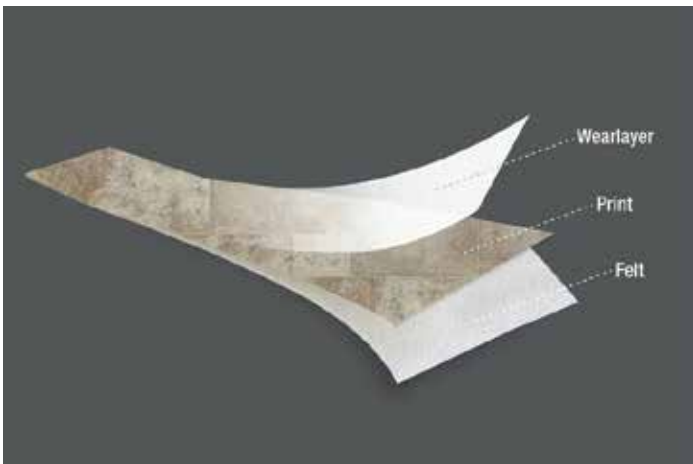
TRANSLATE

TRANSLATE TRENDS INTO FLOORING SPECIFIC DESIGNS
AND SUPPORTING COLOR STORIES



CONSTRUCTION

ENGINEERED SPECIFICALLY FOR MANUFACTURED HOUSING



Exceptional layer system provides strength, flexibility & dimensional stability.

PERFORMANCE & DURABILITY

Congoleum is committed to using the highest quality materials with a strong focus on developing the most reliable flooring products in the industry. Congoleum flooring is built to withstand the elements of a fast-paced production environment and significantly decrease the chance of any in-plant damage.



WHY FELT?

EASE OF INSTALLATION

The WhiteShield® Felt Backing is the primary reason that Congoleum products are easier and faster for plant personnel to handle and install. Congoleum White Shield Felt is more flexible, allowing the product to be installed without extreme tension or special tools.

DENSER, LAYERED CONSTRUCTION

Congoleum products provide a denser layered construction versus competitive products, starting with the dense limestone composite construction of the WhiteShield® Felt Backing. This dense limestone composite base resists indentions and gouging, providing improved plant and consumer damage performance.

DESIGN REALISM

Congoleum WhiteShield® Felt Construction utilizes both overall mechanical embossing and in-register chemical embossing. This dual texture process allows for much greater realism in the graining and board definition on wood designs, and more realistic grout definition on tile/stone designs. Fiberglass products are only able to utilize overall mechanical texture.

MOISTURE WICKING

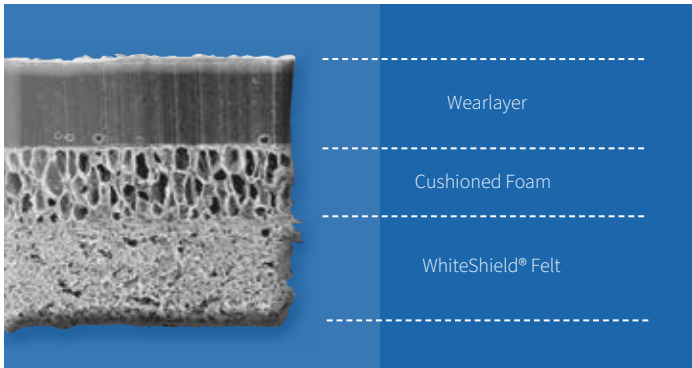
WhiteShield® Felt Construction allows nominal levels of moisture to migrate to the edges of the flooring where it can evaporate. This wicking of moisture helps to mitigate potential mold and mildew growth that can occur with competitive products.

EASE OF REPAIR

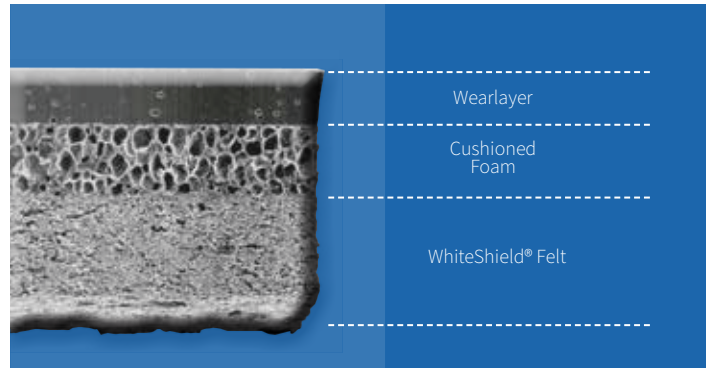
Congoleum products are easily repaired with the Congoleum Bond&Seal repair adhesive. Bond&Seal bonds all layers of the Congoleum flooring to provide a permanently bonded, long-lasting, inconspicuous repair. Comprehensive, in-plant repair seminars are conducted frequently in manufacturing facilities as required.

WEAR LAYER

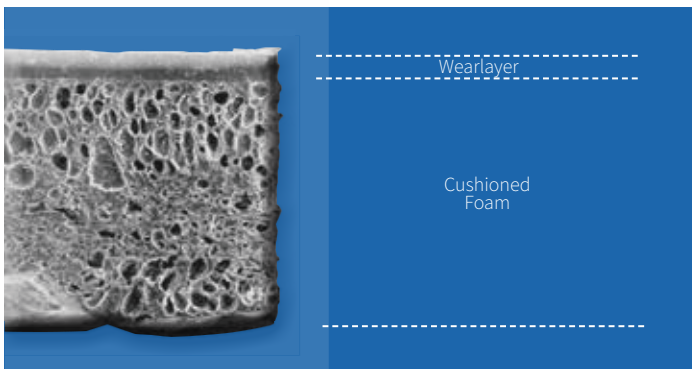
LUXFLOR



DIAMONDFLOR

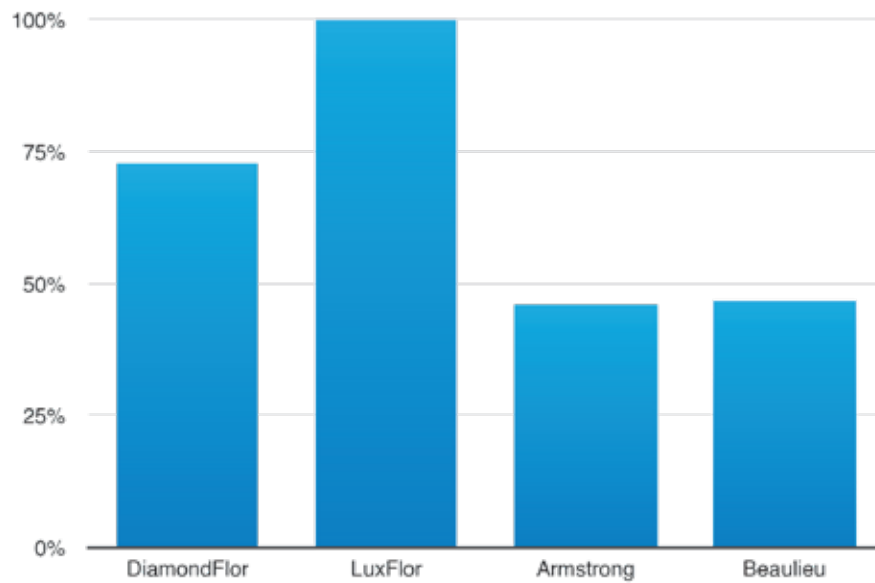


BEAUFLO



Thick wear layer and high density layered construction deliver exceptional damage resistance.

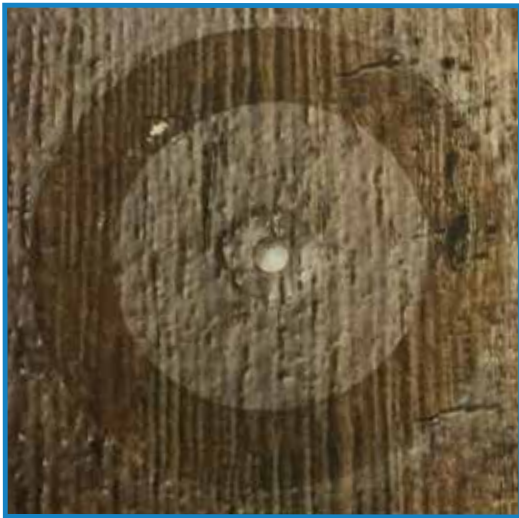
GOUGE RESISTANCE



ABRASION TEST

CONGOLEUM DIAMONDFLOR

5,500 CYCLES



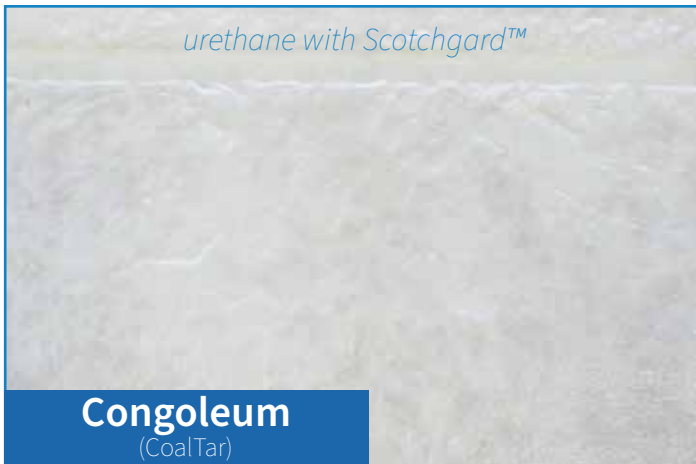
BEAUFLOR

3,000 CYCLES



EFFORTLESS CLEANABILITY

Congoleum's patented fusion technology leaves floors virtually impenetrable to household stains including asphalt and asphalt sealants.



Even tar will not stain.



Easy drywall dust removal.

REPAIRABILITY

Floor damage in the manufactured housing and recreation vehicle production environments is inevitable but now messy repair work isn't.

Introducing Congoleum Bond&Seal, a specially formulated adhesive and sealer designed for repairing Congoleum perimeter fastened vinyl sheet flooring. Small cuts, nicks and gouges can be repaired quickly and easily by replacing the damaged area with a small triangular repair piece.

The result is an inconspicuous, virtually invisible repair that will last for years. Bond&Seal bonds the new repair piece to the floor and seals the seam cuts to resist penetration of dirt and various liquid spills. The water-based formula makes it safe and easy to use with only water cleanup.



FEATURE	BENEFIT
2-IN-1 FORMULA	ALL-IN-ONE ADHESIVE & SEALER
DRIES CLEAR	INVISIBLE SEAMS
WATER CLEAN-UP (WHILE WET)	NO SOLVENTS REQUIRED
WATER RESISTANT	NOT AFFECTED
ECONOMICAL	EACH UNIT MAKES 15-20 REPAIRS



ABOUT LASALLE BRISTOL

LaSalle Bristol, LP sources, manufactures and distributes products for the factory-built housing, recreational vehicle (RV), commercial, and other related markets across the United States and Canada.



LaSalle Bristol Manufacturing's innovative ability to manufacture and assemble products allows us to provide optimal third party logistics to our customers.



LaSalle Bristol Distribution is focused on providing the best on-time, in-full service to our customers throughout North America. We strive to consistently deliver the products our customer's want when they want them to all their locations.



LaSalle Bristol Global Sourcing has the structure and scale to offer customers in all of our markets access to the benefits of our integrated global sourcing capabilities.



RECREATIONAL VEHICLES & MANUFACTURED HOUSING

LaSalle Bristol, LP sources, manufactures, and distributes products for the factory-built housing, recreational vehicle (RV), commercial, and other related markets across the United States and Canada.

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