



WATERPROOF FLOORING

Everything You Need to Know



Water Resistant vs. Waterproof

One of the first things one should know when shopping for a new floor is that “Water Resistant” is not the same thing as “Waterproof”. With that in mind, what exactly does it mean if something is water resistant?

When a product claims to be water resistant there is typically a component of that product that can be damaged by moisture.

Take cork-backed vinyl for example - the vinyl resists water very well! But the cork attached to the back of the board absorbs moisture which can lead to mold under your floorboards. So if you installed corked-backed vinyl and spilled some water on the floor, you’re fine. Wipe it up because the vinyl top of the board can resist water. However, if you spilled a cup of water on the floor and left it there to spread, the moisture could seep under the board and meet with the cork, which would absorb it over time leading to damage.

The core determines whether the material is truly waterproof. Rigid Core material, also known as SPC, as well as porcelain and ceramic, are the best waterproof options. Vinyl planks (no cork backing) that are vinyl through the core, are 100% waterproof.

Because of its increased durability, waterproof material does add to the cost of the product, so if you are replacing the floor in a part of the home that doesn’t see a lot of moisture, water-resistant may be sufficient.

On the other hand, if you’re going to install a new floor it may be worth spending a little more to ensure that it can withstand the types of things that life can throw at it, especially if you have children or pets.

	Water Resistant	Waterproof
Not immediately impacted by spills	✓	✓
Immune to damage from prolonged exposure to moisture	✗	✓
Acts as a water barrier that protects subfloors and surrounding structures	✗	✓

Why Waterproof?

We love our families, but let's be honest – kids and pets can be expensive! And when accidents happen and things get damaged, those expenses can be compounded.

Spills and pet accidents are just one issue to contend with. There are also parts of your home that are more humid than others, and parts that are exposed to more moisture – like basements and bathrooms.

The more likely moisture is to be on the floor, the more you should consider waterproof flooring. Anything less – even water resistant flooring, will eventually fall victim to life's daily disasters.



Kidproof



Petproof



**Humidity/
Moistureproof**





Options and Styles

From timeless porcelain and ceramic tile to recent advances such as Vinyl Plank and Rigid Core Vinyl, there are many options for flooring that is waterproof. Furthermore, there are countless styles and color choices available. Looks such as stone and hardwood; exotic bamboo; walnut; and other wood species are just a few of the many available options.

Tile

Porcelain and Ceramic tile are completely safe from moisture and entirely waterproof. However, the grout that the tile is installed with can be damaged with moisture. So while the product is waterproof, the material it's installed with may be vulnerable to moisture damage.

Vinyl Plank (EVP/LVP)

Vinyl Plank Flooring is an ideal solution for spaces such as basements, kitchens, bathrooms, restaurants and cafes. It is a great option for those with pets that worry about accidents.

In addition, vinyl plank flooring is very durable with commercial grade wear layers that can withstand heavy traffic. Larger commercial spaces can benefit from a glue down vinyl installation.

Many businesses and households love that vinyl is durable and easy to maintain. Regular sweeping and weekly mopping is all you need to keep your floors looking great.

Rigid Core Vinyl Flooring (SPC/WPC)

Rigid Core Flooring is comprised of polyvinyl chloride, plasticisers and either stone (SPC) or wood (WPC) components to achieve a strong and durable core.

With today's digital printing technologies, SPC and WPC tiles and planks that resemble wood, stone, ceramic, marble, and unique finishes are easy to produce both visually and texturally.

The protective wear layer, synthetic backing and strong core material makes SPC impervious to water damage. As a result, it is **the hero of waterproof flooring**.



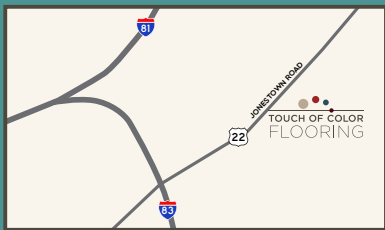
Brands

There are numerous brands offering waterproof flooring options, and Touch of Color's curated selection includes only the best.

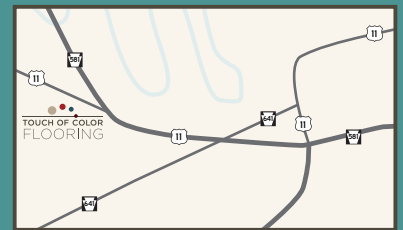
Come visit us and speak to one of our trusted advisors and flooring experts who will be happy to guide you through the various options available to you and help you make a selection that will fit your needs and budget!

LAMINATE TILE CARPET HARDWOOD






HARRISBURG
5017 Jonestown Rd
717-585-6729



MECHANICSBURG
97 Gateway Dr
717-590-8053



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FLOORING**