

Carolina Lifestyles
COLLECTION



**MULTICORE &
MULTICORE PREMIUM**

What is “WPC”?

- **Wood-Plastic Composites** (WPCs) are composite materials made of wood fiber and thermoplastic(s) (includes PE, PP, PVC, etc.)
- The most widespread use of WPCs in North America is in outdoor deck floors, but it is also used for railings, fences, landscaping timbers, siding, park benches, moldings and trims, window and door frames, and indoor furniture
- Wood-Plastic Composites were first introduced into the decking market in the early 1990s

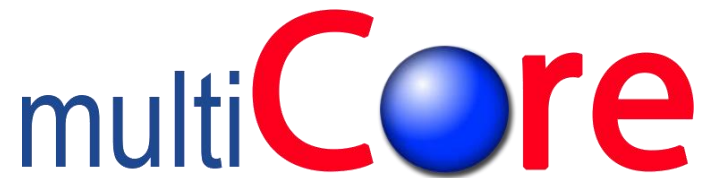
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Background & Market Info

- There were very few players until 2015, however...
- It is estimated that the market for WPC types of flooring is already at \$380 million wholesale in 2016, so a category that is growing incredibly fast and unprecedented!
- Players already established:
 - U.S. Floors CORETEC and CORETEC PLUS
 - Thicknesses vary and they do include cork backing on PLUS
 - Shaw FLOORTE'
 - Have differing products but mainly is 5.5mm (4mm core + 1.5mm Vinyl top layer)
 - Does not have any backing

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***So how do MultiCore &
MultiCore Premium Compare
to the Competition?***



- MultiCore is a NEW version of WPC – No competitor has this yet >> Haines is First-to-Market!
- Multicore does not contain wood fibers, thus does not need legal certifications (FSC, Lacey, Prop 65, etc.)
- MultiCore is rigid, stable and 100% waterproof

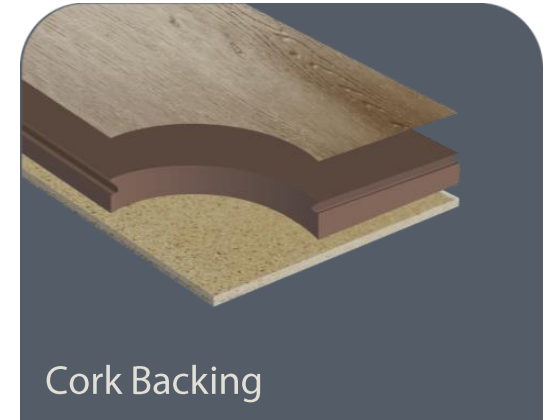
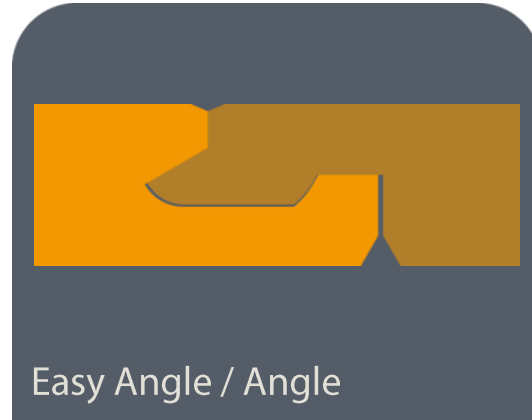
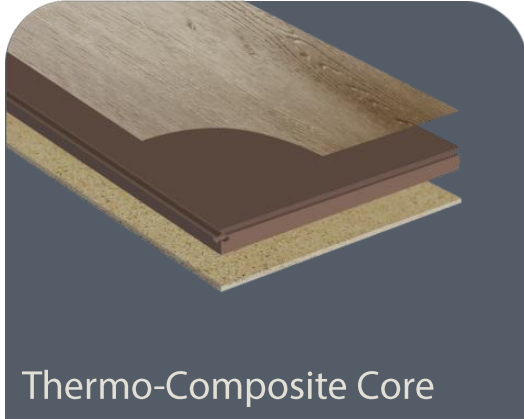
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- MultiCore does NOT have a vinyl glued to the top – the décor film + 12 mil Wearlayer are *melded* to the core
- MultiCore also features a Quartz-Enhanced urethane
 - Many off-brand WPC competitors have no urethane
- MultiCore has a cork backing
- MultiCore features a Lifetime Residential Warranty

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multiCore



- Rigid core minimizes issues with uneven subfloors!
- 100% Waterproof!
- Easy Angle/Angle – Easy to Install! (Like MultiClick)
- FloorScore Certified!
- Ortho-Phthalate Free!
- Perfect for Kitchens, Full Bathrooms, Basements!
- Warm & Comfortable underfoot!
- No need for underlayment!



by  SCS Certified



5.0 mm Thick, 6" wide, 47 ¾" length

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267 Brighton Oak



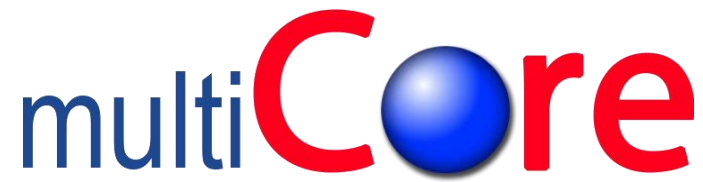
953 Alamosa Acacia



126 Brazilian Walnut



348 Blue Ridge Elm



5.0 mm Thick, 6" wide, 47 ¾" length

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421 Riverside Oak



205 Fawn Oak



775 Frosted Barnwood



349 Java

multiCore Premium

- MultiCore Premium is similar to the traditional overall construction of “WPC” type products
- But again -- Multicore Premium does not contain wood fibers, thus does not need legal certifications (FSC, Lacey, Prop 65, etc.)
- MultiCore Premium is rigid, stable and 100% waterproof
- MultiCore Premium is 6.5mm in overall thickness!

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multiCore Premium

- MultiCore Premium has an EIR vinyl layer glued to the top
- MultiCore Premium has a 22 mil commercial wearlayer and features a Quartz-Enhanced urethane
 - Many off-brand WPC competitors have no urethane
- MultiCore Premium has a pre-attached cork backing
- MultiCore Premium features a Lifetime Residential Warranty and 15 Year Commercial Warranty!

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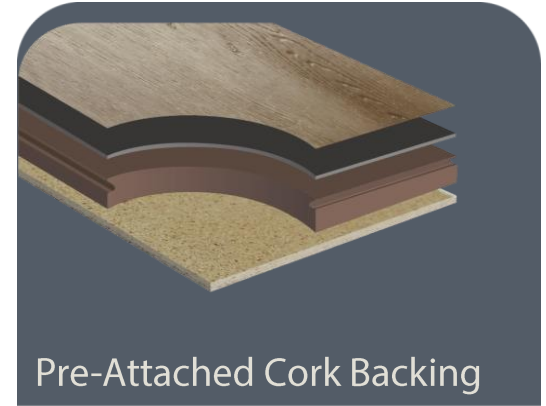
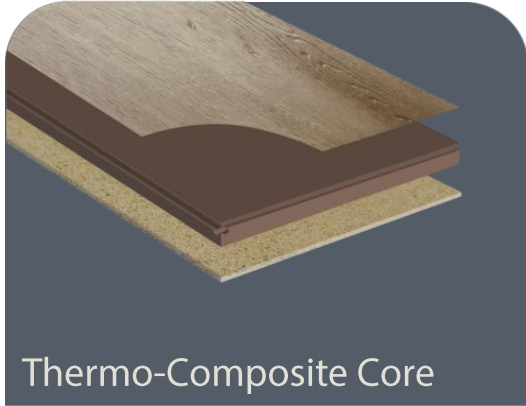
multiC^{ore} Premium



**EIR = Grain Matched
Texture**

- MultiCore Premium has the most realistic surface texture of any product in the category!
- The embossed-in-register (EIR) finishing process matches the texture to the grain pattern
- The result is a surface texture that is almost indistinguishable from real wood planks!

multiCore Premium



- EXTRA Sound Absorbent
- EXTRA Impact Resistant
- Rigid core minimizes issues with uneven subfloors!
- 100% Waterproof!
- Tap-Down End lock– Easy to Install!
- FloorScore Certified
- Ortho-Phthalate Free



- Perfect for Kitchens, Full Bathrooms, Basements!
- 100% Recyclable “Green Product”!
- Warm & Comfortable underfoot!
- No need for underlayment...
 - Pre-Attached Cork Backing!

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multi**C**ore Premium

Embossed in Register 6.5mm Thick, 7.1" Wide, 49" Length

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942 Sundance



940 Cambridge



944 Burnt Umber



097 Winchester



098 Camden



462 Aspen

multi**C**ore Premium

Embossed in Register 6.5mm Thick, 7.1" Wide, 49" Length



184 Brownstone



461 Loredol



1070 Chapel Hill Acacia



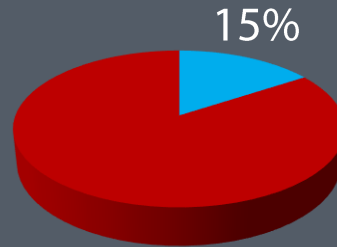
142 Williamsburg

Mutlicore & Multicore Premium Core Structure

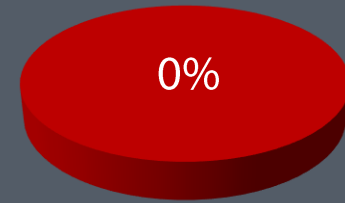
Wood Fiber Content in product base



Laminate



WPC



MC / MCP



No wood = No legal headache

100% Waterproof!
No reaction to humidity!

All wood based products are hygroscopic (will react to the moisture and humidity) and as a result will expand or contract accordingly.
The MultiCore structure contains **0% wood elements**.

Mutlicore & Multicore Premium Cork Backing

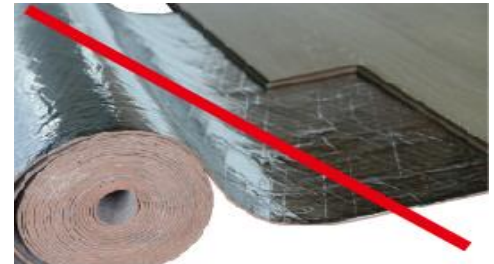
Cork has properties that make it perfect for flooring underlayment purposes:

- Quieter under foot vs. LV Click Options
- Cork is known for its acoustic insulating features
 - *MultiCore has an IIC sound rating of 70*
 - *MultiCore Premium has an IIC rating of 71*
- Cork is a naturally hypoallergenic product
- Cork resists mold & mildew better than traditional underlayments.

No underlay to purchase!

No expensive leveling compound to purchase!

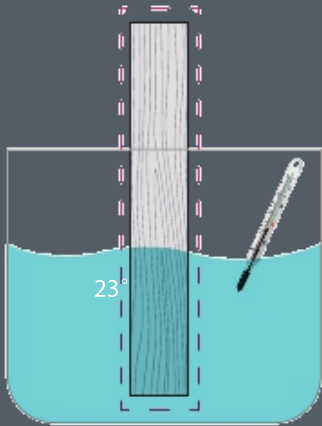
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Waterproof Properties vs. Laminate



< 16%

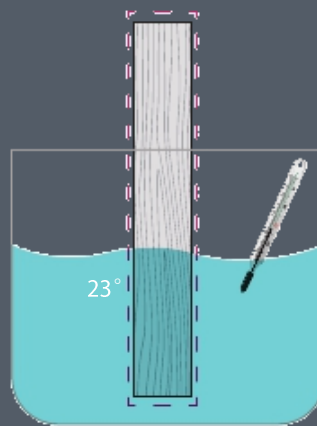


EU & US Standard

According to:
EU Standard: EN
13329:2006+A1:2008 < 18
US Standard: NALFA/ANSI LF-01-
2008 < 16

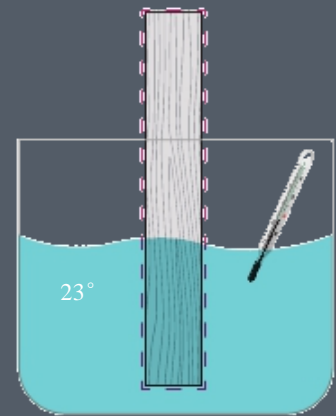
Product Swelling Test

< 12%



Premium Laminate
Brands

< 0.1%



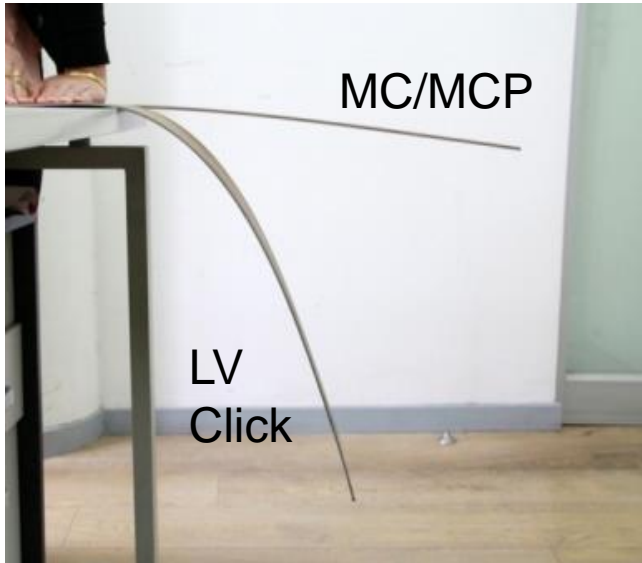
MultiCore

MultiCore and MultiCore Premium have been developed and tested to be 100% waterproof.

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MC & MC Premium

Hide Subfloor Imperfections!



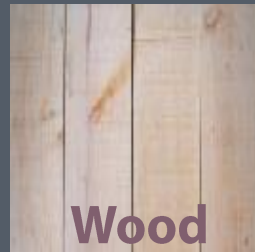
More Rigid vs. LV!

LVT Floor

multiCore

Uneven Subfloor

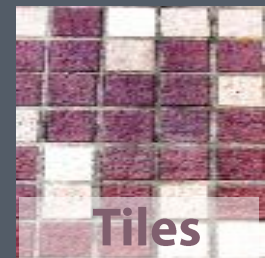
Invisible Underfloor Imperfections!



Wood

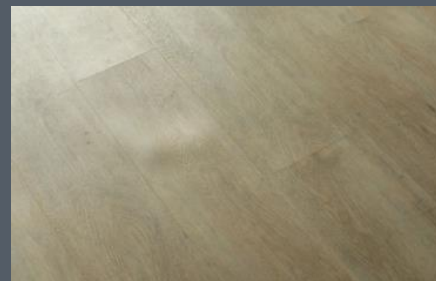


Cement

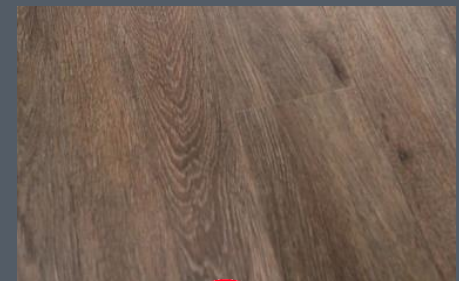


Tiles

Quick & Easy Install over any existing floor!



Standard Luxury Vinyl



multiCore

Ease of Installation MCP DropLoc TapDown

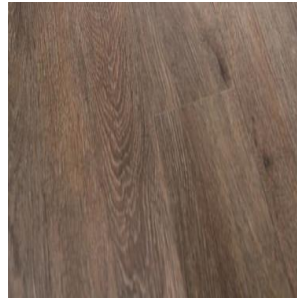
Step 1



Step 2



Step 3

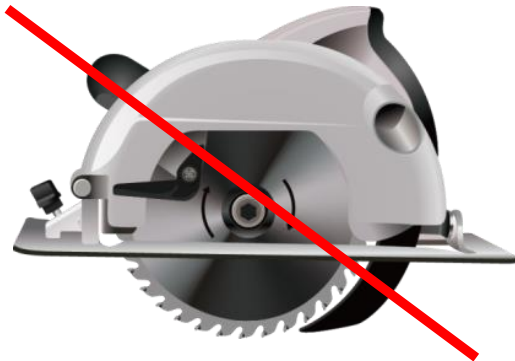


Easy to Uninstall



The Easiest Floor You Will Ever Install!

Effortless installation!



Expensive, Dangerous tools?

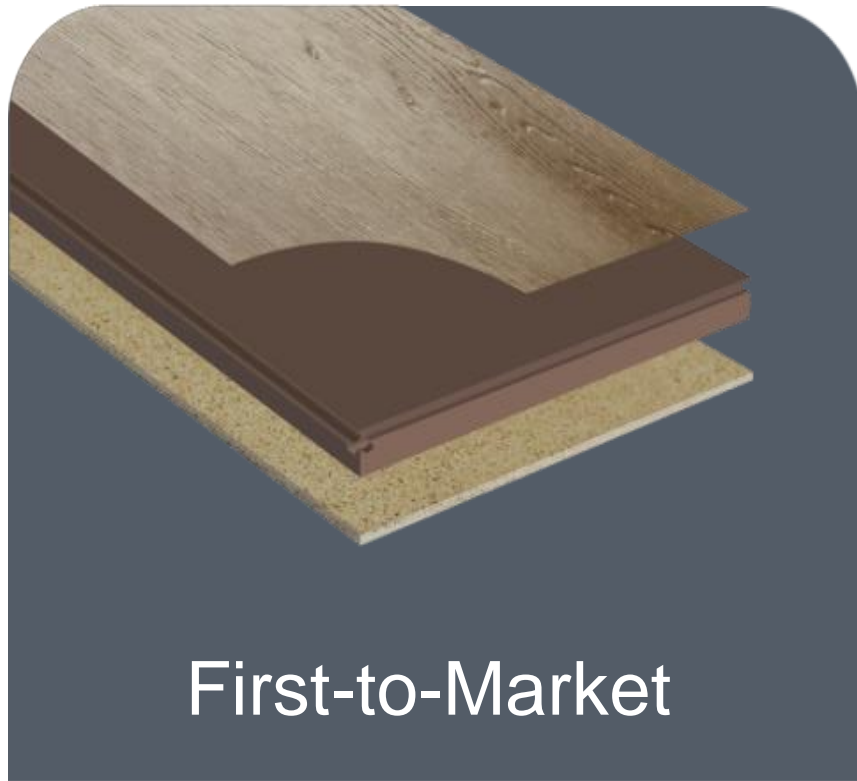
No Need!



Dirty - Dusty installation?

No More!

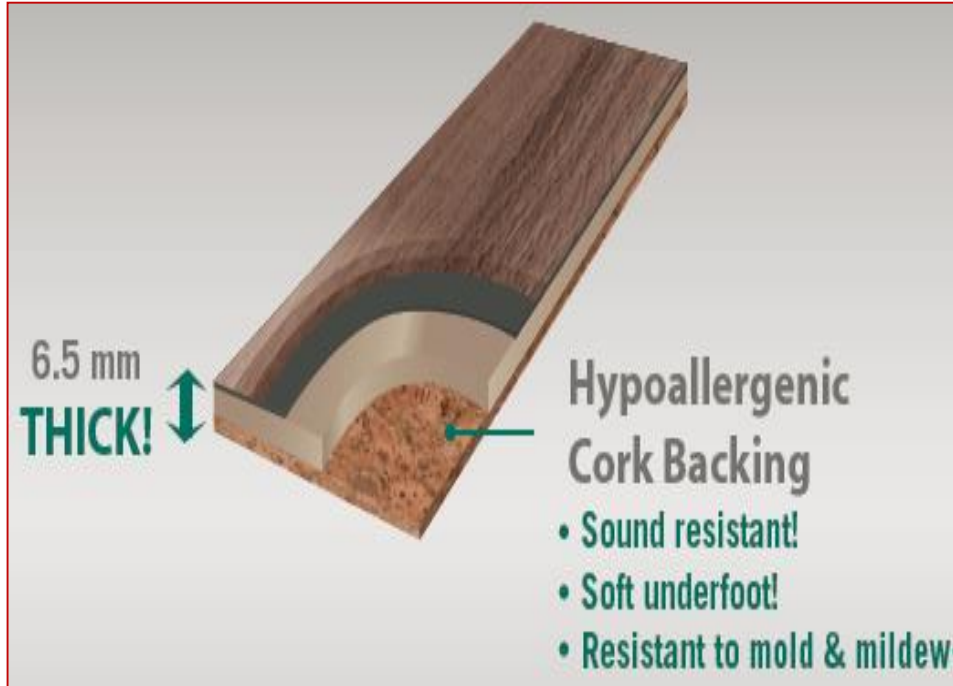
multiCore



- 5mm x 6" x 47 3/4" Plank
- Quartz-Enhanced Urethane
- 12 mil Wearlayer
- Lifetime Residential Warranty
- Pre-attached Cork Backing!

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multiCore Premium



***Every bell.
Every Whistle.
Great Price.***

- 6.5mm x 7.1" x 49" Plank
- Quartz-Enhanced Urethane
- 22 mil Commercial Wearlayer
- Embossed-in-Register Surface
- Lifetime Residential Warranty
- 15 Year Commercial Warranty
- Pre-attached Cork Backing!

Displays

- Two Step Racks
- 18 Sample Panels
- 2 Chainsets MC
- 2 Chainsets MCP

