

YOUR CHOICE INSTALLATION— A PROVEN SUCCESS

Congoleum was the first resilient flooring manufacturer to offer you a choice of perimeter or fully adhered installation for felt-backed sheet products. First introduced in February 1995, Your Choice quickly became accepted as a wonderful benefit. The response was so favorable, in January 1998, we engineered it into other Congoleum resilient felt-backed sheet products. The Your Choice products are:

XCLUSIVE™

ULTIMA®

DESIGNER INLAID®

UTOPIA™

HIGHLIGHT®

PACESETTER™

CONCEPT®

PRELUDE®

This is great news for you and your customers, because Your Choice offers more options, lower installation costs, broader product selection, and eliminates guesswork for salespeople and installers. It also means easier remodeling. Now, your customers can remodel as often as they please, and don't have to feel "stuck" to their old floors. Easier remodeling means more sales and more satisfied customers for you.

Since its introduction, Your Choice Installation has been a hit with retailers and installers. It's been a proven success!

YOUR CHOICE INSTALLATION OFFERS YOU:

- ***LOWER COST INSTALLATION***

The only adhesive required for either perimeter or fully adhered installations is Congoleum 3044 Premium Adhesive. There are no specialty adhesives to use, resulting in a cost savings of up to 70% with 3044. Plus, Your Choice products can be perimeter stapled, resulting in even greater savings!

- ***EASY REMODELING***

Because Your Choice products can be perimeter stapled, the consumer can remodel without the cost and mess associated with traditional tear-up and new floor preparation.

- ***BROADER PRODUCT SELECTION***

For those customers who prefer perimeter installation, Congoleum has the largest offering of perimeter installable products in the industry.

- ***NO GUESSWORK***

There isn't the challenge of remembering which products are perimeter installable and which are not. The entire Congoleum felt-backed product offering, Prelude and above, can be installed by either method.

- ***MORE PERIMETER INSTALLATION
OPTIONS***

Use the Perimeter Fastening Method on: floors in new home construction; over embossing leveler; substandard underlayments; and uneven concrete subfloors.

***Tell your customers about
YOUR CHOICE INSTALLATION
TODAY!***

WHAT'S WITH THE COMPETITION?

CONGOLEUM definitely has the advantage over the leading competition with our White Shield® Backing — It's simply the best in the industry.

- Excellent Dimensional Characteristics
- Flexibility
- Low Water Growth

We've tested our products. Now you can, too. Compare the flexibility of our products to our competitor's.

Wrap our product around a dowel rod. Now, wrap the competitor's. **WHAT A DIFFERENCE!**

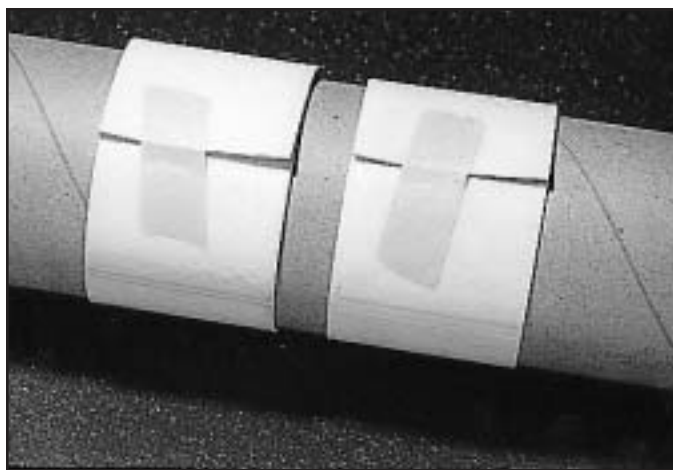


You can rest assured that Congoleum doesn't crack under pressure!

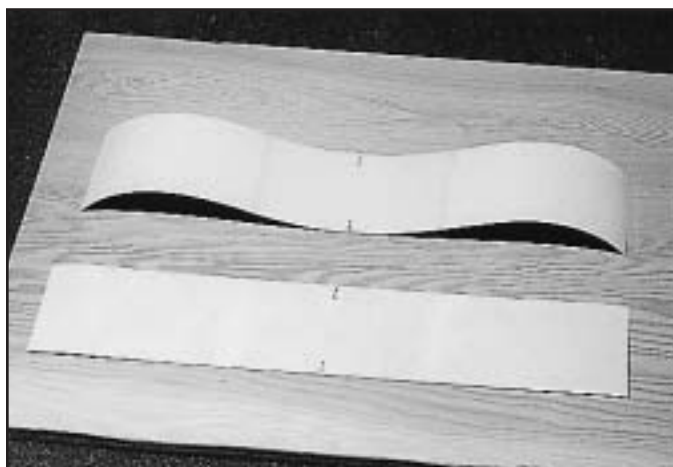
CONGOLEUM FLATTENS THE LEADING COMPETITION!

The "lay-flat" quality of our products is second to none! Want proof?

- Wrap a strip of our product and a strip of the competitor's around a 4" diameter tube. Keep them rolled up for 4 hours.



- Unwrap both samples, place on a flat board and staple each center.
- After 15 minutes, see the difference!



The Congoleum sample wants to flatten and relax. But the competitor's? It's too wound up to relax.

WE'RE GIVING YOU ALL THE ADVANTAGES!

- We have the largest line of products in the industry
- Fully adhere or perimeter fasten
- Lower product and adhesive cost
- One adhesive keeps it simple
- No carrier sheet to dispose of
- Improved dimensional stability
- Less subfloor staining
- Masking properties similar to flex
- Improved customer satisfaction
- Easy future remodeling