

H₂O

WATERPROOF FLOORING

The Fear of Liquid Evaporates

H2O WATERPROOF FLOORING

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Liquid vs Flooring

Once upon a time, in such a battle, liquid won.

It wasn't even a competition. Hitting the surface was just the start as it seeped through to the floor underneath. That made combating this slippery substance a tad tough.

Being out of sight didn't make matters better. Whether seen or unseen, a wet floor could lead to stains, mold or mildew.

The never ending question persisted,

**“How can this
be stopped?”**





Technology Steps In For Healthier Living

Advancements in technology impact all forms of life. Flooring has not been ignored. With groundbreaking introductions that address the liquid spill challenge, floor covering has emerged better than ever.

Other developments have bolstered its defense against soil, stains, odor and heavy foot traffic. More than ever, this flooring can endure the multitude of attacks it faces daily. When spills and stains can be quickly resolved, it makes for a healthier living environment. That's welcome news.

But one enhancement has the spotlight upon it – waterproof.



Waterproof Flooring Is Real

This is not a made-up tale. Waterproof flooring exists and lives up to its name. It truly does protect the floor below from the fear of liquid leaks above.

Plus, this technology is not restricted to one product category. Waterproof flooring can be found with carpet, hardwood, vinyl plank and vinyl tile.

Because appearance matters, waterproof flooring comes in a variety of looks and textures. That empowers it to fulfill the design intent for any home remodeling project.

Thanks to the waterproof feature, the horizon of possibilities has expanded for what different flooring can do and in what room it can be found.



Made For Real Life

For any floor covering, **performance is as equally important as appearance.** Waterproof flooring understands this well and is armed with the ability to withstand what life throws at it.

It's inevitable that flooring will end up with at least one, if not many, liquid spills. The technology behind waterproof flooring ensures those spills stay on the surface. It acts as a barrier, preventing liquid from penetrating on its path to the floor below.

Since liquid isn't the only danger a floor may encounter, these products house a few more defense mechanisms. They're friendly for kids and pets. The pitter-patter of little feet or the scampering of furry paws are no concern for this durable flooring. Moreover, waterproof flooring protects against odors, scratches, stains, soil, and even provides sound absorption, making it the perfect choice for when and where life happens.





There's Room For It

Some floor coverings are not known to be on agreeable terms with liquid. Defying the odds, the waterproof feature allows flooring that's not usually made for high moisture rooms to perfectly settle into those spaces. It also allows spills to remain within sight to be cleaned quickly and easily.

What rooms can welcome these revolutionary products?

Consider showcasing them in bathrooms, kitchens, laundry rooms, mud rooms or basements. Where moisture or liquid is prevalent, waterproof flooring rises to the challenge.

But there's no reason to confine these products. They're also enticing choices for other spaces such as living and family rooms, dining rooms, bedrooms, entryways and more.

Of course, this floor covering wasn't designed to tolerate standing water or flooding; however, when facing a quick cleanup from the typical splashes and spills that befall it, waterproof flooring emerges victorious.



Features & Benefits



Beyond Water Resistant, It's Waterproof:

Spills from all liquids stay on the surface



A Protective Shield: Easy to clean while protecting against stains, soil and scratches



Healthy Home: With its multitude of protections, it provides a healthier climate



Breaking the Sound Barrier: The backing provides sound absorption for a quieter floor



Get A Grip: Slipping on the floor is diminished with non-slip safety



Have At It, Boys and Girls... and Fur Babies:

Friendly flooring for homes where kids and pets play



Backing It Up: Industry leading warranties for performance and appearance

The background of the top half of the page is a photograph of a modern interior. It features a dark wood plank floor, a wooden bench or wall paneling on the left, and two wooden chairs with metal frames. A large white quotation mark is positioned on the left side of the text block.

“

Homeowners want a floor that can handle the activities of daily life, which includes a floor that can perform in kitchens, bathrooms and laundry/utility rooms. Waterproof floors are a huge draw because **consumers shouldn't have to change their busy lifestyle to worry about taking care of a floor.**

”

- **Tim Hanno, Vice President of Strategic Accounts,**
Karndean Designflooring



Kid Friendly

From the moment a child begins to crawl, the performance of the flooring beneath his or her feet increases in importance. That's why waterproof flooring is a logical choice for rooms that are often kid dominated.

When a glass of water (or juice or whatever) spills on the floor – which was by accident, of course – it can be cleaned quickly and easily. Play time can continue without a major interruption.

Its durability is unwavering when faced with heavy traffic, especially from little feet. Add to the mix odor and scratch resistance, stain and soil protection, and sound absorption.

That's an impressive assortment of security perks.

Waterproof flooring is a welcome addition for the young... and young at heart.





Pet Friendly

Fur babies come in many sizes, from the quick maneuvering to the heavy plodders. The flooring under those paws needs to withstand quite a bit.

Pets have a way of making moisture find its way to the floor (think: drool, water dish overflow, a run in the rain, or coming inside after a dip in the pool). Waterproof flooring ensures it stays on the surface.

This floor covering understands what having pets means. That's why, on the hard surface side, it provides scratch resistance. Plus, the backing acts as a sound barrier, making rooms a little quieter when paws with claws cross the surface.

It's easy to understand why waterproof flooring is approved for pet-friendly homes.



Our Brands

ProSource Wholesale® is the source for waterproof flooring. We carry several national names, but we also have brands you'll find exclusively in ProSource® showrooms.

Carpet, hardwood, engineered vinyl and luxury vinyl are represented. They're easy to spot – just look for the H2O label.

Whatever the choice, you're assured to get the quality you expect and deserve.





NEW Resista Plus H2O Hardwood

Hardwood is the number one desired visual among homeowners. For high moisture rooms, a wood floor is typically not the first consideration. Then again, this floor is far from typical.

The waterproof protection afforded by the new Resista Plus H2O hardwood makes it a credible choice for rooms wood is not often found. For that matter, it's a stellar choice for nearly any space.

The fear of a wet floor is calmed by this trailblazing product. Water (or other liquid) won't seep through the seams, staying on top where it can be wiped away. Plus, exposure to a topical spill or subfloor moisture won't cause swelling, cupping or cracking. The enhanced engineering of its core increases the overall hardness rating, protecting against dents and impact.



Durability isn't alone on its highlight reel. This hardwood offers visually stunning planks that enhance the appearance of any room. Its unique character is evident in that no two planks are alike. It also has advanced finish techniques and textures such as reactive staining, bandsaw marks, wire brushing and accent grain that are exclusive to hardwood.

Whether choosing a timeless look or a more trending style, the durability and protection remain equally strong. Like all waterproof flooring, it's kid friendly and pet friendly. The desire, look and performance of wood floors reaches new heights with the new Resista Plus H2O hardwood.

RESISTA PLUS  **H₂O**
WATERPROOF HARDWOOD





RESISTA + PLUS
CRAFTED FOR A LIFETIME



Resista Plus H2O EVP

Vinyl planks offer the beauty of wood. When blended with waterproof technology, they offer maximum protection against moisture. That's a great combination for any space.

Resista Plus H2O engineered vinyl plank is made to lock out leaks. When liquid can't get through the seams, it can be dried quickly. That alone makes it appealing for bathrooms, kitchens, laundry rooms, or any space in the home. It also has a backing that serves as a sound barrier, making it comfortable and quiet.

As to be expected, it's a great choice for homes where kids and/or pets live.

This flooring doesn't lack in visual appeal. These vinyl planks offer the look of high-end designer styles. The various textures, colors and patterns provide a wow factor on the eye.

Vinyl tile and plank continue to climb in popularity due to their realistic looks, proven durability and easy maintenance. With waterproof technology, Resista Plus H2O EVP rises to the top, serving as a powerful ally in the battle against liquid spills.



Harding Reserve H2O LVP

Inspiration comes in many forms, and that couldn't be more true for this impressive flooring. Harding Reserve H2O luxury vinyl plank combines a striking appearance with remarkable protection, especially against liquid.

Rooms where moisture is bound to be found are no concern for this flooring. That's why bathrooms, kitchens and laundry rooms are great locations for this LVP, but so are living rooms, bedrooms, hallways... any space where exquisite looks and high performance are desired.

This flooring draws inspiration from all walks of life. When examining the planks, images pop to mind of a weathered barn door, antique oak, or other unique patterns found in nature. The eye-appeal makes a statement, while its robustness provides peace of mind.

The durability of Harding Reserve H2O LVP is without question, holding up beautifully in spaces populated by kids and/or pets. It's constructed to provide sound absorption and non-slip safety.

Waterproof protection and authentic textures of nature ensure this LVT will remain an elegant choice.



Monument EVP

Vinyl plank can enrich the look of any room, and with waterproof technology the performance factor gets a monumental boost as well.

The durable solidcore construction allows Monument to be one of the thickest engineered vinyl plank products available.

With its premium wear layer, it also provides one of the toughest finishes possible.

Its unique textures and patterns are so authentic they'll attract attention at first glance. Plus, its performance features ensure the gorgeous looks endure without time-consuming maintenance. Kids and pets will adore traveling across this floor.

Monument EVP has the H2O technology that stops moisture from penetrating through the boards to the surface below. Liquid spills can be easily wiped away without concern. This likeable flooring can withstand heavy traffic and thrive in rooms subjected to high moisture. Even better, this EVP provides sound absorption and is antimicrobial.

Flooring is an important decision as it can define a room. Amazing looks, impressive performance and waterproof technology make Monument engineered vinyl plank a popular consideration.



RESISTA+PLUS 
CRAFTED FOR A LIFETIME

Resista Plus H2O Carpet

Carpet provides comfort underfoot, but it's not known as being a buddy to liquid. The fear emerges of spills seeping through to the padding or subfloor below, causing stains, mold or mildew.

Resista Plus H2O waterproof carpet eliminates this concern. Its backing has a moisture barrier, so liquid spills stay on the surface where they can be addressed. The technological advances applied to this flooring open a new avenue of possibilities.

Granted, carpet still isn't a wise choice for bathrooms or laundry rooms, but there are plenty of spaces where it can reside. Plus, there's an air of relief knowing moisture won't leak through underneath.

Carpet is often viewed as kid friendly due to its soft feel, but that's enhanced with the multi-layered defense found in Resista Plus H2O carpet. It's waterproof, has stain and soil protection along with odor resistance, and holds up against heavy foot traffic. That makes this flooring equally friendly to pets.

Experience a flooring revolution with a carpet that's synonymous with softness, beauty, strength... and now waterproof.



Tigressa with H2O Backing

Carpet has so many benefits, such as comfort, warmth, bold colors, elegant patterns... but moisture is commonly seen as its foe. A carpet that's waterproof seemed like an impossible dream. Welcome to reality.

Select styles of Tigressa Cherish and Tigressa Soft Style have the H2O technology. With a special backing that has a moisture barrier, it prevents water and all other forms of liquid from soaking through to the cushion or floor underneath.

Like the other waterproof flooring choices, it's approved for kid friendly and pet friendly homes. It also offers up high performance with its resistance to stains and soil, and its ability to endure heavy traffic.

While bathrooms and laundry rooms aren't ideal locations for carpet, there are so many rooms that welcome this comfortable flooring, and moisture can hit the surface there too. Tigressa carpet, armed with the H2O backing, offers up unprecedented protection so liquid spills can be cleaned with ease, without fear of it flowing through below.


This carpet has already established itself as a premier choice due to its combination of softness and strength. With the H2O waterproof backing, the chills from liquid spills evaporate.





As an active, multi-pet owning family, we know the importance of having a floor that can stand up to the claws, boots, dirt, and spills that are frequent in our house.

The combination of being waterproof, durable, and stylish makes waterproof flooring the right choice for every room in our home. Which is why, at ProSource, we frequently recommend these products to trade pros and their clients every day.



- **Neal Ross, Vice President of Merchandising,**
ProSource Wholesale



Some Final Thoughts

Consider the room... the desired look... the use of the space. When the answers are corralled, waterproof flooring will likely surge to the forefront.

For appearance, any style is achievable. There are looks that range from trendy to timeless. Colors can be selected from bold to neutral. Textures can be prominent or muted.

For performance, any experience is addressable. Liquid stays on the surface. Stains, soil, scratches, odors and sound face a strong defense. The presence of kids and pets is welcomed. A healthier environment exists.

For real life, waterproof flooring is a serious contender.



The Perks of Partnering with ProSource



ProSource is **THE SOURCE** for waterproof flooring... and so much more.

You'll work with a dedicated account manager, who will take the time to understand your vision and budget. It's personalized service, tailored to your needs.

Complete your project with a wide assortment of home and commercial improvement products at a one-stop shop — flooring (vinyl, wood, tile, carpet, laminate and backsplash), kitchen (cabinets, countertops, faucets and sinks) and bathroom (faucets, sinks, showers, toilets, tubs and vanities).

From national names to exclusive brands, we only carry top-quality products. Choose from the latest styles and trends. You can also see them in the home with free sample checkout.





Enjoy the shopping experience in our private showrooms, available only to our members and their clients. It's a relaxed environment that removes stress from the process.

With low, wholesale prices, you won't pay retail markups. Our local showrooms carry national buying power and we pass the savings on to you. As a result, budgets go further.

There's more. The list of benefits is vast. Contact or visit your local showroom to discover why ProSource is the source for home and commercial project success.



ProSource Wholesale® is the source for home remodeling success. We cater exclusively to trade professionals and their homeowner clients. Our private showrooms display flooring, kitchen and bathroom products at low, wholesale prices. Plus, we offer dedicated service that's tailored to your needs.

Find your local showroom at prosourcewholesale.com/showrooms or call **1-800-787-7748**.