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.

T: 828-735-1978 or 828-538-4311; E: sales@jxtcompany.com
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
• 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!
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 3/4” length

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421 Riverside Oak
205 Fawn Oak
775 Frosted Barnwood
349 Java
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 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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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!

EIR = Grain Matched Texture
• 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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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
Embossed in Register 6.5mm Thick, 7.1” Wide, 49” Length

184 Brownstone

461 Loredo

1070 Chapel Hill Acacia

142 Williamsburg
**Multicore & Multicore Premium Core Structure**

**Wood Fiber Content in product base**

- **Laminate**: 100%
- **WPC**: 15%
- **MC / MCP**: 0%

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

According to:
US Standard: NALFA/ANSI LF-01-2008 < 16

EU & US Standard

<16%

<12%

<0.1%

Premium Laminate Brands

MultiCore

Product Swelling Test

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

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MC & MC Premium

Hide Subfloor Imperfections!

More Rigid vs. LV!

Quick & Easy Install over any existing floor!

LVT Floor

Uneven Subfloor

Invisible Underfloor Imperfections!

Wood
Cement
Tiles

Standard Luxury Vinyl
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!
First-to-Market

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

T: 828-735-1978 or 828-538-4311; E: sales@jxtcompany.com
multiCore Premium

- 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!

Every bell. Every Whistle. Great Price.
Displays

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