

## Luxury Vinyl Tile & Plank

Welcome to our course on Luxury Vinyl Flooring, also known as luxury vinyl tile, or LVT and luxury vinyl plank, or LVP. Here's a flooring category that everyone's talking about. At home in residential as well as commercial settings, luxury vinyl tile is the fastest growing category in flooring. Many attribute the category's phenomenal growth to LVT's styling capabilities, whether it's a look inspired by natural materials, textiles or abstract concepts. In addition, retailers, consumers and designers have discovered LVT's quality, durability, superior performance, low maintenance, and ease of installation.

LVT is available in styles that mimic hardwoods or ceramic tile for a fraction of the price and with the resilience of traditional vinyl, LVT is ideal for use in any room in the home; particularly those that face heavy traffic or are prone to moisture like bathrooms or basements.

LVT offers the same comfort, warmth, easy maintenance and sound-dampening of traditional vinyl sheet floors. And because it's sold in tiles and planks rather than rolls, the design combinations are virtually endless. As a result, many homeowners are making LVT their flooring of choice.

In this course, you will learn why luxury vinyl tile or plank is the perfect alternative to real materials and how to successfully sell this product to consumers. You will learn how LVT is constructed, the exceptional styling creativity available, installation, warranties and maintenance. We hope that by the end of this course you will view luxury vinyl as a flooring category that offers something for everyone!

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