



## Press Release – For Immediate Release

February 2, 2010

For Additional Information Contact:

John Woolsey – [jwoolsey@andersonfloors.com](mailto:jwoolsey@andersonfloors.com)

### **Anderson Innovation Does It Again**

Clinton, SC. – Anderson Hardwood has introduced a new, truly high-performance finish for their products called Luster Lock® Ultra. Anderson claims this new finish resists scuffing and abrasion up to six times (6X) better than competitive finishes.

To back up this claim visitors at the recent Surfaces 2010 trade show in Las Vegas were invited to scuff samples of hardwood flooring from China and the leading brand of hardwood flooring from America with a heavy duty, nationally recognized scouring pad. Then compare them to an Anderson Hardwood sample with the new Luster Lock® Ultra finish.

After rubbing the sample less than ten times with the scouring pad the difference in scuff resistance was already evident. Don Herndon, who owns Classic Wood Flooring in Melbourne, Florida stated, “This Luster Lock® Ultra finish by Anderson is absolutely amazing! After seeing the competitive products scuff, I really tried to mark the Anderson sample and couldn’t”

Based on the performance of the new finish, Anderson is doubling the finish

warranty on their 3/8," 5-ply products to 30-Years and doubling their finish warranty on the 1/2" products to 50 years. Solid smooth-face products also get the new Luster-Lock® Ultra 30-Year Finish Warranty and the solid textured products receive the Luster-Lock® Ultra 50-Year Finish Warranty.

## **About Anderson**

Anderson Hardwood, headquartered in Clinton South Carolina, is an independent operating company owned by Shaw Industries, the world's largest carpet manufacturer and a leading floor covering provider with more than \$5 billion in annual sales and approximately 26,000 associates. Recognized leaders in environmental stewardship, both Anderson and Shaw have implemented hundreds of sustainability initiatives and cradle-to-cradle design solutions. For more information, visit [www.andersonfloors.com](http://www.andersonfloors.com)

