

## PRESS RELEASE

— FOR IMMEDIATE RELEASE —

### CONTACT INFORMATION

Paul McDonald  
Product Manager, Flooring  
Tel: 604.439.4203  
Email: pmcdonald@taigabuilding.com

## NEW “EASYSTREET” LUXURY VINYL FLOORING

Perfect For Any Do-It-Yourselfer To Install

Calgary, AB, March 13, 2012 — Taiga Building Products has introduced the latest in flooring innovation with “Easystreet” vinyl planks and tiles. This patented Välinge glueless locking system *clicks together* effortlessly, and can be installed on almost any type of subfloor (i.e. cement, plywood or existing vinyl) in any home.

Easystreet vinyl planks and tiles are *easy to install* and can be cut or shaped with just a utility knife – no saws, glues or underlay needed. All Easystreet floors come with a 20 year residential warranty and are waterproof. This product is completely recyclable, made entirely of Virgin PVC material.

Easystreet floors are highly dent, scratch and stain-resistant, and can stand up to even the most severe stress and traffic. Easystreet luxury vinyl floors reduce noise and are softer underfoot, as they have more flexibility and ‘give’ than traditional hardwood.

Taiga released 8 new beautiful décors (6 for planks and 2 for tiles) that feature an embossed finish for a striking new floor.

To see how easy it is to install an Easystreet floor *yourself* visit [easyinstall.ca](http://easyinstall.ca).

This product is distributed in Canada by Taiga Building Products Ltd.

###

If you’d like more information or photos of this product, please contact Jen Ngo, Marketing Associate at 403.203.5339 or email Jen at [jngo@taigabuilding.com](mailto:jngo@taigabuilding.com).