



L O O K   B O O K   2 0 2 3



# C O N T E N T S

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## **PREMIUM QUALITY FLOORING THAT IS AFFORDABLE TO EVERY FAMILY.**

We don't call ourselves a flooring distributor but rather a hub that connects everyone to the market because we are dedicated to making our valued customers delighted by selling the right products to the right people, at a reasonable price, always.

We Believe that the perfect products should be supported by top-notch ordering experience. So we are going for extra mile and spending a lot of time in developing sales material contents and streamlining the purchasing process as seamless as possible to ensure our customers are better served.

Our experienced flooring experts are ready to hear your concerns and to answer your questions. Solutions are always found at Premium Flooring Direct and satisfaction is always guaranteed.

Our well-trained customer service specialists are here to provide the best, tailored-for-your-scenario solutions . The goal is to establish a mutually beneficial relationship in which we can grow our businesses around.

## WE GOT YOUR BACK WHEN YOUR LITTLE ONE IS DREAMING BIG.

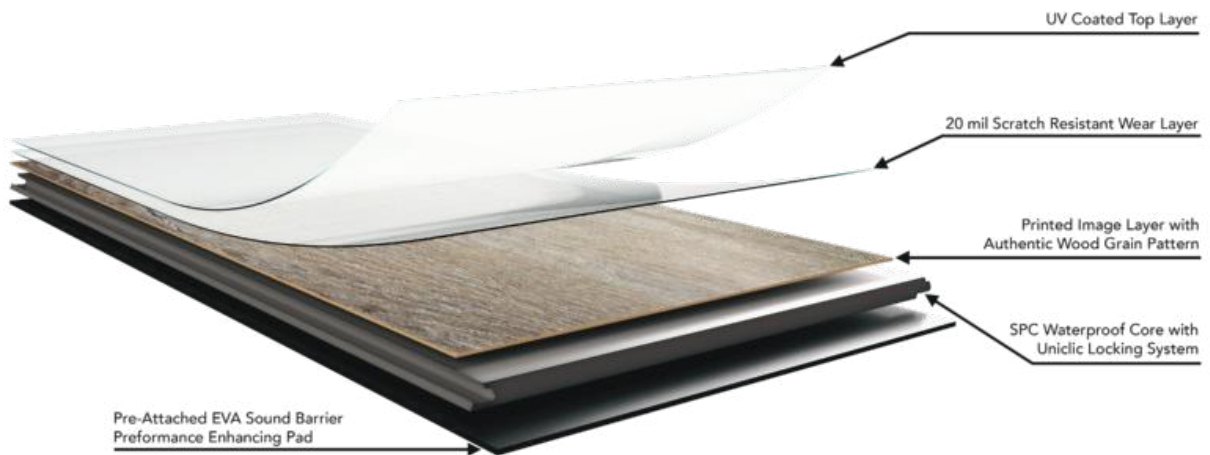
All our series are rated by **Floorscore®** and certified by **ISO, SGC, and CE**

Thanks to the innovative I4F®locking system, glue down flooring is now history. We care about your indoor air quality emissions and we are proud to bring the most kids-friendly, the most cost effective and the easiest installation products to the market.



## SOMETIME, BEING SLIGHTLY “EXTRA” IS ACTUALLY A GOOD THING.

Our products come with pre-attached EVA pad as a standard for the noise reduction and additional comfort.



A D V A N C E   S E R I E S



**WOODCLIFF LAKE**  
AW 102103



**PALMIILA SAND**  
AW 102306



**TWILIGHT GRAY**  
AW 111704



**ROAST TAUPE**  
AW 116801



- 7"x48" plank size
- Light Surface Texture
- Patent with I4F® Locking System
- 12 mil UV-Coated Wear Layer
- 100% Waterproof Ridge Core
- 4.2 mm Overall Thickness with Pre-Attached EVA Pad
- 33.09 sqft per carton
- 20 Years Residential Wear Warranty
- 5 Years Commerical Wear Warranty

P R O S E R I E S



**PALMIILA SAND**  
ADV 501001



**TOASTED PINE**  
ADV 501003



**TWILIGHT GRAY**  
ADV 501002



**OAK HILL**  
ADV 501004





- 7"x48" plank size
- Embossed In Register Surface Texture
- Patent with Unilin Locking System
- 12 mil UV-Coated Wear Layer
- 100% Waterproof Ridge Core
- 5 mm Overall Thickness with Pre-Attached EVA Pad
- 23.9 sqft per carton
- Lifetime Residential Wear Warranty
- 15 Years Commerical Wear Warranty

L U X E S E R I E S



**HICKORY BEIGE**  
**LUX 551001**



**NARINO MOCHA**  
**LUX 551002**



**SMOKY DOVE**  
**LUX 551003**



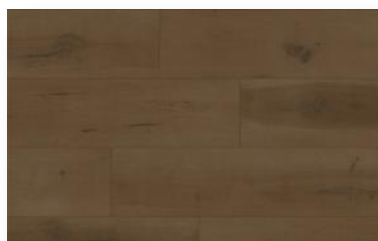
**ACADIA SAND**  
**LUX 551004**



**ECRU GREY**  
**LUX 552001**



**BRUNT SIENNA**  
**LUX 552002**



**ANTIQUE MAPLE**  
**LUX 552003**



**SANDSTONE OAK**  
**LUX 552004**



- 7"x48" / 9"x60" in plank sizes
- Embossed In Register Surface Texture
- Patent with I4F® Locking System
- 20 mil UV-Coated Wear Layer
- 100% Waterproof Ridge Core
- 5.5 mm Overall Thickness with Pre-Attached EVA Pad
- 21.27 / 22.5 sqft per carton
- Lifetime Residential Wear Warranty
- 15 Years Commerical Wear Warranty

# WARRANTY INFORMATION

PFD Group Inc, (“Premium Flooring Direct”, “PFD”) warrants that all flooring products are free from manufacturing defects and will not fade or loss its pattern under the normal, residential and light commercial usage. Gloss reduction and surface scratches after purchase and caused by purchasers are not covered under this warranty. The warranty is valid for amount of time (Lifetime residential, 15 years light commercial). This warranty applies to the original purchaser AND ONLY to the original installation site and is not transferrable. If, with the respect to the residential warranty, it applies only to a resident homeowner. Should a manufacturing defect occur, PFD Group Inc will credit back the original purchaser with full amount, however PFD Group Inc will not cover the labor, the cost, the time, the inconvenience and incidental expenses associated with this matter since the responsibility falls on the installer to determine the appropriateness of material prior to installation.

## REPAIR/REPLACEMENT

Once a warranty claim is filed, PFD Group Inc will reserve the right to repair any flooring on site, at its own discretion, to use the source to obtain an installer, in the event caused by a manufacturing defect. If, under extreme circumstances, this situation shall happen, it is the customer’s responsibility to be clear, at their own expense, any items placed over the affected area subsequent to the original installation.

## EXCLUSIONS

Please be mind these following situations are not covered by this warranty.

Failure to obey the proper installation and maintenance guidelines or instructions provided by PFD Group Inc;

Damages caused by nature factors, such as earthquakes, fire and flooding;

Damages caused by abusive human factors, such as spiked high heeled shoes, improper rolling loads, caster wheels and any other activities that could deliberately damage the products;

Outdoor installations and any other inappropriate locations;

Loss of gloss;

Damages caused by moistures that somehow underneath the flooring, except tropic moisture;

Minor color variations;

This warranty gives you specific legal rights, and you may have other rights which vary from states to states. Some states do not allow the exclusion or limitation of incidental or consequential damages so that the above limitation and exclusion may not apply. This warranty is in lieu of any other warranties, expressed or implied. The original proof of purchase must be provided in the event of exercising this warranty.

## F A Q s

### **Are Luxury Vinyl Planks Environment-friendly?**

-Yes, comparatively luxury vinyl planks are environment-friendly products that are made of natural composites. And most importantly, they are formaldehyde free. All of our products are rated by Floorscore and certified by ISO, SGC and CE. Additionally, with our innovative locking system, you don't have to glue down during the installation process which makes this product an eco choice for everyone.

### **What Is The Difference Between EIR And Light Surface?**

-EIR stands for Embossed in Register and it is a manufacturing method that creates a grain appearance consistent with the look of real hardwood grain. This process aligns the embossing on the plank with the printed wood grain design and intensifies the depth, texture and appearance of the floor. Whereas Light surface has the same meaning with high gloss surface which mimics the wood pattern only but not the grain appearance and real wood texture.

### **Can I Place Orders Without An Account?**

-Unfortunately all dealer customers are required to sign up for accounts to place orders, check order status, file claims and receive newsletters and promotions. If you are a retail customer, please visit our Wayfair shop.

### **How Can I Become A Dealer/Retailer?**

-There are TWO easy ways of becoming our valued customer

1. Referred by our sales reps. Our sales reps will be glad to talk about the specific requirements with you, once everything is looking good we will set up an account for you.
2. Fill out an application form online. Like our products? Simply answer a few questions and upload your business credentials, and we will take care of the rest.

### **What Is The Typical Lead Time For My Order?**

-At Premium Flooring Direct, we value your time and business. All orders placed at our dealer portal will usually take 1-2 business day to process. Log into your account to check the order status.

### **What Types Of Payment Do You Accept?**

-We accept AMEX, Discover, MasterCard, PayPal and Visa.

### **How Do You Ship Your Products?**

-All orders will be shipped out on pallets within 1-2 business day via major LTL carriers, and via UPS if your orders are less than 5 boxes. Drop shipping is available upon request.

**\*\*PLEASE GO TO OUR WEBSITE FOR DETAILED RETURN AND CLAIM POLICIES\*\***



**PREMIUM FLOORING DIRECT**

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NORCROSS GA, 30071**

**TX Warehouse  
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Houston TX, 77038**

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