

Competitive Positioning



	Charter Collection™	Mohawk/Quick Step/Pergo	Shaw	Independent Lines
Made in the USA	✓	✓	✓X	✓X
Not in Home Centers	✓	X	✓	✓
Attached Pad	✓	✓	✓	✓
Focused on Independent & Sm./Med. Builders	✓	X	X	X
Expertly curated by Mannington Styling Team	✓	X	X	X

The more they see it,
the more you can sell it.



Consumers have a hard time visualizing what their new floor will look like. Use our free tools on a tablet or smartphone — no apps or downloads needed.

Floors.com/See

Take a virtual walk on our floors.

Floors.com/MyRoom

Try our floors in any room.



Tip: When you go to measure the consumer's home, take pictures of their rooms to show them what the new floor will look like in their home.

MANNINGTON.COM

Mannington.

LAMINATE

Charter Collection™



Charter Collection™
Portland | Misty | 29030

Charter Collection™ is a new curated group of laminate flooring featuring on-trend colors in Oak and Hickory looks. Each Charter Collection™ plank has a 10 mm total thickness, including a 2 mm attached pad, and is 8" wide at 48" long.



Charter Collection™
Denver | Forest | 29020



Charter Collection™
Hampton | Driftwood | 29000

Specs

Plank Size	8" x 48"
Plank Thickness	10mm*
Sq. Ft./Carton	18.60
Planks/Carton	7
Cartons/Pallet	56

*10mm = 8mm plank thickness with 2mm attached pad

Features

- Oak and Hickory Visuals
- Made in the USA
- Attached Pad

Sundries

Adhesives

- Ultra-Spread™ EZ Adhesive
- NEW! Triple Stick™ Adhesive Cartridge—great for installing on the walls!

Installation Accessories

- Laminate Tapping Block
- Universal Tapping Block

Underlayment

- Whisper 3NI® Underlayment
- Mannington Silent Solution
- Aqua Barrier II
- ComfortBarrier® II

Moldings



Four on-trend colors curated to hit the looks stocking dealers and builders are looking for.

Charter Collection™
Phoenix | Sand | 29010