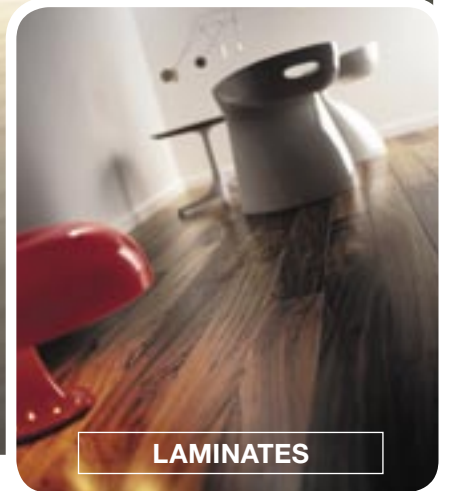


Parador – looks and durability

Flooring is probably the ultimate example of something which not only needs to look good, but has to be hardwearing and dependable. Hatfields' flooring consultant, Donna Surgey, believes Parador flooring fits the bill with its reliability and charm.



“It is very easy to take flooring for granted. After all, most of us see it, at best, as something which merely sets off the rest of a room’s beauty and, at worst, a purely functional beast there to be walked over.

“However, flooring can make a huge difference to the feel of a room. Yes, it needs to be durable because it gets a lot of hard treatment, but it can also add beauty in its own right. The secret is to find flooring which adds both values to a home – and Parador does just that.

“Parador is made in Germany and here at Hatfields we display both the laminate product and what is called engineered wood – that’s a real wood surface layer linked to a layer of engineered board.

“Each has its merits and it is really a matter of personal choice as to which is the best option. Parador laminate flooring is less expensive and suitable for most locations making it highly versatile.

“However, some people want that natural wood look in which case the engineered wood flooring

is ideal. It’s a very high quality product and is simple to install. The patented automatic click system enables automatic locking at the long and short edges.

“The engineered wood has two major advantages over solid wood: It is less expensive and it requires less preparation when it comes to installation. When it’s down, you’d be hard-pressed to tell the difference.

“The laminate flooring is quite a work of art in itself. It has a high abrasion-resistant top layer made of melamine resin overlay, a décor layer imprinted with authentic reproductions of wood decors with organic inks, a moisture repellent backing and last but not least, a noise insulating acoustic mat. The end result is a superb quality laminate floor which should last for ages.

“I attended a Parador training seminar earlier this year and it was an enlightening experience finding out how much goes into making the product. The day certainly increased my knowledge of the product.

“As you might expect, there’s a wide choice of attractive finishes with the laminate flooring: maple, oak, beech, and walnut are just some of the wooden effect finishes while there’s also a wide choice of tile-effect finishes.

“The engineered wood flooring is available with either an oil impregnated surface so that the naturally breathing wood surface is preserved or a lacquer finish which provides a sealed, dirt-repellent surface.

“Whether you opt for laminate or engineered wood, you can be sure

that with Parador you’re getting a quality product which will not only enhance the look of your home but will be around for a long time.”

Donna Surgey is Hatfields' flooring sales consultant, and can be contacted directly on **01206 731217** or email on donnasurgey@hatfields.com ●●●

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This article has been produced in association with Peter Richardson at PJR Communication.