

CRESCENDO

LAMINATE SALES EDUCATION GUIDE



POSITIONING:

Crescendo is a premium, European made, 10mm waterproof laminate designed for specialty retail and professional installation. It competes above commodity laminate and against SPC by delivering superior durability, realism, and system-based performance.

KEY FEATURES + BENEFITS:

- **AC5 WEAR RATING** › Best in class durability for heavy traffic, pets & long term performance
- **10MM THICKNESS + NO ATTACHED PAD** › Custom site underlayment - no 'one size fits all'
- **WIDE & LONG PLANKS (9.69" X 80")** › Premium, high end hardwood visuals
- **MADE IN GERMANY** › European quality and consistency
- **DRY GUARD LOCKING SYSTEM** › 24-hour water protection at the joint
- **COLOR SHIELD + PET WISE** › Fade + scratch resistance for real life
- **TRUETOUCH TEXTURE (EIR)** › High definition graining for real wood texture & feel



SELLING TO THE DEALER, WHY CARRY CRESCENDO?

- Higher margin opportunity vs. commodity laminate
- Currently IN STOCK and available stateside
- Clear step-up story from standard AC4 to AC5
- Differentiates showroom from big-box offerings
- System selling = Additional revenue via underlayment + accessories
- Premium display drives conversion and perceived value



This is not entry-level laminate. Crescendo is built to outperform. Longer, wider, stronger & designed for real homes with pets, kids, and heavy traffic.