

## Earthwerks Vinyl Plank and Tile Flooring - Beckler's Carpet

*Beckler's Carpet in Dalton, G A has added Earthwerks Vinyl Planks and Tile flooring to it's offering of Luxury Vinyl Floor products.*

**Feb. 1, 2010** - [PRLog](#) -- Beckler's Carpet in Dalton, GA, a flooring wholesaler and retailer, has added Earthwerks Vinyl flooring to it's current offering of luxury vinyl floor products. Earthwerks is a major manufacturer of luxury vinyl plank and vinyl tile. Earthwerks has 23 different styles of vinyl planks and vinyl tiles. By naturally simulating the look and appeal of real wood, ceramic, slate and marble, Earthwerks can offer virtually any flooring consumer a high performing floor at a tremendous value. Luxury vinyl planks and tiles offer many advantages over other flooring types. LVT (Luxury Vinyl Tile and Plank) is resistant to water, mold, stains, scratches and heavy traffic. Beckler's Carpet has a strong presence in the Luxury Vinyl market. By adding the Earthwerks product line, Beckler's offering to flooring consumers even gets stronger.

Bryan Beckler tells us "We have a solid line up with our LVT lines but felt we needed to add a strong player in the value segment. By no means is Earthwerks a cheap line. However, we felt after doing some research that Earthwerks vinyl planks and vinyl tiles were some of the most aggressively priced and best valued products available. It gives us some very strong products priced from low end to high end."

Two popular favorites with the Earthwerks lines are Pacific Plank and Wood Classic Plank. Pacific plank is an entry level vinyl plank that has a price point that rivals lower end peel and stick planks but far outperforms them. Wood Classic plank is a unique vinyl plank design that has real registered embossing. This type of registered, embossed finish matches the visual of graining, knots and character traits of wood to the feel of the wood. Basically, not only do you see the knot, but you feel it as well.

"With these new products and some of the newer styles Earthwerks is working on, we expect this manufacturer to be a big win for both us and our customers." mentions Alan Talley with Beckler's in Dalton. "We also like the sample program that Earthwerks Vinyl has. With their program we can ship free samples to anyone, anywhere in the country." says Talley.

With a strong product offering and a deep customer base, Earthwerks Luxury Vinyl and Beckler's Carpet appear to be a good fit together.

For more information on Earthwerks and Beckler's Carpet you can visit <http://www.becklerscarpet.com/vinyltile/displaycollection...> You may also call 1-800-232-5537 to reach BecklersCarpet.com in Dalton, GA.

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BecklersCarpet.com has been a flooring wholesaler since 1949. Based out of Dalton, GA, Becklers carries Carpet, Hardwood, Vinyl, Carpet Tiles and Laminate flooring. 1-800-232-5537

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Industry         [Home, Textile, Retail](#)  
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