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FAUS SET TO LAUNCH NEXT GENERATION OF INTERPLANK, by Ray Pina

Faus will soon take the wraps off LongStrip, the next generation of products featuring the company's patented InterPlank Design system. Specifically, the new line allows for several planks to be installed end-to-end without noticeable seams, thus creating the appearance of a single, natural longstrip wood floor. The official unveiling, planned for Surfaces 05 coincides with the re-launch of the Faus brand of laminate flooring.

"The basic technology is the same as InterPlank, but the evolution of that technology has now become LongStrip," said Juan Flores, general manager. "In the initial InterPlank products (rolled out last year) we had a continuous wood grain strip between two planks, so you lost track of the planks themselves. Now it's not between two planks; it's across three or more planks."

InterPlank designs are embossed-in-register, available in varied lengths and feature embossed, micro-beveled edges mid-plank, which allows for greater detail because there is no concern over balancing visual appeal and joint integrity.

"Your eyes are never drawn to the seam; this has never been done before," said Ed Duncan, senior vice president residential marketing, Mannington, which utilizes the InterPlank system in its rEvolution line of laminate flooring.

Faus' new LongStrip line, however, is not only about making seams disappear; it's also about simplifying the logistics usually associated with delivering a longstrip wood floor to the customer.

"Not only can we design continuous wood strips – which is pretty cool – but now we can achieve that look without working with different dimensions of boxes," Flores said. "We're utilizing random lengths, and by combining them, you can achieve long, single dimensions. But it's available in consistent, easy-to-use packaging."