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Real Cork Floors News is a monthly newsletter dedicated to providing the best in cork flooring media coverage, celebrity endorsement, home renovation projects and trade information that can help retailers increase sales.

Décor[k]

In March, the Décor(k), mobile cork flooring showroom rolled into Cowboys Stadium for the Great Big Texas Home Show, and was greeted by none other than *Extreme Makeover: Home Edition* host Ty Pennington and *DIY Network* personality Jason Cameron – who are now self-professed cork ambassadors!



Real Cork Floors Retail Training Program

Let's get excited... Check out the Real Cork Floors [Retail Training video](#) tease!

Set to launch on Monday, April 25, 2011, you can access the [Retail Training Program](#) at [RealCorkFloors.com](#). It is a robust series of courses designed to help you learn how to increase your sales of cork flooring. Divided into four sections, the program can be presented as a one-on-one or group presentation and will also be available in an e-learning format on the RealCorkFloors.com website.

In the News

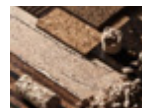
Cork flooring media coverage adds third-party credibility to your store and your product, and can be used as a tool to leverage cork flooring in conversation with your customers.



Inhabitat.com. With both children suffering from allergies, carpets were removed, cork floors were laid down and an eco-conscious home renovation began!



NBC Miami WTVJ-TB aired a fantastic interview with interior design expert Courtney Cachet on 2011 fashion trends that resonate within the home... like cork wedges and cork floors!



eHow Home features a round-up story on cork floors, touching upon its origins, type & durability, as well as its stylish finishings.

Visualizer

Realcorkfloors.com features a décor-inspired [Visualizer](#) tool that lets customers see how cork flooring, and its various styles, can transform any room in the home. The Visualizer is a great in-store support tool as it helps you answer design questions on the spot, explain room concepts in a different way, and most importantly, increase your credibility with your customer.



Website

[Realcorkfloors.com](#) offers a benefit section dedicated to the health and acoustic, comfort and easy installation of cork, as well as a Store Locator and up-to-date Press Room. Be sure to visit often for the latest in press coverage updates, news and images.

