

**traffic**MASTER  
**allure** TILE  
FLOATING RESILIENT PLANK FLOORING

owners manual

- ▶ Installation
- ▶ Maintenance
- ▶ Accessories
- ▶ Warranty

*Congratulations on purchasing  
the most innovative flooring  
product on the market in years.*

*Please read this manual prior to  
installation.*

*It has been designed to  
enhance your experience of  
installing & maintaining the  
new resilient flooring **allure**.*

# introduction

## ***What makes allure so unique & revolutionary?***

**allure** is the ultimate “do it yourself” flooring product. It’s just that easy to install.

No messy adhesives or glue is necessary.

Because of **allure**’s flexibility the planks can be installed over uneven sub-floors or existing floors such as natural wood, concrete, vinyl, linoleum, and even ceramic. ***Saving you time and money!***

**allure** tile looks and feels like ceramic tile, yet it is waterproof, so it can be installed in moisture prone areas, like basements and bathrooms.

Each **allure** tile plank secures to each other not your sub-floor, using the revolutionary GripStrip. It’s free floating. To cut a plank, simply score and snap.

No underlayment is necessary and **allure** is quiet and warm under foot.

Follow the instructions for installation in the next section and you will be enjoying your beautiful new floor in just a few hours.

# allure installation instructions

## 1. **Tools needed**

Utility knife & straight edge  
*(that's all you need!)*

## 2. **Planks needed to complete your project**

Measure the length & width of your room. If the room has alcoves or offsets, measure these separately. This will give you the square footage of the room. Purchase a minimum of 10% extra to cover mistakes, trimming and for future needs and or replacement.

**allure** tile comes in 36" x 12" planks or 3 square feet per plank. 8 planks per case = 24 square feet per case.

So, if your room is 10' x 10' or 100 sq.ft., we would recommend you purchase 5 cases (120 sq.ft)

- ▶ **HELPFUL HINT #1:** *Most installations require about 10% overage. However this can vary depending upon the room size and layout.*

## 3. **Condition allure prior to installation**

We recommend you store **allure** at room temperature of at least 65 degrees F for 24-48 hours before installation. You do not need to remove the planks from the case.

- ▶ **HELPFUL HINT #2:** When installing **allure** be sure to keep dust, dirt or foreign particles away from the GripStrip. The cleaner the GripStrip remains, the better the bond between planks. The **allure** planks are best kept in the box until you are ready to install them. A protective sheet of paper has been placed between each plank insuring the GripStrip remains clean and ready to use.

#### 4. **Subfloor preparation:**

##### *This is a huge benefit of **allure**!*

Virtually no surface preparation is needed. **allure** can be installed over most existing floors including wood, vinyl, linoleum, concrete and even ceramic tile.

- ▶ **HELPFUL HINT #3:** If laying **allure** over existing ceramic tile, it may be necessary to skim coat the grout lines with a floor leveler. If you install **allure** over an existing floor that has an embossing or grout line on it, we recommend you skim coat with a floor leveler if the embossing or grout line is greater than 1/8"—(3 mm).

*If you have old, ugly vinyl and don't want to pay for an expensive removal and remediating job. **allure** is the perfect answer. Any loose or damaged tiles should be patched prior to installing **allure** over the old floor. Never sand old vinyl floors from any floor manufacturer, if you think the floor may be over 20 years old.*

We recommend the following actions in the room you are installing **allure** in: Beware of any sheetrock taping and sanding, POE, painting, wall prep, finishes, and other activities that produce lots of dust. Cover your **allure** with a drop cloth...

**allure** is waterproof so it can be installed directly over concrete floors in the basement. If your concrete floor has any bumps or burrs of concrete sticking up, simply knock them off with a hammer and chisel. If the concrete floor has any larger dips or holes, you may want to apply a floor leveler to fill those areas, depending on the size and shape of the imperfections.

## 5. *Installing allure:* *Anyone can do it!*

- ▶ **HELPFUL HINT #4:** Before laying out the floor, check the wall you are starting from and make sure it is square to the opposite wall. Simply measure the room from opposite ends of the wall to the far wall. If the measurements are different you can make adjustments on the first row of **allure** by scribing the plank on the over edge.
1. Lay a row of loose planks without securing them to each other first to determine if you need to adjust the length of the first plank to avoid a small piece of less than 12" on the opposite wall from where you started.
  2. Installation should start in a corner and proceed from the wall with the under-edge facing out away from the wall (*Figure 1*). Allow a gap of 1/8" or less (2-3mm) for subfloor movement, which should be covered by molding. Trim off the top over-edge facing the corner wall (*Figure 2*).
  3. When securing two planks together, you should angle (45 degrees) the second plank into the corresponding edge. The over-edge always placed on top of the under-edge. Use one hand to



Figure 1

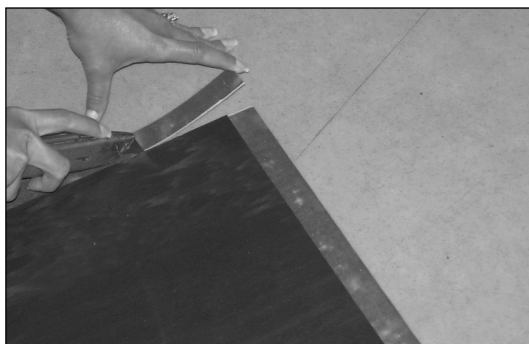


Figure 2



Figure 3

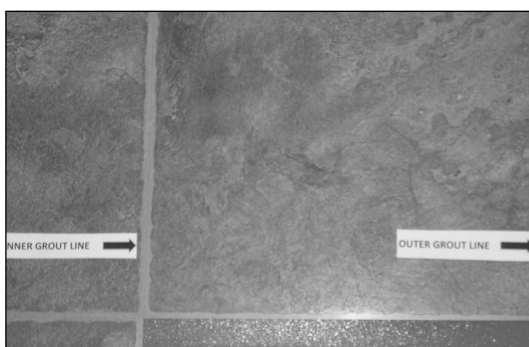


Figure 4

hold the plank and the other hand to guide the edge into place for a tight fit by rolling the plank as you go. Be careful to keep the seams tight. You can push the plank slightly against the adjoining plank to create a tight seam, if necessary, after the connection has been made.

4. One of the great attributes of **allure**: it's so forgiving.

If your seam appears not to be tight, you can immediately pull apart the planks and reapply it. Slowly lift the top plank away from the bottom plank and simply reapply them—repeating Step #3. Be careful not to pull the planks apart too fast as you could rip or damage the GripStrip. You have at least 10 to 15 minutes of “open time” in which you can re-work the seams before any damage occurs to the adhesive on the GripStrip. The less pressure (or walking on) applied to **allure**, the longer this “open time”.

5. When installing the planks, it is strongly recommended to stagger the rows so that the short edge (12”) seams are not in a straight uniform line. We recommend the staggered method (**Figure 3**). Each Allure Tile plank has two inner grout lines and two outer grout lines (**Figure 4**). The inner grout lines have thin lines running through the grout lines. The outer grout lines are thinner and can vary in thickness.
6. Start the second row with the plank cut at 2/3 length (2 tiles). Using a straight edge and a utility knife, simply score the plank and snap. The thin line that runs through the inner grout line is the perfect spot to cut to length. When attaching a plank next to each other (row to row) lengthwise, we recommend you pay close attention to the thin outer grout line,

which can vary in thickness. For best results match up a thin to a thick outer grout line (*Figure 5*).

7. The over-edge butts up to the first row. Again, get one corner of the plank started tightly against the other and on a 45 degree angle roll the plank tightly into place. The remaining 1/3 piece can be used on the far wall, if the layout of the room permits.

▶ **HELPFUL HINT #5:** When cutting **allure** for length, be sure to always cut the short side of the plank with the over edge. The remaining piece can then be used on the opposite side of the room, at the end of that row (*Figure 6*).

8. Start the third row with the plank cut at 1/3 of a length (1 foot). Again the remaining piece can be used at the opposite end of the row, if the layout of the room permits
9. Continue this pattern for the remainder of the rows to be installed. Always place the cut end of the first plank against the wall (*Figure 7*).
10. Fitting around irregular objects, no problem. Simply make a pattern out of heavy paper to fit around pipes or irregular objects. Place the pattern upon the plank and trace. Cut along trace lines using a utility knife or heavy duty scissors, and lay plank.
11. After installation is completed, we recommend rolling the seams with a floor roller to insure bonding of both adhesive edges. You can rent a floor roller from your local Home Depot tool rental center.

▶ **HELPFUL HINT #6:** Be sure to keep some spare **allure** planks in case there is an unforeseen need for replacement. If you need to replace a plank of **allure**, use either a hair dryer or paint gun to heat up the outside of the damaged plank along the GripStrip edge. Hold the hair dryer or paint gun



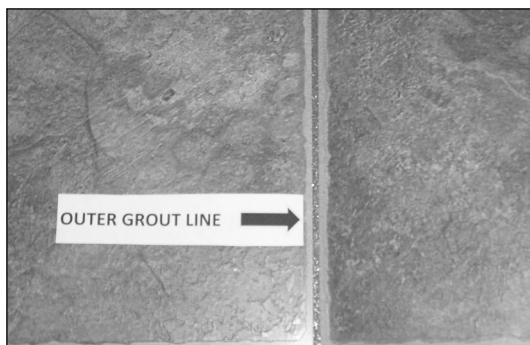


Figure 5

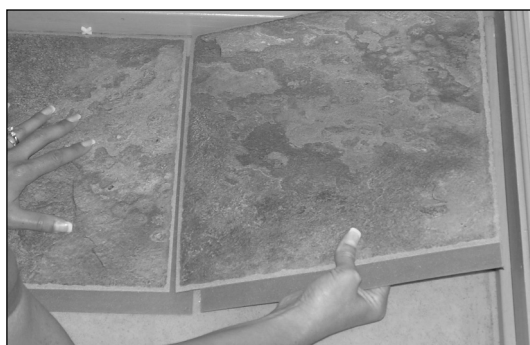


Figure 6



Figure 7

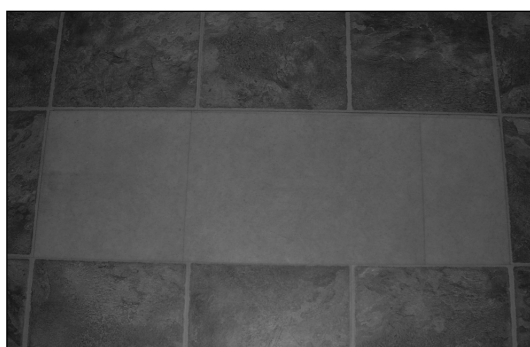


Figure 8

approx. 4" above the plank. This will soften the adhesive enough for you to then make an incision with your utility knife along the seam cutting through both the "over lip" and "under lip" GripStrip. Do this on all four sides. **MAKE SURE YOU HAVE A VERY SHARP BLADE IN YOUR UTILITY KNIFE!!** [Cut a slot in the center of the tile to be removed. Then using a flat head screw driver or putty knife, pry up the damaged plank.] If the edges of plank that is removed do not cut out cleanly, you may need to go back with your SHARP utility knife and with a straight edge "clean up" the edges so that perfect rectangle is left with no GripStrips remaining from the adjoining planks—just a perfect rectangle remains (*see Figure 8*).

When installing the replacement plank, first cut off the "under lip" GripStrip from one side and simply "attach it" to the overlap on the opposite side. Do this for both the long and short sides. It may require a few tries to get this just right, as again the result must be a perfectly rectangular plank — no GripStrips remaining. The final step is to place a few small pieces of double sided **allure** tape on the back of the replacement plank that you have just built, remove the tape line and just drop into position. This is a very easy and cost effective way to repair your **allure** floor. Once you have done this the first time, it will be a snap to repeat again if necessary. Just another great built in feature of **allure** — You CAN repair your own floor!!!

If you have any problems or questions, call our Customer Help Line at

**1-866-843-8453 ext. 6**

**IMPORTANT NOTE:** Room temperature when installing **allure**. Please make sure your thermostat is set above 60° F and below 85° F when installing **allure**. Room temperature is important!

**A few other points you may want to know:**

If you live in a cold climate and want to install **allure** during the winter months, have a hair dryer handy — the adhesive on the GripStrip is a “hot melt” — this means it needs to reach a certain temperature for the “grab” to be activated. Just in case your planks are cold and not sticking, just give it a quick blast of heat — holding the dryer at least 4-6” away for the GripStrip — and fire away. This is an old flooring installer trick, and you will look like a pro when you do this!!

Our **allure** GripStrip is really very special! We spent years in research and development to come up with just the right features to make **allure** — well so “alluring.” Here are some of the great features we have built in:

**Waterproof:** We just don’t care if there is moisture of any kind present. Go ahead and install **allure** before the roof is on your house in a monsoon. You will be miserable but your patented GripStrip will be happy!

**Repositionable:** We know that not everyone is perfect and we all have a “whoops” now and again. **allure** is forgiving (and non-judgmental) so you can easily pull the GripStrips apart and re-position. As long as you don’t apply too much pressure (like walking on the floor) you can re-position your planks numerous times until you get it right. If the rest of the world was as forgiving and “open” (as in open time) as **allure**, there would definitely be world peace!

**Pressure sensitive:** To complete your installation of **allure** you have one final “step”—walk on the floor. The chemical bond between the upper lip, lower lip and adhesive will get strong and stronger as

you apply more pressure — professional's will roll the floor, home owners can simply walk on the floor. For best results use a floor roller.

Once the adhesive sets, it will never come apart. We have a "controlled environment" for the adhesive — it simply cannot fail.

***Heat and cold resistant:*** **allure**

planks can be frozen without damage. Our adhesive can get down to 15 degrees Fahrenheit (or -10 degrees Celsius). You can put **allure** in the freezer, I don't know why you would, but be our guest. **allure** can take the heat and definitely can stay in the kitchen — but if you let your home get over 95° F for an extended period of time, you will damage the floor and melt the adhesive — if you let your house stay over 95° F degrees for an extended period of time, all your furniture might melt! That's just too darn hot.

***Outside use:*** Sorry you cannot use **allure** outside. It is strictly an interior product. This includes seasonal porches and other non-heated or unprotected rooms.

***Tough choices:*** If you have a really difficult sub-floor and don't want to spend tons of money correcting it, then **allure** is the right product for you. Sure, any floor looks its best over a perfectly smooth, newly installed subfloor. But this is not an option for every room. Sometimes you just need a finished product that works. Welcome to the wonderful world of **allure** — we are the answer to this problem. In the hard surface (non carpet) world we are the first product to really answer this question. It's a revolutionary product and what makes it great is that it's built for you — the customer. We know there is need out there, and we truly believe that this product is the answer.

**ALSO AVAILABLE:**

**allure tape** — for special installation requirements and repair and replacement

**allure hidden transition strips** — how to switch from a N-S hallway install to an E-W room install (it's magic). Again incredibly simple, but answers a need.

Are you getting the idea that this product was created by people who love their job? Well the answer to that question is YES WE DO. and we will continue to enhance the **allure** experience with added installation features as well as innovative products and exciting patterns that meet the needs of our customers.

Thank you for buying **allure**, and be sure to share your "Light Bulb Goes On" moment when you first realized how easy it's going to be to complete the installation. Just write or email to:

**allure "Light Bulb Department"**  
 15 Oakwood Ave  
 Norwalk CT 06830  
[lightbulb@halsteadintl.com](mailto:lightbulb@halsteadintl.com)

We will reward the best story each year with a lifetime supply of **allure** cleaner shipped to you at no charge for as long as you live in the house where you originally installed **allure** — you have **allure** on your floor now, why move?

# care & maintenance

Congratulations! You have just installed TrafficMaster **allure** from The Home Depot. Your new resilient floor was produced under the highest quality standards and will provide you with a lifetime (well at least 25 years) of enjoyment. Although **allure** is one of the easiest floors to maintain, please follow the recommendations in this guide to retain the fresh look and protect the factory finish.

## ***Preventive maintenance:***

1. Use NON-RUBBER protective mats in front of any doors leading to the outside. This helps get the sand and grit from getting on to your floors. Gritty Sand is any floor-coverings worst enemy.
2. Install proper floor protectors (felt preferred) on all furniture legs used on resilient flooring. Protectors will allow chairs to move easily over the floor without scuffing or scratching. Clean protectors on a regular basis to remove any grit that may have become embedded on the bottom of the furniture leg. For any swiveled type office chairs and other rolling furniture, please install 2" wide non-staining flat casters. Do not use rubber casters.
3. To keep your floor looking its best, dust mop or vacuum your floor at least twice a week. Do it more often on floors with heavy traffic. Do not use a household dust cleaner of any kind as this may cause the floor to become slick or

damage the finish. Simply sweep the floor as often as needed.

4. Do not allow pets with unclipped nails to damage your **allure** floor. It may result in severe scratching to the surface. The same is true for any high heeled shoes that do not have proper tips on the heels.
5. Avoid exposure to direct sunlight for prolonged periods of time. During peak sunlight hours, use drapes or blinds to minimize the direct sunlight on the **allure** floor. Most types of flooring will be affected by continuous strong sunlight. To avoid an uneven appearance, please consider relocations of any area rugs from time to time. In addition, excessive temperatures are not good for resilient floors. Some natural ventilation or intermittent air conditioning in vacant homes should be considered. Long term continuous inside temperatures over 95° F degrees combined with strong direct sunlight will damage your **allure** floor and cause the installation to fail.

▶ **HELPFUL HINT #7:** To avoid yellowing from asphalt driveways or parking lots, always use doormats at entranceways.

It's a good idea to use a hard surface floor attachment when vacuuming your **allure** floor.

### ***Regular maintenance:***

1. Food spills should be cleaned up as rapidly as possible with a quality liquid vinyl cleaner. Make sure the cleaner you choose is an all-purpose liquid cleaner that is NON-ABRASIVE. We do not recommend powdered cleaners, oil soaps, dishwashing detergents, or other

dusting products. Try to use a non-rinsing, biodegradable cleaner that leaves no residue or haze and requires no rinsing after application.

2. If **allure** One Step is not readily available, then you may obtain it directly from Halstead. See instructions on how to purchase this cleaner, and other helpful products from Halstead on page 20.
3. Shoe marks and scuffs can be easily removed using a spot application of your **allure** One Step and a green Scotch Brite pad.
4. Regular household dirt can be cleaned with your **allure** One Step applied as indicated on the products label. Some hand wiping may be required to remove tough spots and spills. Always sweep or vacuum your **allure** floor before cleaning so that all loose dirt and particles are removed. For best results do not use combination cleaner/finish products.
5. Do NOT WAX YOUR TRAFFICMASTER **allure** FLOOR! The surface of your TrafficMaster floor is very dense and non-porous; this prevents wax from penetrating and thus will build up a bed for yellowing and dirt collection. The same non-porous feature also provides all the protection against wear and staining that you will need. Use only **allure** One Step for heavy wear when you have experienced some loss of the original appearance over time. Your TrafficMaster **allure** floor has been designed to be very easy to maintain, but you may prefer to add an occasional coat of the **allure** One Step to renew and protect your floor. If you cannot locate the **allure**



One Step, then please ask your Home Depot representative for an equivalent low-gloss product. Additionally, the **allure** One Step is available directly from Halstead. See page 20 on how to order.

6. If your floor has been exposed to excessive amounts of water due to flooding, don't panic, **allure** is waterproof! Simply remove the water as quickly as possible with a Wet-Vac or other device and ventilate the room. A dehumidifier should be promptly turned on in the room to reduce the moisture levels back to normal. Do not dry the room below the normal moisture level that existed previously.
7. If accidental deep scratches appear on your floor then it might be necessary to replace such damaged tiles. Remember HELPFUL HINT #3, please refer to this section for replacing a plank of **allure**.
8. If the scratches are fine and the result of normal household use, then it is recommended only to fill them with one or two coats of the TrafficMaster Matte Floor Finish.
9. If any individual **allure** plank seams or edges should release from one another, it usually can be corrected by applying warm air from a hair dryer or paint gun for 5 to 10 seconds from a distance of 8". Then step on (or roll) the edges and maintain pressure until the re-adhesion is effected. If the problem persists, contact your Home Depot representative or Halstead's Consumer Hot Line at 1-866-THD-TILE ext 6.

## **First aid for your trafficmaster allure floor**

1. You may remove chewing gum, adhesive, crayon, candle wax, and similar type substances by applying ice until it becomes brittle enough to crumble off. The residue may be removed with mineral spirits.
2. Extra deep heel marks, caster marks etc.: rub with green Scotch Brite pad dampened with **allure** One Step.
3. For moderate to heavy stains caused by long standing water or other non-dye liquids: Rub with **allure** One Step.
4. For dark spots caused by ink or other chemicals, clean spot as per #2 above. If not successful, then the effected plank should be replaced as per HELPFUL HINT #6 of the "Installing **allure**" section.
5. Animal and diaper stains should be treated same as #3 above.
6. Cigarette burns if not deep, then procedure #2 above should work. If, however, they are very deep then the effected plank should be replaced as per HELPFUL HINT #6 of the "Installing **allure**" section.

If you have any questions or concerns about caring for your TrafficMaster **allure** floor please contact Home Depot or Halstead at 1-866-843-8453 ext 6 or check out our web site at [www.halsteadintl.com](http://www.halsteadintl.com). You can also e-mail us directly at:

[Trafficmaster@halsteadintl.com](mailto:Trafficmaster@halsteadintl.com)

## **Reminders!**

1. Retain you Home Depot sales receipt.
2. Keep records of the style and run number of your **allure** planks, this appears on the outside of the carton along side the barcode.
3. Keep record of the dates that you refreshed your floor with the Matte Floor Finish. Do not apply more than 4 coats total. If you need to apply more than 4 coats use a vinyl stripper to remove the previously applied floor finish.

STYLE of **allure**:

---

---

Run numbers:

---

---

---

Trafficmaster@halsteadintl.com

## ***Ordering additional products***

If a quality no-wax vinyl cleaner or the TrafficMaster Matte Finish are not available at the Home Depot for any reason, you may obtain suitable products from Halstead N.E. Corp. by sending a written request to:

Halstead N.E. Corp.,  
15 Oakwood Avenue,  
Norwalk, CT 06850

Please include a check or money order for any products required, or you may call 877-827-5779.

### **allure One Step Soft Satin**

\$15.99 per quart (covers 500 sq.ft.)

### **allure One Step Rich Gloss**

\$15.99 per quart (covers 500 sq.ft.)

Additional items:

### **allure Hidden Transition Strips**

\$3.99 each — 36"

### **allure Repair Tape**

\$5.99 per roll (75' per roll)

Please add \$3.95 for shipping and handling.

# trafficMASTER allure

## 25 year residential limited warranty



warranty

Halstead New England will furnish replacement flooring free of charge if there is a loss of original pattern or color under normal residential use of Trafficmaster **allure** for as long as the purchaser continues to remain in the residence of the original installation provided the flooring is installed and maintained according to the instructions included. This warranty is non-transferable and pro-rated.

This warranty does not include labor or the cost of labor for installation of the replacement flooring nor does it include damage due to improper installation or maintenance, alkalis in the sub-floor or conditions arising from hydrostatic pressure, burns, tears, indentations, stains, or reduction in gloss due to normal use or exterior applications.

This warranty shall not include loss of time, inconvenience, incidental expenses (such as telephone calls) included in the removal or reinstallation of the affected material, and any other incidental or consequential damages.

# warranty

Some states do not allow the exclusion of or limitations if incidental or consequential damages so that above limitation and exclusion may not apply to you.

This warranty gives you specific legal rights and you may have other legal rights, which varies from state to state.

This warranty is in lieu of any other warranties expressed or implied.

This warranty service is available only by notice to Halstead New England through the dealer from whom the purchase was made. Notification must be accompanied by a copy of the original invoice and can only be authorized by Halstead.

**Halstead N.E. Corp.  
15 Oakwood Avenue  
Norwalk, CT 06850**

# HALSTEAD INTERNATIONAL WARRANTY REGISTRATION

To register and activate your Warranty, please answer these questions and return this card to Halstead International. Thank you.

# REGISTRO DE LA GARANTÍA DE HALSTEAD INTERNATIONAL

A fin de registrar y activar su garantía, por favor, responda a las siguientes preguntas y envíe esta tarjeta a Halstead International. Gracias.

Did someone in your home install the products you bought or did you use an outside installer:

¿La instalación de los productos fue realizada por algún miembro del hogar o por un instalador externo?

we did it (nosotros la hicimos)  
 used outsider (la hizo un instalador externo)  
 ( \_\_\_\_\_ )  
 ( \_\_\_\_\_ )

I live in (Vivo en):  a house (una casa)  
 an apartment (un apartamento)  
 other (otro) \_\_\_\_\_

This registration card will be used only for registering your purchase and for no other purpose.

Esta tarjeta de registro será utilizada únicamente para registrar su compra y para ningún otro propósito.

Name (Nombre) \_\_\_\_\_

Address (Domicilio) \_\_\_\_\_

City/State/Zip (Ciudad/Estado/Código Postal ) \_\_\_\_\_

E-mail address (Dirección de correo electrónico) \_\_\_\_\_

Product you are registering (Producto que está registrando) \_\_\_\_\_ Cases(Cartón)

Pattern no. (Nº de diseño) \_\_\_\_\_ Quantity Purchased (Cantidad adquirida)

Date Installed (Fecha de instalación) \_\_\_\_\_

Where did you purchase it? (¿Dónde efectuó la compra?) \_\_\_\_\_

Store (Tienda) \_\_\_\_\_ City (Ciudad ) \_\_\_\_\_

It will be used in (Lugar donde va a usar el producto):

Kitchen (Cocina)  Den (Cuarto privado)  
 Living Room (Sala de estar)  Bedroom (Dormitorio)  
 Children's Room (Cuarto de los niños)  Bathroom (Baño)  
 Dining Room (Comedor)  Other (otro)

---

---

---

---



WARRANTY REGISTRATION UNIT  
**HALSTEAD INTERNATIONAL**

15 OAKWOOD AVENUE  
NORWALK, CT 06850  
U.S.A.