

CORK VS. LVP · HARDWOOD · LAMINATE · TILE & STONE · CARPET

# Cork, Compared

This is a side-by-side comparison of six flooring categories across seven performance dimensions: comfort, warmth, quiet, resilience, allergen resistance, healthy air, and renewability. Every category gets credit where it earns it. Cork is the only one strong in all seven.



| PERFORMANCE DIMENSION                                                                      | CORK     | LVP / LVT | HARDWOOD | LAMINATE | TILE / STONE | CARPET   |
|--------------------------------------------------------------------------------------------|----------|-----------|----------|----------|--------------|----------|
| <b>Comfort underfoot</b><br>The give that makes standing easy                              | ●        | ◐         | ○        | ○        | ○            | ●        |
| <b>Warmth &amp; insulation</b><br>Feels warm over slab or basement                         | ●        | ◐         | ◐        | ◐        | ○            | ●        |
| <b>Quiet: impact &amp; airborne</b><br>Absorbs sound instead of transmitting it            | ●        | ◐         | ○        | ○        | ○            | ●        |
| <b>Resilience &amp; recovery</b><br>Springs back, doesn't chip or crack                    | ●        | ◐         | ○        | ○        | ○            | ○        |
| <b>Resists mold &amp; allergens</b><br>Suberin naturally resists mold, mildew & dust mites | ●        | ◐         | ◐        | ○        | ◐            | ○        |
| <b>PVC-free &amp; healthy air</b><br>No vinyl, no harmful off-gassing                      | ●        | ○         | ●        | ◐        | ●            | ◐        |
| <b>Rapidly renewable material</b><br>Harvested without cutting the tree                    | ●        | ○         | ◐        | ◐        | ◐            | ○        |
| <b>CATEGORY STRENGTHS · OF 7</b>                                                           | <b>7</b> | <b>0</b>  | <b>1</b> | <b>0</b> | <b>1</b>     | <b>3</b> |

● Category strength ◐ Varies / partial ○ Typical weakness · Directional comparison of typical category construction; specific products vary.

## READING THE TABLE

Cork is the only column with a full mark in every row. It offers the **comfort, warmth, and quiet** people choose carpet for, the **healthy, PVC-free build** of hardwood and tile, and a **resilience** none of the others match. Every other category trades one strength away to get another. Cork isn't a compromise between categories. It's the overlap of their best qualities.

## Cork, quantified

**200M** air cells / in<sup>3</sup>

Absorb impact & airborne sound

**14,000** PSI

Withstood without breaking · 97–100% recovery from typical loads

**50%** air by volume

Dead-air insulation · warm over slab

**17–19** dB

Impact sound cut, every floating floor

**AC5** Class 33

Serenity's commercial rating

**9** year bark cycle

Hand harvested · the tree is never cut

### FINISH & WATER

**THE FINISH SYSTEM** Serenity's **patented Hot Coating** is **fade, water, and scratch resistant**; full commercial grade. Avant Garde and Eco-Nomical: **three coats of Greenshield**, 4x stronger than most UV acrylics, plus optional coats that **seal surface and seams**.

**WATER & LIQUIDS** Cork is the material the world trusts to **seal wine**. Natural suberin makes it **moisture shedding**, and spills **wipe from the finished surface**. Kitchens & full baths: **Corkoleum** and bath-rated glue-down tile.

*Water resistance is a finish & product property. Wipe standing liquids promptly; match product to room per the Field Guide.*

## Every question, *answered*

| THE QUESTION                 | THE ANSWER                                                                                                                                                                                                                           |
|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| "Is it durable enough?"      | Three coats of Greenshield, 4x stronger than most UV acrylics, backed by a lifetime residential structural warranty. Serenity: AC5 / Class 33, 25-year residential wear.                                                             |
| "Will it dry out or shrink?" | Cork isn't lumber. It's billions of suberin-sealed air cells, the structure that keeps a wine cork elastic for decades. The finish seals the surface; an annual Bona refresh keeps it that way.                                      |
| "Heat & humidity swings?"    | Movement is engineered in, not fought: floors acclimate, float, and breathe within a hidden perimeter expansion space. Approved for use over radiant heat. The layer bond itself carries a lifetime residential structural warranty. |
| "Won't it dent?"             | Cork compresses and springs back. A dent typically recovers with a damp, warm cloth. Felt pads under furniture, same as any fine floor.                                                                                              |
| "Does it fade?"              | A gentle patina is an inherent, expected characteristic of natural cork. Serenity's printed visuals are fade resistant for sun-heavy rooms.                                                                                          |
| "Is it healthy?"             | PVC-free, and every floating collection is GreenGuard Gold certified. Natural suberin resists mold, mildew, and dust mites, with no harmful VOC off-gassing.                                                                         |

## One material, *every look*



**Barcelona**  
AVANT GARDE



**Canyon**  
AVANT GARDE



**Castle Tuscany**  
AVANT GARDE



**Monsanto**  
AVANT GARDE



**Blond French Oak**  
SERENITY



**Red Oak**  
SERENITY

### ABOUT WECORK

Founded in 1975, WECORK represents the **sixth-generation in cork**. Family owned and operated, our premium cork is sourced mostly from Portugal, and entirely in the Mediterranean region. **Corkoleum ranked #3** in This Old House's Top 20 New Home Products. More: [wecork.com/benefits-of-cork](https://wecork.com/benefits-of-cork)

TOP 20  
**No. 3**  
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