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Enchanted by A Gorgeous Floor

By Leslie Joy Ickowitz • Michael Harris Photography



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No two finished
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Searching for an alternative to carpet, tile or wood flooring, I was thrilled to stumble upon A Gorgeous Floor at the Tampa Home Show this year. Mounted on easels, a wide variety of colorful samples gleamed under overhead lighting drawing you in for a closer look at the exquisite, slick finish.

What appears to be a single slab of wet stone and resembles a glassy lake is actually acid stained concrete. "A Gorgeous

Floor combines the strength and durability of concrete with the aesthetic appeal of fine art," says Inventor and Proprietor Rod Burton.

Part of the attraction of A Gorgeous Floor is that each installation is unique. No two finished products are identical. Depth of color is achieved through the application of cement, which when applied, creates the exotic texture and psychedelic swirled patterns. "The color gathers in

some areas more than others," explains installer Corey Booth. "That's part of the beauty of the floor."

A Gorgeous Floor comes with many advantages beyond the aesthetics. A Gorgeous Floor's patent pending process utilizes the toughest sealer on the market, eradicating the necessity to wax, buff, polish or strip the floor. There are no grooves to collect dirt, dust and other allergens. Because it's waterproof and not damaged by accidental spills, A Gorgeous Floor is child and pet-friendly. A damp mop does the trick to maintain the surface. "Because no one wants to be a slave to a floor," Rod insists, "even if it is gorgeous."

A Gorgeous Floor is currently available in over 25 colors but the possibilities are unlimited. In black, A

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Gorgeous Floor looks like a mysterious lagoon or cooled lava flow. Tiger Eye combines deep, earthy browns, reds and greens for a rich finish. After Glow, pictured here, resembles molten gold, or according to another onlooker, "a caramel sundae!"

Whether light or dark in color, each floor boldly reflects the distinctive patterns unique to each "work of art." Whichever color you choose from the palette, you can be assured of one thing: A Gorgeous Floor.

For more information, contact A Gorgeous Floor at (813) 948-0510, visit the showroom at 5911 Breckenridge Parkway in Tampa or check out www.agorgeousfloor.com tbb

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