



EDITORIAL POLICY

As "The Web's Flooring Authority," FindAnyFloor.com's® editorial mission is to deliver the most objective and accurate flooring information on the Internet.

FindAnyFloor.com presents in-depth, original editorial content based upon the following:

Relevance – Information that could affect site users' flooring choices. This includes coverage of the latest flooring news, product launches, strengths and weaknesses of particular types of flooring and how it may work in a particular room or part of the country, and expert commentary on flooring developments.

Newsworthiness/Trends – Coverage of news and design topics, such as "The Strength of Laminate Flooring," "What is Green Flooring?" and "Cutting a Rug: How Much Traffic Can Your Carpet Really Take?" and emerging flooring trends, such as the latest in green flooring, recycled materials, color and design trends, and more.

Integrity – FindAnyFloor.com's core editorial value is to clearly define the line between objective content and other information so that site visitors can easily distinguish independent editorial information from paid, promotional information.

Independence – FindAnyFloor.com's reporting is free from commercial or paid influences. It is fair, accurate, objective and independent.

FindAnyFloor.com Editorial Staff Policy

The FindAnyFloor.com editorial team is charged with the task of developing practical and diverse content. FindAnyFloor.com writers must aggressively research topics and experts to get the information that site users want and need. They also seek objective commentary or comment from industry spokespeople, for balance, when appropriate. All material generated by the FindAnyFloor.com editorial staff is to be free from the influence of financial relationships or other interests.

The FindAnyFloor.com editorial team strives to provide thorough and factual content. They share a commitment to ethical behavior and the highest professional standards.

###