



THE LVT SPECIALISTS

METROFLOR UNVEILS NEW MERCHANDISING STRATEGY: ALIGNED DEALER PROGRAM

NORWALK, CT, March 2016 – Metroflor Corporation introduces the new Metroflor Aligned Dealer Program designed to integrate the company’s floating floor portfolio into a single unit at point of purchase, to enhance sales and profitability for retailers. With the theme “A Partnership for Success – Quality Products. Exceptional Benefits. Outstanding Support”, the program is one step in a company-wide rebranding endeavor that positions Metroflor as The LVT Specialists.

A Good-Better-Best selling strategy can be integrated into Metroflor’s newest merchandising vehicle that is the key to entry into this benefit-laden program. Konecto (Good) will be aligned with the Engage (Better) and the new Engage Genesis (Best) brands to spotlight Metroflor’s Floating Floor range in a new Metroflor Selection Center display: modern, sleek, sophisticated and compact. The fixture showcases up to 96 large (26.75” X 25.74”) samples, shopper-friendly product information boards and a relatively compact footprint (26 square feet), with up to 200 square feet of Display floor available at no cost. Other benefits of the Aligned Dealer Program, available to Metroflor’s top 1200 retailers, include:

- Exclusive Satisfaction Guarantee – Customers have the reassurance of a 60-Day, no-questions-asked return policy from Metroflor that covers material and labor (residential only)
- Private Endorsed Installation Training (up to 6 participants) and a 90-minute sales and installation training session focused on product knowledge and selling tips
- Retailer Self-Inspect Warranty Program for online, streamlined resolution
- Seasonal POP Kits including merchandising enhancements such as window clings, counter cards, sales tags and wall banners/ceiling dangles
- Aligned Dealer Support program with dedicated website portal for downloadable ads/slicks/logos, an enhanced Dealer Search listing and a hotline for support

Said Russ Rogg, President & CEO of Metroflor Corporation, “The Aligned Dealer Program is an outstanding opportunity for our elite retailers to build sales and profitability. We’ve thought of everything they need to succeed – in addition to our high-quality products, Metroflor now offers a comprehensive package of marketing support and an enhanced in-store experience. It is one step in an overall rebranding of Metroflor to claim the position we’ve always had in the industry as The LVT Specialists.”

Gary Keeble, Metroflor Director of Marketing, added, “The array of benefits available in the Aligned Dealer Program are comparable to those offered by the premier buying groups. These value added benefits truly enhance the Metroflor Selection Center, providing a go-to display to capture sales in the hottest and fastest growing category in flooring.”

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PRESS CONTACT
Susan Bang PR
sbang@susanbang.com
917-991-9714

AT METROFLOR CORPORATION:
Gary Keeble, Director of Marketing
gkeeble@metroflorcorp.com
888-235-6672 ext. 3820