



VERÇADE
WALL FASHION

METROFLOR INTRODUCES VERÇADE WALL FASHION DISPLAY FOR FLOORING RETAILERS

NORWALK, CT, Jan. 2, 2019 – Flooring dealers have an opportunity to expand their retail offering by adding trendy wall fashions to the mix with [Verçade Wall Fashion](#) (pronounced Ver-sahd). Verçade allows retailers to easily enter the fast-growing wall panel plank and tile category and capture incremental sales by offering a cost-effective alternative to ceramic wall tile or reclaimed wood. Verçade enables flooring retailers to add a wall sale and offer installation services for both.

To showcase the range of beautiful 6”x 48” planks and 12” x 24” tiles at retail, Metroflor designed a small-footprint (36” wide) display that stands apart from other flooring displays and fixtures. Said Russ Rogg, president and CEO of Metroflor, “We created the Verçade Wall Fashion display to be a destination clearly and specifically for wall products. Early feedback from both our dealers and distributors has been incredibly positive. There is a hunger for a wall product designed to help dealers grow their revenue and increase their margins.”

A rotating “lazy Susan” display showcases the 18 planks and 6 tiles. Behind the stationary samples, a storage compartment accommodates three 6” x 9” take-home samples; open spaces for the expansion of up to 36 SKUs and samples are covered with “inspiration cards” of Verçade room setting visuals. Storyboards demonstrate the various ways in which the product can be installed.

To complete the package, a series of molding options – end cap, inside /outside corners, and chair rail -- exactly match the woodgrain and tile designs. The moldings are especially useful for non-professional DIY residential installations, where they can mask or minimize imperfections; e.g. in drywall inside and outside corners that aren’t completely square. A brochure holder and storage compartment are concealed by one full-size tile, which shows the scale and thickness of the product.

To motivate retailers to carry Verçade, the pricing has been structured advantageously for dealers to sell at a lower price than on the direct-to-consumer website. Verçade at retail is competitively priced at \$6.99 – \$7.99 sq. ft. rather than the \$8.99 on [verçade.com](#).

To obtain a display, flooring retailers can contact their Verçade Wall Fashions distributor:

[Tri-West, Ltd.](#): California, Nevada, Utah, Colorado, Arizona, New Mexico, West Texas, Hawaii
[Herregan Distributors, Inc.](#): Minnesota, North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Missouri, Iowa, Wisconsin, Illinois, Michigan

William M. Bird: Maryland, Virginia, West Virginia, North Carolina, South Carolina, Central & East Tennessee, Georgia, Alabama, western panhandle of Florida.

Apollo Distributing Co.: New York City, Southern Connecticut, Eastern Pennsylvania, New Jersey, Delaware

Adleta Corporation: Central and North Texas, Arkansas, Oklahoma, Western Tennessee, Northern Mississippi

To learn more, visit vercade.com



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