



METROFLOR DEBUTS REVITALIZED KONECTO LVT BRAND ***Updated Design, Improved Pricing***

Norwalk, CT, January 2016 - Metroflor Corporation will debut the company's revitalized Konecto brand at Surfaces 2016. Built on the proven and established Grip Strip technology for floating floors, the new Konecto LVT portfolio features an updated logo, refreshed designs, in-register embossings, and a new merchandising program to support retail sales.

Said Russ Rogg, president & CEO of Metroflor Corp., "Konecto continues to impress as a viable and credible floating LVT product in today's marketplace. With improved designs and a restructured pricing model, we believe Konecto provides the best value equation in floating LVT."

The new Konecto is built upon a "Good/Better/Best" platform designed to satisfy residential, multi-family and Main Street light commercial markets alike with a full range of plank and tile formats, updated designs, new colors, allover and in register embossings (IRE). With authentic looks/textures, durable ceramic bead finish and low maintenance attributes, Konecto has something for everyone.

Featuring Metroflor's patented and innovative grip strip technology, Konecto requires no additional adhesives. It installs fast over almost any existing hard surface with virtually no post-installation mess – no sanding, sawing, dust or multiple-stage processes required.

KONECTO PROJECT/"Good" Level -- 6 Mil Wear Layer

The Project collection is exactly what it says, designed for the builder and multi-family market. Planks measure 6" x 36" (152.4 x 914.4 mm) and tiles in both, 12" x 36" (304.8 x 914.4 mm) and 12" x 24" (304.8 x 609.6 mm); all with a 4.5 mm gauge and 6 Mil wear, a 10-year residential and 5-year light commercial limited warranty.

Two new plank design additions -- Vibrant Oak and Perfect Hickory -- round out a powerful selection of popular designs and colors. One new tile designs, Versatile Stone, was added for even more choices. The color-play found in Versatile Stone allows this design to be used with multiple color combinations.

KONECTO SIERRA/"Better" Level – 12 Mil Wear Layer

The new, longer length Sierra Plank is sized to 6" x 48" (152.4 x 1219.2 mm), complementing an existing assortment of 6" x 36" (152.4 x 914.4 mm) plank, while Sierra Tile measures 16" x 32" (406.4 x 812.8 mm). Both feature a 4.5 mm gauge, 12 Mil wear layer, and are backed by a 25-year residential / 6-year commercial limited warranty.

Sierra plank and tiles feature two new wood grains and one new tile design. Revealed Oak is a uniquely contemporary look in finish and six updated colors. Brilliant Teak, a transitional wood design with a linear graining, is featured in six new colors.

Rounding out this contemporary theme is Horizon Stone, with a rich, soft marble design that is packed with subtle color combinations for any interior.

KONECTO PRESTIGE/"Best" Level – 12 Mil Wear Layer Ceramic Bead Finish

The new Prestige adds a wider width plank to this popular collection. The cornerstone of Konecto, Prestige is built on 6" x 48" (152.4 x 1219.2 mm) and 7" x 48" (177.8x1219.2 mm) plank sizes, both with a 4.5mm gauge and 12 mil wear layer, backed by a 25-year residential and 10-year commercial limited warranty.

Konecto Prestige features the unique combination of print and In-Register Embossings. Refined Oak is a sophisticated clean oak that has been fumed and then glazed to highlight the graining of the wood: a perfect foil for a more upscale interior look. Transitional Oak is one that can be used in a variety of interiors from a more traditional look to the trending contemporary look of simple yet elegant lines.

Said Metroflor Director of Marketing Gary Keeble, "Konecto's redesign will ensure its continued position as Metroflor's powerhouse brand. Our new tagline for Konecto says it all: 'Beauty by Nature. Performance by Design.' Dealers and consumers alike will be inspired by the incredible selection of natural wood, stone and tile looks – along with the outstanding durability, easy maintenance and softer, more comfortable feel under foot that Konecto delivers day in, day out."

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