



STARLOC LUXURY VINYL FLOATING FLOORS INTRODUCES SONOMA WOODS

Rugged, Sophisticated Looks Enhanced with In-Registered Embossing

NORWALK, CT – Metroflor Corp. has introduced an addition to its Starloc Portfolio of Luxury Vinyl Floating Floors: **Sonoma Woods**. The new collection of 6 rustic, yet elegant designs features the In-Registered Embossing (IRE) currently available in Starloc's existing Ashford Wood Collection. The embossing is paired with a species that can resemble Oak, Ash or similar open-grained woods, making it extremely versatile for both commercial and residential environments. Additional design interest is achieved through mineral streaks accented by both texture and color, complemented with a palette featuring Clear Creek, Sandy Creek, White Rock Creek, Red Oak Creek, Cedar Creek and Rainwater Creek.

Sonoma Woods is available in 6" X 48" planks built on Starloc's "Best" platform – a 4.5 mm gauge, a 12 Mil wear layer with ceramic bead coating, wider grip-strips, and a fiberglass reinforced mid-layer. With dramatic, rugged planks that evoke the texture of the Rocky Mountains, Sonoma Woods suits both commercial and residential applications with its realism, coupled with Starloc's durable functionality. As with the entire Starloc Collection, the patented and innovative grip-strip technology in Sonoma Woods requires no added adhesives.

NEW FOR STARLOC 2013

Entry-level **Aspects** delivers unparalleled value without sacrificing product construction or performance integrity. It offers the same features that make Starloc the segment leader: a 4.5 mm thick vinyl core reinforced with fiberglass, and a ceramic bead overlay for enhanced scuff and abrasion resistance. Designs of the 8 planks measuring 6" X 36" are especially suited for apartments and multi-family housing environments. Warranty: 10 years residential.

The **Summit Plank Collection** features 5" X 48" planks enhanced with the new patent-pending Crescent Edge technology. This eased edge detail creates authenticity, depth, and the illusion of walking on a thick, solid wood floor, but with LVT's no-hassle care and maintenance. With a gauge of 4.5 mm and a 12 Mil wear layer with a ceramic bead finish, both collections are warranted for 25 years residentially and 10 years commercially.

Starloc's new **Waverly Tile** collection featuring 16" x 16" floating, groutable tiles is built on a platform of 5.0 mm thick LVT and has a 12 Mil wear layer with a ceramic-bead coating. This construction enables Aspire to be warranted for 8 years commercially (25 years residentially). Aspire is FloorScore® certified for environments where good air quality is a priority. As a floating floor not adhered to the sub-floor, Aspire tiles are fully recyclable at the end of the product life cycle.

All Starloc planks and tiles are easy to install over virtually any subfloors or existing floors, such as natural wood, concrete, vinyl, linoleum or ceramic, with minimal disruption and are easy to replace if need be. In the commercial arena, Starloc appears in myriad medical, restaurant, healthcare and other buildings that require



non-allergenic, water-resistant and anti-fungal flooring. With no underlayment necessary, the flooring feels comfortably warm underfoot and absorbs sound. Limited warranties cover up to 25 years for residential and 10 years for commercial use, depending upon products chosen.

Starloc planks are available in multiple grades – Entry Level, Good, Better and Best – with color choices to fit every budget and aesthetic. Plank offerings include:

- **Mountain Woods** (Better), with its Barnside embossed finish, in 6" X 48" planks with 12 Mil ceramic bead finish, is available in 7 different wood pattern species for a total of 11 colors in the collection.
- **Ashford Woods** (Better), with 6" X 36" planks and 12 Mil ceramic bead finish, is available in 1 pattern for a total of 6 colors. The wood realism within the in-registered embossing makes this oak design collection very authentic.
- **Aspen Woods** (Best), also with Barnside finish, featuring 6" X 48" planks and 20 mil ceramic bead finish, is available in 6 different patterns for a total of 8 colors.
- **Commerce** (Good), in 6" X 36" planks, Barnside finish with 6 Mil ceramic bead wear layer, features patterns that will complement any space due to its distinctive American designs.
- **Aspects** (Entry Level), in 6" x 36" planks with a Barnside embossing and a 4 Mil Ceramic Bead wear layer.

Starloc Tiles feature natural looks in metallic, slate, and granite visuals:

- **Aspen Metallic**, modern metal look and satin embossing, measuring 16" X 32", 20 Mil ceramic bead finish
- **Aspen Slate**, traditional stone, 16" X 32", 20 Mil ceramic bead finish
- **Mountain Granite**, a modern granite look, 16" X 32", 12 Mil ceramic bead finish
- **Mountain Travertine**, with traditional Travertine appeal, 16" X 32", 12 Mil ceramic bead finish
- **Mountain Slate**, another traditional stone look, 16" X 32", 12 Mil ceramic bead finish

Starloc is fully supported with a merchandising package including brochures/ collateral materials, displays, and a redesigned website -- www.starlocusa.com. New features include a Retailer search function and a Flooring Estimator. Icons link directly to Metroflor's new Facebook, YouTube and Pinterest social media outlets.

For more information or to find a dealer or distributor near you, visit <http://www.starlocusa.com/>

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