



THE LVT SPECIALISTS

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## **METROFLOR TO INTRODUCE NEW LOOKS FOR ENGAGE GENESIS DURING SURFACES CONVENTION**

Norwalk, CT, Nov. 20, 2017 – Metroflor Corporation has expanded its Engage Genesis® LVT line with on-trend narrower, longer, wider width, and multi-length plank formats and a new “painted” accent bevel that heightens definition and authenticity. The company will also introduce its first Engage Genesis tile collection in the 16” x 32” format during The International Surface Event (TISE) in Las Vegas, Jan. 30 – Feb. 1, 2018.

Said Metroflor’s Director of Marketing Gary Keeble, “Metroflor is fortunate to have a design staff that is continually pushing the envelope on not only color and design, but also with our plank and tile formats. With the new additions to our Engage Genesis portfolio, we have multiple plank formats and large format tiles that provide retailers with a seemingly limitless array of options to present to consumers. These unique formats provide a canvas for Director of Design Robert Langstaff to create the industry’s best styled and most authentic looks designed specifically to enhance the format’s distinctive characteristics.”

All Engage Genesis SKUs feature Metroflor’s pioneering ISOCORE TECHNOLOGY®. ISOCORE is an extruded, closed-cell vinyl structural core that delivers rigidity and strength to Engage Genesis while making larger formats easier to install through the new DropLock 100™ locking technology. This unique LVT composite results in a floating floor that is 100% waterproof, dimensionally stable, light, yet strong, and provides sound insulating characteristics through its pre-attached acoustical underlayment. Metroflor’s proprietary FX<sup>3</sup> Surface Protectant™ provides superior protection against abrasion and enhanced stain repellency. Ultra-Fresh treatment is infused into FX3 Surface Protectant™ on the surface and integrated within the pre-attached underlayment to inhibit the growth of odor and stain-causing mold and mildew. \*

*HIGH RESOLUTION IMAGES AVAILABLE UPON REQUEST.*



New to the Engage Genesis 1200 Vol. 2 series are 7.48” x 47.64” planks with multiple embossings including In-Register and Enhanced Grain and a “painted” accent-bevel for more realistic plank definition than micro-bevel. The bevel is painted a complementary color for heightened plank definition and realism. A 12 Mil wear layer is rated for residential and light to

medium commercial applications. Featured here: Engage Genesis 1200 Series - Oakwood Manor.



Also new to the 12 Mil Engage Genesis 1200 series is a narrow plank format in a new nominal 6" width – 5.59" x 47.64". Natural Timber embossing and a painted accent-bevel complement the product color to achieve heightened realism. Featured here: Engage Genesis 1200 narrow plank series - Dysart.



The Engage Genesis 1200ML Multi-Length series extends the narrow plank format featuring new 5.75" wide planks in varying lengths of 23.82", 35.43" and 59.45" to achieve more dimension to the floor, complemented by the Natural Timber embossing and a painted accent-bevel. A 12 Mil wear layer provides protection in a variety of residential and light to medium commercial settings. Featured here: Engage Genesis 1200ML – Carlsbad.



For the Engage Genesis 2000XL Vol. 2 series, the 8.66" x 59.45" planks feature In-Register emboss and the new painted, accent-bevel to bring dimensionality and interest to the floor. A 20 Mil wear layer makes these products suitable for a wide range of residential and heavy commercial applications. Featured here: Engage Genesis 2000XL Series – Rockaway.



The new Engage Genesis 2000T collection features the first-ever Tile format in the large, 16" x 32" size, with Linen emboss or Rough Concrete emboss (varies with SKU) and micro-bevel edge. These tiles are suitable for any residential and a wide range of heavy commercial settings due to the durable 20 Mil wear layer. Featured here: Engage Genesis 2000T – Stardew.

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\*Ultra-Fresh is a registered trademark of Thomson Research Associates Inc.

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