



METROFLOR CORPORATION BESTOWED BEST OF NEOCON AWARD FOR PRODUCT INNOVATION

NORWALK, CT – Metroflor Corporation’s Metroforms with Attraxion Magnetic Technology captured the Best of NeoCon Award for Product Innovation at the Best of NeoCon 2019 thirtieth annual competition of contract furnishing products during NeoCon at The Mart in Chicago.

Said Russ Rogg, president and CEO of Metroflor, “We consistently endeavor to develop new products and designs that are innovative, beautiful and solution-based. Since our original launch of Attraxion Magnetic Attachment Technology, we have firmly believed that the benefits would be recognized and welcomed by the design and installation communities. Winning this award affirms that we are headed in the right direction.”

Licensed from Magnetic Building Solutions (MBS), the new Attraxion-branded Metroforms LVT enables the rapid installation of flooring by creating a magnetic attachment utilizing MBS’ MagneBuild™ magnetic underlayment and eliminating the need for locking systems or adhesives. Metroforms couples the benefits of Metroflor LVT and the Attraxion system -- installation speed, indoor air quality, performance and safety -- with the ability to add a wide range of pre-cut shapes to achieve custom looks.

Attraxion floors have an integrated ferrite receptor film laminated to the bottom of the flooring. By merely rolling out the MagneBuild magnetic underlayment over almost any smooth, flat, clean and dry subfloor, the Metroforms shapes can be assembled and installed more easily and faster than any other method. The innovative patterns offer endless design flexibility.

View Metroform’s winning entry here:

<https://bestofneoconawards.secure-platform.com/a/gallery/rounds/6/details/1959>

There were entries in 42 product and furnishing categories in the Best of NeoCon competition, for a total of 83 winners. Best of NeoCon Awards were presented by *Contract* magazine and sponsored by NeoCon and The McMorrow Reports Facility Management & Design Insights.

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