



## **METROFLOR FLOORING INSTALLED IN FOOD NETWORK'S *RESTAURANT IMPOSSIBLE* SERIES**

*-Déjà New LVT with Attraxion Magnetic Attachment Technology Appears in Two Episodes-*

NORWALK, CT, Feb. 26 – Metroflor Corporation's Déjà New with Attraxion Magnetic Attachment Technology was the fast-installing flooring solution in the restaurant-makeover *Restaurant Impossible* cable TV series. Chosen primarily for its speed of installation, Déjà New with Attraxion's "small screen" debut can be seen in two episodes: the previously aired Episode 6 "Old Habits Die Hard" and, due to the success of the first installation, in Episode 11 "Chattanooga Blues", which airs Feb. 27 at 9 pm on The Food Network.

Said Gary Keeble, Metroflor's director of marketing, "We are excited about our participation on *Restaurant Impossible* and how the exposure to magnetic flooring will benefit our Attraxion floors. The beauty of Déjà New with Attraxion is ultimately what gets us on the floor, but the speed of installation gives it a huge advantage in this particular situation. While 48 hours is typical for a *Restaurant Impossible* renovation, it's not for the vast majority of projects. But speed and ease of installation is an important feature for any type of commercially installed flooring. Time is money."

*Restaurant Impossible* Host/Chef Robert Irvine tries to turn around restaurants across America that are facing an impending demise if things don't improve. With a \$10,000 budget and two days to work, Irvine uses his creativity and resourcefulness to turn the eatery's fortunes around – including making aesthetic changes -- in preparation for the grand reopening the following day. Episode 6 documents the renovation of Perella Restaurant in Warren, Rhode Island, where owner Lou Perella has operated the family restaurant the same way for 25 years in the original, barn-like "diner" décor – and was stubborn about any change. "It's like a time warp in here," said Irvine, who described it as one of the biggest transformations the show has ever done – and it all began with the floor.

Jay Zurn, Metroflor's product support manager, was on hand to assist in the installation of 1,700 square feet of Déjà New with Attraxion, which was completed within 12 hours amid many interruptions, without the challenges that dryback flooring would have presented. Said Zurn, "After 25 years, the textured concrete subfloor wasn't in good shape, so the floating floor with Attraxion was a perfect solution, avoiding time-consuming subfloor prep often required by dryback. It would have been trouble to install the floor with adhesives and still meet the tough timeline." In addition, with all the construction going on simultaneously, Attraxion eliminated the need to keep other workers away from the flooring's adhesives. "They'd have had to work their way around it," said Zurn. "And construction-related dust would have floated up, settled down and contaminated the adhesive."

Construction manager Tom Bury explained during the episode, "The flooring is magnetic flooring, you lay down this base mat and the flooring sticks to the mat." Said Irvine, "I like that. It's so fun!" *Restaurant Impossible's* flooring installer Roland Thompson agreed, "It's a show-friendly product."

In the "Chattanooga Blues" episode airing on the Food Network Feb. 27, the owners of family-run Blue Orleans restaurant in Chattanooga lost everything in Hurricane Katrina and are going through a divorce, with their children in the cross-fire. Chef Irvine works to make the restaurant successful – and bring peace back to the family. The 1,700 sq. ft. installation of Déjà New with Attraxion was a

major factor in helping the show meet the 48-hour renovation window due to its speed and ease of installation.

Zurn concluded, “For any project where minimizing turnaround time is critical, the Attraxion magnetic attachment technology is a perfect platform and solution. It’s a fast and easy way to change the look of the floor – the foundation of the décor that follows.” Keeble added: “It was a pleasure to work with Robert Irvine and the *Restaurant Impossible* crew who weren't shy in letting us know how impressed they were with the floor.”

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Restaurant Impossible host Robert Irvine with construction manager Tom Bury and designer Taniya Nayak.



The Perella Restaurant transformation is complete with 1,700 sq. ft. of Deja New with Attraxion DN821823 Worn Beige Saw cut finish.

PRESS CONTACT:  
Susan Bang PR  
sbang@susanbang.com  
917-991-9714

AT METROFLOR CORPORATION:  
Gary Keeble, Director of Marketing  
[gkeeble@metroflorcorp.com](mailto:gkeeble@metroflorcorp.com)  
888-235-6672 ext. 3820