



etroforms

ATTRAXION
magnetic attachment technology

METROFLOR CORPORATION INTRODUCES METROFORMS WITH ATTRAXION MAGNETIC ATTACHMENT TECHNOLOGY™

- *Bold, unique shapes in exciting colorways* -

NORWALK, CT – At NeoCon 2019, Metroflor Corporation introduces its latest Metroflor LVT collection: Metroforms with Attraxion Magnetic Attachment Technology. Licensed from Magnetic Building Solutions (MBS), the new Attraxion-branded 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.

Thanks to Attraxion, innovative layouts such as starbursts, chevrons and basketweaves are easier and faster to install than ever before by using Metroforms' pre-cut shapes. Many of the Metroforms shapes are integrated fractals, which can be used to create a seemingly limitless array of patterns. 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.

Metroflor's Déjà New LVT provides the palette and the foundation for Metroforms with Attraxion. With a 20 mil wear layer and 2.5 mm gauge, Déjà New's patterns and colorways lend Metroforms 38 visual options in a range of colors and textures ranging from wood to concrete and textiles. Metroforms can introduce interest and drama into a wide range of specified and Main Street commercial applications including Hospitality, Retail, Healthcare, Education, Corporate and Multifamily.

Removable, Replaceable, Reusable, Repairable

The Attraxion magnetic installation technology eliminates adhesive-related VOCs and the need for cutting patterned floors on-site with power tools and resulting dust, as well as reducing labor and removal costs. The MagneBuild underlayment adds additional value by providing built-in solutions to key flooring concerns and can be dual-purposed as a moisture barrier (by taping underlayment seams) and as a crack suppression membrane. Metroforms are easily removed and repaired if needed. Subsequent installations only require Attraxion flooring as the MagneBuild magnetic underlayment can be reused for multiple installations without degrading its magnetic properties. With full transparency, the flooring collection has been issued a Declare label, analogous to nutrition labels for building products. The Attraxion system helps to address the installer shortage by reducing the labor skillset and need for expensive tools. Attraxion's speed of installation also enables Metroforms installers to install more floors in a day compared to traditional glue down methods, while also allowing for more custom designs than other floating floors.

METROFORMS DESIGNS

Beyond the innovative installation system, Metroforms presents architects, designers and end users with a program to create custom looks with ease. By picking shapes and colors with interactive Metroforms design tools, they will be able to design a unique floor online. The online tools will calculate the amount of Metroforms shapes needed for the space, provide a virtual room photo, specifications, and installation instructions. The Metroforms online design tools are expected to be available by the end of Q3-2019.

Metroforms provides many nontraditional design motifs from which to choose.

Hexed

Cubism-inspired Hexed design is comprised of individual Chevron pieces that together can span parallelograms, cubes or the look of Celtic knots. Micro-bevel edge.

Diamond

No diamond in the rough: Metroforms' elongated six-sided Diamond pattern can create everything from border accents to the look of a floral sunburst. Micro-bevel edge.

Chevron

Metroforms Chevron presents a bold and beautiful alternative to the traditional Chevron style with angled, V-shaped zigzag stripes that can feature alternating colors and plank styles. Micro-bevel edge.

Patches

Patches alternates longer pieces with square inserts to produce a totally modern take on the classic Basketweave style.

Fractals

A range of fractal shapes: Hexagon, Isosceles triangles and trapezoids, and diamonds can be used alone or in combination to create a unique pattern.

Chevron Weave

This design combines a Chevron shape and hexagon to create a basketweave pattern.

Mansion Weave

An alternative to the Chevron Weave, Mansion Weave incorporates an elongated hexagon as the central focus for this winding Metroforms pattern.



For more information, visit metroflorusa.com
Follow us on Facebook [@metroflor](https://www.facebook.com/metroflor) and Twitter [@metroflor](https://twitter.com/metroflor)

FOR HIGH RESOLUTION IMAGES:
<https://metroflor.sharefile.com/d-sa1d522542ef4d888>

Metroflor Corporation – The Performance Specialists - proudly offers a diverse portfolio of commercial LVT flooring and wall options for Retail, Hospitality, Education, Multi-Family and Corporate environments, through such noteworthy brands as: Metroflor LVT, Engage Genesis, Engage Inception, Déjà New with Attraxion™ Magnetic Attachment Technology, and Verçade Wall Fashion. Our products measure up to the highest standards of looks, performance and

value. Beyond functionality and style, the wide range of Metroflor brands can accommodate every budget and application with personalized technical and customer service support.

Metroflor is a proud member of HMTX Industries – a global flooring manufacturer whose brands service a diverse cross-section of the construction marketplace. Under the leadership of HMTX, the two factories that manufacture a majority of their products were the first in China (and all of Asia) to achieve the JUSTSM social justice label. The JUST program gauges a company's performance in a wide range of metrics, including safety, diversity, worker benefits and community engagement.

A variety of Metroflor products carry DeclareSM labels and Health Product Declarations[®] (HPD). All Metroflor products are FloorScore[®] certified, thereby ensuring good indoor air quality, and are also free of red-list heavy metals, formaldehyde-free, and phthalate-free.

#

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

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