



THE PERFORMANCE SPECIALISTS

METROFLOR OFFERS ONLINE TRAINING TOOLS TO ALL SPECIALTY FLOORING RETAILERS

NORWALK, CT, April 20 - Metroflor Corporation is committed to its customers during this time of turmoil. With the general pause in business at retail, the company is giving retailers and installers the tools to become self-improved by learning about Metroflor products and installation techniques until business returns to a more normal environment in the coming weeks. Gary Keeble, Director of Marketing for Metroflor, said, "Metroflor's online educational network is intended to transfer knowledge about products, specifications, installation, usage and applications to those who need it most. Now is a good time to take advantage of our online educational resources."

Previously a benefit for Metroflor Aligned Dealers, Metroflor is opening its online training modules to any specialty flooring retailer who wants to become more knowledgeable about Metroflor's extensive portfolio of LVT products, whether it's sales information or installation training. The company encourages Retail Sales Associations (RSAs) to take the time to better understand the installation process in addition to the sales skills and product knowledge. Said Keeble, "We also encourage installers to take this downtime to hone their skills for when the marketplace rebounds."

Online Educational Network

Metroflor believes knowledge is power. Its online educational network is intended to transfer knowledge about products, specifications, installation, usage and applications to those who need it most — distributors, retail sales partners and installers who support the architects, engineers, contractors and customers who use the products. While intended to be educational, Metroflor has designed this training program to make learning about our products a rewarding and interactive experience. Training participants will earn a \$10 Amazon gift card by completing just one of the two course modules: Retail Sales Training and Installer Training.

Metroflor Retail Sales Training

From translating features into benefits and helping customers choose the right floor, to residential remodeling tips, Metroflor's Retail Sales Training has everything RSAs need to succeed – from quality products, marketing support and an enhanced in-store experience, to turning features into benefits. The more you know about LVT, the more you'll sell!

Metroflor Installer Training

Installers can hone their skills with Metroflor's Installer Training curriculum. From moldings and trims to create the perfect finishing touch to brand specific, step-by-step installation instructions for Metroflor LVT, Engage, Verçade Wall Fashion and Attraxion magnetic attachment technology, they'll find all the tools they need to succeed.

Metroflor's Retail Sales and Installer training courses are available online at metroflorusa.com. Click on the Dealer Link at the top of the page, then click the "REGISTER" link underneath the Training Center log in. Metroflor Aligned Dealers can take advantage of the Amazon Gift Card incentive by logging in to the Aligned Dealer Partner Portal with access to the Retail and Installer training modules.



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