



METROFLOR TO EXHIBIT AT THE INTERNATIONAL BUILDERS SHOW IN LAS VEGAS

NORWALK, CT, Jan. 20 - Metroflor will showcase its Attraxion® Magnetic Attachment Technology at the 2020 International Builders Show (IBS) in conjunction with Magnetic Building Solutions (MBS) in Booth #SU4220. Licensed from MBS, Attraxion enables the rapid installation of flooring and other building products by creating a magnetic attachment utilizing the MBS MagneBuild™ magnetic underlayment and eliminating the need for locking systems or adhesives.

Attraxion will be featured on the floor as the installation system for our new award-winning Metroforms collection. At IBS, the Metroforms Hexagon design will be the featured pattern in the 10' x 20' Metroflor area of the MBS booth in 3 colors:

- **Primary Color:** Deja New San Marcos Oak Flint Grey
- **Secondary Color:** Deja New San Marcos Oak Nordic Haze
- **Accent Color:** Deja New Alleyway Indigo

The Metroflor space will also feature an interactive demonstration table enabling visitors to personally experience the ease of installation Attraxion provides. A sample display currently being placed by Metroflor distributors at key flooring retailer locations throughout the US will also be unveiled. The display features a large area to demonstrate the ease of installation, ease of removal, and sheer strength of Attraxion that is comparable to a gluedown floor and eliminates lateral movement of planks and tiles. Also featured will be 16" x 24" samples of the 10 Metroflor LVT Deja New with Attraxion products that are stocked in its Calhoun, GA warehouse.

Attraxion is coming to the wall, too: A corner vignette will feature two Verçade Wall Fashion™ products with Attraxion: Rural Oak Allegheny and Rural Oak Bienville. A preview of the Verçade with Attraxion display will also be in the booth. Samples with ferrite film can be adhered magnetically to a vertical surface on the display, which is covered with the MagneBuild underlayment.

"We firmly believe our Attraxion Magnetic Attachment Technology will be very appealing to builders," said Russ Rogg, president of Metroflor. "The beauty, functionality and performance attributes of our decorative products installed with this new technology are perfect for residential applications. Attraxion's speed, repairability and replaceability will be real eye-openers for this builder segment. We thank Magnetic Business Systems for including us in their booth at the International Builders Show."

Said Michael Bennett, president of MBS, "Metroflor just continues to grow! You have to see some of the new shapes that they have designed at IBS. Their distribution partners have now fully embraced the platform, and we expect big things from them in 2020."

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