



## **METROFLOR INTRODUCES ASPIRE GROUTABLE TILE: NEW LVT FLOORING SOLUTION**

**Norwalk, CT** – Metroflor has created an entirely new category of Luxury Vinyl Tile with the introduction of **Aspire**: a 16" X 16" floating, groutable flooring, featuring Metroflor's patented grip-strip technology. Added realism is achieved with the option of *real* grout in between each tile. Aspire tile edges feature patent-pending, state-of-the art Crescent-Edge technology that creates an appearance of depth and thickness, making it all the more lifelike by evoking the visual and tactile sensation of a natural floor.

Aspire features an array of 14 designs that emulate the look of ceramic and stone, to complement the most discerning tastes, in three collections: Novara, Siracusa and Naples.

**Novara**: A charming collection of natural stone looks to complement virtually any interior.

**Naples**: On the lighter side, featuring neutral tones dappled with contrasting yet subtle color.

**Siracusa**: For a natural stone look with impact: dark, dramatic sophistication in a two-tone effect.

Beautiful, natural tile and stone visuals are matched with benefits only resilient flooring can offer: warmth under foot, easy care, moisture resistance, no cracking, high resistance to scuffs and scratches, and easy maintenance.

Aspire's installation speed is unparalleled. Because Aspire "floats" over most existing hard surfaces, it is easier, faster and cleaner to install. Installers can lay the floor, grout and clean all in the same day, saving time, money and energy compared to glue-down variations, which must set-up or cure prior to applying grout.

The unique formula for flexible, acrylic-based Aspire grout -- sold under Metroflor's Prevail umbrella of accessories and adhesives -- offers superior stain resistance, color consistency and a smooth texture for easy spreading and cleanup. Available in 8 colors: sandstone, gray, tobacco brown, bone, soft white, khaki, ivory and metro gray.

Aspire is built on a platform of 5.0 mm thick LVT and has a 12 Mil wear layer with a ceramic bead coating. This construction enables Aspire to be warranted for 8 years commercially (25 years residentially). Aspire is FloorScore® certified for environments where good air quality is a priority. As a floating floor not adhered to the sub-floor, Aspire tiles are fully recyclable at the end of the product life cycle.

### **MERCHANDISING SUPPORT**

The new Aspire flooring is fully supported with a merchandising package including brochures/collateral materials, displays, and website integration.

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