



METROFLOR NEW ENGAGE™ LOCKING LUXURY VINYL TILE

Completely adhesive free, featuring industry-leading Uniclic® locking technology

Norwalk, CT – Engage™ locking LVT by Metroflor offers a solid vinyl floating floor solution for residential and commercial applications. The line presents a broad range of authentic wood and stone looks that can be installed directly over most existing hard surfaces quickly and efficiently with industry-leading Uniclic® locking technology. With no adhesives necessary, the floor is ready for use as soon as it's installed – no curing or drying time required. FloorScore® certified Engage emits few or no VOCs, making it an ideal choice where indoor air quality is a priority. Engage does not require extensive subfloor preparation or the use of special underlayment, which saves both time and money.

After a year in the marketplace, Engage offers one of the most comprehensive, aesthetically appealing collections available today in locking LVT. A beautiful array of designs appears in two grades – **Essentials and Select Planks and Tiles**. The rich visuals are complemented with eight different textures, so the products “feel” as real as they look.

Engage Essentials and Engage Select are marketed as better/best options. The Essentials collection (Better) features a 12 Mil wear layer in a 7 ½” X 47 ½” plank format. Essentials products offer a 20-year residential warranty and a 5-year commercial warranty.

The Engage Select collection (Best) features micro-beveled edges along with a 20 Mil wear layer. Select planks measure 7” X 49”, and Select tiles are 11.9” X 23.9”. Both planks and tiles offer a lifetime residential warranty and a 10-year commercial warranty.

NEW FOR SPRING 2013

ESSENTIALS PLANK

Metroflor introduces 6 new plank designs to expand this popular collection, featuring a Barnside embossing on range of oak visuals with a more pronounced rustic quality that complements the traditional and refined patterns already in the line-up. The additions make Essentials one of the best values in the category: looks, price, performance, style and quality.

ESSENTIALS TILE

A new tile series complements the Essentials Plank collection with 6 travertine visuals in the increasingly popular 12” X 24” format: a stunning look when installed in the recommended staggered brick style. Neutral earth tones expand to greys, which can be mixed and matched to create a distinctive herringbone pattern.



SELECT PLANK

If bigger is better, Metroflor's new Engage Select Plank series should be a winner: 6 new planks in the wider 8 ½" format, coupled with choice of Hand Scraped texture for dimensional appearance, or Barnside finish that lends a rustic flair. Although wider hardwoods are typically more expensive, wide Select Planks carry no price premium – and installation time is accelerated since fewer are needed to complete a room.

NEW MERCHANDISING, TECHNICAL SUPPORT

In addition to new products and improvements, Engage marketing support materials have been enhanced. www.metroflorenengage.com was completely updated visually and content-wise to incorporate both Residential and Commercial entrances to the site with applicable, targeted information. Find a Retailer search function joins a Flooring Estimator. Visitors can download a beautiful new full-line brochure featuring only products available in their market area. Icons link directly to Metroflor's new Facebook, YouTube and Pinterest social media outlets.

The new Engage Installation Video conveys all the necessary techniques and considerations. All updated installation instructions are now available to download from the website and are contained in product cartons for ready reference.

For more information, visit <http://www.metroflorenengage.com/>

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