



THE LVT SPECIALISTS

METROFLOR LAUNCHES ENCORE SOCIAL MEDIA CONTEST:
ENGAGE GENESIS PIN-TO-WIN

NORWALK, CT, Oct. 12 -- Following the success of Metroflor's Konecto Pin-To-Win Sweepstakes, Metroflor has launched a new Pin-To-Win Sweepstakes focusing on Engage Genesis. Pinterest will also be the lead platform for this promotion, which began Oct. 10 with a larger grand prize amount - a \$250 Visa Gift Card -- through a drawing to be conducted when the sweepstakes concludes on Nov. 18, 2016. The goal of the Engage Pin-To-Win Sweepstakes is to continue to increase Metroflor's social media presence and drive traffic to retailers via the dealer locator on metroflorusa.com.

Sweepstakes contestants can enter via Facebook and link to the entry page via the Pin-To-Win promotional images and click "Like" to become a fan of the Metroflor Facebook page, then go to the "Engage Genesis Pin-to-Win Sweepstakes" tab and follow the instructions posted there. Entrants with a Pinterest account can earn a maximum of 20 referral entries in addition to their own entry, with a maximum of 21 total eligible entries towards the drawing per person. On November 18th, 2016, one entrant will be randomly chosen to win the Grand Prize.

The contest will be promoted through paid placement on Facebook using the Pin-To-Win promotional graphics targeting specific Facebook users and groups.

Said Metroflor Director of Marketing Gary Keeble, "The latest Pin-To-Win Sweepstakes is a consumer-friendly way to spotlight our new Engage Genesis brand of rigid-core, 'structural' LVT. Our best solution for a waterproof vinyl floor, Engage Genesis offers rigidity, strength and easier floating installation, even over less-than-perfect subfloors."

Metroflor is encouraging its distributors and Aligned Dealers to participate with tools that will help them to promote the sweepstakes via their own websites, social media and email campaigns.

Metroflor now has a presence across all major social media platforms.

Facebook: <https://www.facebook.com/Metroflor/>

Twitter: @Metroflor_ <https://twitter.com/Metroflor>

Pinterest: <https://www.pinterest.com/metroflorcorp/>

Instagram: metroflorlvt <https://www.instagram.com/metroflorlvt/>

Houzz: <http://www.houzz.com/pro/metroflor/metroflor>

LinkedIn: Metroflor-corp <https://www.linkedin.com/company/metroflor-corp>

YouTube Channel: Metroflor Corp. <https://www.youtube.com/user/Metroflor>

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PIN TO
WIN

ENTER FOR A CHANCE TO WIN
A \$250 VISA GIFT CARD! ▲▲



METROFLOR
ENGAGE GENESIS
Featuring ISO 20088 Technology

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