



**VERÇADE WALL FASHION BRAND DEBUTS:
Durable, High-Performing & Authentic Plank & Tile Wall Accents**

-A New Dimension for Commercial Vertical Surfaces-

NORWALK, CT – Architects and designers have an opportunity to integrate trendy wall fashions into their commercial projects with Verçade (pronounced Ver-sahd). Comprised of authentic visuals in vinyl composite planks and tiles, Verçade Wall Fashion offers the high-end style and drama of natural stone and hardwood for interior walls at budget-friendly price points when compared to reclaimed wood or ceramic tile. Verçade provides limitless design possibilities for a wide range of commercial installations. Lightweight, durable and high-performing Verçade is also easy to clean and maintain with fast installation and little downtime. Verçade is a perfect marriage of form and function in wall fashion.

Verçade Wall Fashion features an incredible range of beautiful 6”x 48” planks and 12” x 24” tiles to create custom, one-of-a-kind looks for a multitude of commercial applications in virtually any sprinklered interior (as referenced by the International Building Code). Verçade answers the call for three-dimensional, ultra-textured wall products, which are becoming an important design consideration for commercial settings. Designers looking for ways to embellish the wall beyond contract wall coverings can look no further than Verçade, available at a budget-friendly price point compared to other decorative wall treatments.

Applications for Verçade include retail, hospitality, corporate and multi-family market segments.

Retail: Spot locations such as covering hallways to restrooms or pass-throughs from one seating area to another; making an accent wall a point of destination; or for moveable display walls in men’s and women’s clothing areas and in dressing rooms

Hospitality: Wayfinding and accent walls in lobbies and other public areas; dramatic full-room or feature/statement walls, wainscoting and headboards in guest rooms

Corporate: Evoke a more casual Millennial-friendly residential feeling; define and enhance pop-up meeting/collaboration zones or evoke refuge in “solitude areas”

Multi-family/Builder: Statement walls; headboards; kitchen backsplashes, islands and peninsulas

Myriad patterns can be achieved with Verçade in both horizontal and vertical formats. Tiles can be installed in Bricklaid, Diagonal, Basketweave and Corner to Corner (horizontal and vertical) motifs, and planks in Ashlar (Horizontal and Vertical), Diagonal, Single & Double Herringbone and more. A pillowed edge detail lends a natural, realistic look and feel to each product and helps minimize the effects of imperfections in the wall.

The Verçade palette is neutral yet versatile, intended to work with a wide range of interior commercial paint colors so it becomes an accent with a long life that works well in any commercial setting. Complement dramatic statement walls with low-key surrounding paint colors, or go bold in paint and create a color-blocking effect with a more neutral Verçade pattern for a calming interior.

By using a proven vinyl surface layer over a high performance lightweight rigid composite core, rather than being constrained by the limits of natural hardwood, Verçade can achieve wider design, color and texture variation. From a performance standpoint, Verçade is not subject to the cupping, checking or cracking that can happen with natural wood planks. It can also mask some wall imperfections, reducing the need for wall prep.

INSTALLATION

Verçade is easily installed with roll-on adhesive, as if painting the wall, or double-stick adhesive tape. A full range of matching trim pieces are available for Inside and Outside Corners, End Cap, and Chair Rail. For those wishing to eliminate the need for Inside or Outside Corner transitions, Verçade can transition outside and inside corners without the need for additional trim pieces, creating a clean and finished look. (This is an advanced installation technique for which Verçade recommends professional installation.) Verçade is only approved for dry wall installations where surface temperature does not exceed 90°F and should not be installed on wet-wall application areas such as shower and tub walls. Using Verçade-approved adhesives or tape is recommended for optimal installation results.

Verçade Wall Fashions are protected by a durable ceramic bead finish and Ultra-Fresh treatment to inhibit the growth of mold and mildew. With a 4.8 mm gauge, Verçade is covered by a Limited Lifetime Warranty. Verçade is competitively priced for the A & D end user at \$7.99 sq. ft.

A Verçade architect folder has been produced for the A&D community and commercial end user specifiers. To obtain the folder or to order product, contact a Verçade Wall Fashion distributor in your region. Verçade is currently sold by:

Tri-West, Ltd.: California, Nevada, Utah, Colorado, Arizona, New Mexico, West Texas, Hawaii

Herreagan Distributors, Inc.: Minnesota, North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Missouri, Iowa, Wisconsin, Illinois, Michigan

William M. Bird: Maryland, Virginia, West Virginia, North Carolina, South Carolina, Central & East Tennessee, Georgia, Alabama, western panhandle of Florida.

Apollo Distributing: New York, Western Connecticut, Eastern Pennsylvania, Rhode Island, New Jersey, Delaware.

Adleta Corporation: Eastern New Mexico, North Texas, Northern Louisiana, Arkansas, Northern Mississippi, West Tennessee.

To learn more, visit vercade.com or customerservice@vercade.com

FOR HIGH RESOLUTION IMAGES:

<https://metroflor.sharefile.com/d-sa1d522542ef4d888>

Metroflor Corporation – The Performance Specialists - proudly offers a diverse portfolio of commercial LVT flooring and wall options for Retail, Hospitality, Education, Multi-Family and Corporate environments, through such noteworthy brands as: Metroflor LVT, Engage Genesis, Engage Inception, Déjà New with Attraxion™ Magnetic Attachment Technology, and Verçade Wall Fashion. Our products measure up to the highest standards of looks, performance and value. Beyond functionality and style, the wide range of Metroflor brands can accommodate every budget and application with personalized technical and customer service support.

Metroflor is a proud member of HMTX Industries – a global flooring manufacturer whose brands service a diverse cross-section of the construction marketplace. Under the leadership of HMTX, the two factories that manufacture a majority of their products were the first in China (and all of Asia) to achieve the JUSTSM social justice label. The JUST program gauges a company's performance in a wide range of metrics, including safety, diversity, worker benefits and community engagement.

A variety of Metroflor products carry DeclareSM labels and Health Product Declarations[®] (HPD). All Metroflor products are FloorScore[®] certified, thereby ensuring good indoor air quality, and are also free of red-list heavy metals, formaldehyde-free, and phthalate-free.

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