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Metroflor® Launches “I AM ISOCORE” Campaign

Las Vegas, Nevada, January 19, 2017 – Metroflor® Corporation unveiled a bold marketing campaign for its revolutionary ISOCORE Technology® luxury vinyl tile (LVT) core layer during the Surfaces trade event in Las Vegas. “**I AM ISOCORE,**” introduced to the European market at Domotex in Hannover, Germany, will unfold throughout 2017 at the world’s premier flooring exhibitions, including Domotex in Shanghai and NeoCon in Chicago. The campaign will be activated through multiple channels, including advertising, live events, large-scale installations, videos and social media.

The “I AM ISOCORE” concept establishes a strong, relatable, human and personal voice for the brand, and is designed to provide a vehicle to communicate the product’s vast scientific, functional and emotional benefits.

At Surfaces, Metroflor hosted distributors, Aligned Dealers and other key customers at a rock ‘n’ roll-themed gathering. In addition to a live band, achievement recognition and dancing, the evening prominently featured the new ISOCORE campaign. As guests approached the ballroom door, they stopped for a photograph in front of a 7.5-foot tall “vinyl” record album made entirely of ISOCORE LVT flooring. The outsized album was partially encased in a record sleeve emblazoned with a colorful, abstract “flaming” guitar and the words “**I AM A ROCKSTAR. #IAMISOCORE.**” Inside the venue, the dance floor, coasters and other accents were made from ISOCORE flooring, including 3- and 6-foot table tops designed to look like record albums.

At Domotex, the premier global floor covering event held annually in Hannover, Germany, the campaign proclaimed “**I AM ART + SCIENCE. #IAMISOCORE,**” and was activated via super-scale outdoor advertising towers featuring a colorful abstract double helix that presaged the grand, rotating double helix sculpture that rose above the company’s Aspecta stand, a full 21.5 feet in height. The sculpture, made entirely of ISOCORE, was designed to be a physical demonstration of the product’s exceptional features: strength, lightness, rigidity and beauty. The double helix shape was chosen as a representation of the intertwining of technology and aesthetic that makes ISOCORE a true breakthrough in the LVT flooring category.

As the campaign unfolds throughout 2017, “I AM ISOCORE” will support functional messages such as “I AM COMFORTABLE,” “I AM SUSTAINABLE” and “I AM WATERPROOF,” as well as emotional statements like “I AM THERE FOR YOU,” “I AM THE FUTURE” and “I AM SAFE.”

Beginning later in the first quarter of 2017, the campaign will invite audiences into a personal and social conversation. “**I AM ISOCORE. Who are YOU?**” will be the call to action for individuals to share their “I AM _____” statements on social media using the hashtag #IAmISOCORE. The campaign will create a virtual gathering place for builders, architects, designers, distributors, retailers and end users alike to take part in an ongoing ISOCORE conversation.

About ISOCORE Technology®

The result of four years of research and development, ISOCORE Technology® is the revolutionary core layer in Metroflor’s Engage Genesis and Aspecta Ten product lines. Representing a new standard for the highest quality in Modular Multilayer LVT floor coverings, the ISOCORE core-layer is a highly engineered, closed-cell extruded PVC that excels in comparison to other multilayer solutions. Its unique composition allows it to be **strong and rigid** (dimensionally stable), **lightweight, 100% waterproof** and inherently **safe**.

Consistent with the company’s commitment to sustainability, ISOCORE is manufactured from 100% virgin resins and does not contain any plasticizers, phthalates or formaldehyde. It is FloorScore® certified for indoor air quality.

ISOCORE was developed to make life easier, safer and more comfortable for builders, architects, designers, retailers, installers and end users. Made without wood powders, it is unaffected by water, spills and moisture. Due to its high dimensional stability, it can be installed in commercial areas up to 10,000 square feet and can resist interior environmental conditions up to 100 degrees Fahrenheit. Designed to be installed directly over most existing hard surface flooring or subflooring, the strong and rigid core-layer provides outstanding locking strength and hides the negative “telegraphing effect” that can result from subfloor imperfections. Much lighter in weight than other multilayer products, it is easier and more cost-effective to transport and install. Modular Multilayer Floorcoverings constructed with ISOCORE core-layer have undergone extensive testing and are manufactured in accordance with ISO 9001 and ISO 14001 standards.

Importantly, ISOCORE flooring is as beautiful on the outside as it is on the inside. Finishes include a broad spectrum of contemporary and traditional wood and tile finishes in a vast array of lengths and widths.

About Metroflor® Corporation

Metroflor® Corporation, a leader in multilayer flooring solutions, offers the largest assortment of high performance LVT products in the industry. With a wide variety of design options ranging from rich wood grains to natural stone, available in a large assortment of lengths and widths, Metroflor’s LVT products are ideal for residential settings and commercial applications, including retail, healthcare, assisted living, hospitality, multi-family, corporate, cultural and education.