

## **METROFLOR INTRODUCES ENGAGE GENESIS WITH ISOCORE: STRUCTURAL LVT**

Norwalk, CT -- Metroflor Corporation announced the next evolution of its best-selling Engage line with the addition of Genesis to the brand portfolio. The Engage Genesis range has been developed with a pioneering new technology called ISOCORE.™ An extruded, closed-cell PVC structural core, ISOCORE delivers rigidity and strength to Engage Genesis while making larger formats easier to install through locking technologies from Unilin and Valinge. This unique Structural LVT composite results in a floating floor that is 100 percent waterproof and also provides sound insulating characteristics through its pre-attached acoustical underlayment.

Said Russ Rogg, president & CEO of Metroflor, "Genesis as defined by Webster's dictionary is 'the origin or coming into being of something'. Genesis as defined by Metroflor is the best solution to a waterproof vinyl floor developed with the most current technology. Additionally, it is light, more rigid, and softer under foot."

The robust construction of embossed vinyl, Isocore technology, sound deadening backing, and Ultra Fresh antimicrobial treatment are offered in 8, 12 and 20 mil wear layers.

Oak continues to drive the wood of choice in flooring because manufacturers have found new and exciting finishing techniques that evoke wire brushing, fuming, multi-glazing, and distressing in various combinations. Said Rogg, "Metroflor has just built on what is natural to become what is exceptional in LVT with the new Engage Genesis."

**Engage Genesis 800** presents a versatile collection of natural woodgrains that offer carefree beauty at a budget-friendly price. Available in 7.48" x 47.64" plank size with an 8 Mil wear layer, 7.0 mm overall gauge and ceramic bead finish, Engage Genesis 800 carries a 15 year residential and 5-year commercial warranty. The flooring utilizes Uniclic locking installation.

The 8 mil product features **Mighty Oak** and **Autumn Elm**, two designs in 8 colors with an all-over embossing, which were selected based on surveys of designers in the residential, multi-family and builder market. Mighty Oak has few if any knots with more straight graining. Autumn Elm helps extend the oak feel with clean modern graining and rich color play for a more contemporary design.

**Engage Genesis 1200MW** features the Uniclic installation profile for planks sized 4.25", 5.59" and 9.84" x 47.64" with Square Edge profile. With an 8.5 mm overall gauge and wear layer of 12 mil coupled with Ceramic Bead finish, the flooring is warrantied for 25 years residential and 10 years commercial.

The multi-width oak design in Genesis 1200MW is offered in 7 rich natural and weathered colors highlighted with an in-register embossing (IRE). **Tonal Oak** captures the look of reclaimed wood in its graining and finish, but it is the color

range of rich hand-rubbed oil browns to natural weathered planks that gives this collection its great appeal. When installed, the planks achieve a level of realism paralleled only by natural wood.

**Engage Genesis 2000MW** features a durable 20 Mil wear layer enhanced with ceramic bead finish. The 4.25", 5.59" and 9.84" x 47.64" planks with Micro Bevel Edge and 8.5 mm overall gauge are installed with the 5G Valinge system. They are backed by a Lifetime residential and 15 year commercial warranty. **Ultimate Oak** is a rich oak design that extends the Genesis 1200MW in color and performance with a heavier gauge and thicker wear layer.

**Engage Genesis 2000XL** features extra-long, 8.66" x 59.45" plank designs spanning 12 colors with Micro Bevel Edge, 8.5 mm overall gauge, 20 mil Wear Layer, ceramic bead finish and 5G Valinge installation. Genesis pushes the authenticity envelope by offering 7 high-contrast, IRE embossings that enhance the rich character of each design. Scarlett Oak, Live Oak, and Post Oak all reflect the trend to cleaner planks, less knots and finer graining. Ultimate Oak has more of a designer look in woods because of its pronounced grain pattern and bolder color play - a design that will truly make a statement.

Genesis 800, 1200MW, 2000MW and 2000XL all feature Metroflor's new Ultra Fresh treatment which inhibits the growth of bacteria and fungi and eliminates odors associated with microbial growth, providing a clean and hygienic surface. A premium attached PE foam underlayment pad provides improved comfort underfoot and sound absorption for a quieter environment, and is also treated with Ultra Fresh.

Unique attributes to this category of product include:

- 100% Waterproof
- Floor Score Certified
- Strong, rigid and dimensionally stable
- Installs over existing hard surface floors including ceramic tile
- Hides telegraphing from minor subfloor imperfections
- No acclimation necessary prior to installation
- Ultra Fresh Treatment on the surface and integrated within the attached underlayment

Said Rogg, "We believe we've created the best product available in what we call the Structural LVT arena: It's literally the Genesis of a new era in LVT. While we are not the first in the market with a waterproof, engineered, rigid core LVT, we have evolved it with Engage Genesis and believe we do have a 'better mouse trap'.

"The realistic look of natural wood without any of hardwood's maintenance or durability issues, coupled with quiet and comfort underfoot, will delight existing fans of LVT and convert more new customers to the category."

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