



THE LVT SPECIALISTS

METROFLOR ANNOUNCES KONECTO PIN TO WIN SWEEPSTAKES

Norwalk, CT, August 16, 2016 – Metroflor Corporation has ramped up its social media presence today with the launch of its Konecto Pin To Win Sweepstakes. Pinterest will be the lead platform for this promotion, which will reward one winner with a \$100 Visa Gift Card through a drawing to be conducted at the end of the sweepstakes on Sept. 19, 2016. Details for entering the sweepstakes are available on Metroflor’s Facebook page.

Said Metroflor Director of Marketing Gary Keeble, “The Pin To Win Sweepstakes is the culmination of our first redesign initiative for the Konecto brand in five years. What began as the original floating floor with our patented Grip Strip technology has evolved into one of the most popular, user-friendly products in Metroflor’s LVT portfolio. The goal is to drive traffic to our social media sites and ultimately to retailers via the dealer locator function on metroflorusa.com.”

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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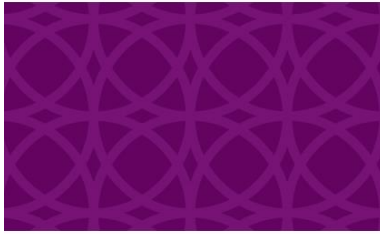
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CHANCE TO WIN
A \$100 VISA
GIFT CARD!**



VISIT:
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TO ENTER!

