



**AT SURFACES: BOOTH S7413 (Shorelines Exhibit Hall)**

**ARTISTEK PREMIUM VINYL PLANK AND TILE FLOORING:  
LUXURIOUS LOOKS FOR EVERY BUDGET**

**New Regency Planks & Tiles, Rustico Planks  
Join Dry-Back Collection for Commercial, Residential Installations**

NORWALK, CT – Artistek luxury resilient flooring from Metroflor Corp. brings artistry to premium vinyl plank and tile flooring through realistic designs and outstanding durability: a viable, less costly alternative to real hardwood and tile. Once a flooring chosen mostly for high-traffic commercial areas, Artistek's assortment of traditionally installed LVT now provides solutions for every application across a broad assortment of designs and performance tiers.

Artistek's residential good looks duplicate various hardwoods, stone and ceramic, with the affordability, durability, easy installation and carefree maintenance of vinyl. Shock and sound absorbent, Artistek is also water resistant, anti-static and avoids stains. The dimensionally stable dryback planks and tiles are installed in a traditional glue-down manner.

Common commercial installations include restaurants, hospitals, educational institutions and banks. In the home, beyond kitchens, laundry and mud rooms, Artistek also shines in bedrooms, dining rooms and foyers. The wear layer stands up to heavy foot traffic while resisting scratches, fading and indentations.

**NEW FOR 2013**

**Artistek Regency Collection**, a commercially oriented product built on a robust 3.0mm platform featuring a 20 Mil wear layer and ceramic bead finish in 8 plank and 4 tile designs. 6" X 48" planks provide a choice of Woodtick or Barnside finishes, in 8 colors beginning with light neutral tones and expanding through warmer, grey tones to deep chocolates. 18" X 18" tiles with Honed Stone or Slate embossing appear in 4 colors: Glory, Warm Springs, Deep River and Meadow. Both planks and tiles are warranted for 8 years commercially and 25 years residentially.

**Artistek Rustico** launched with 6 plank designs in 6" X 48" format. The warmth and charm of rustic woodgrain patterns -- combined with a 12 Mil wear layer and ceramic bead finish -- garner both residential and commercial appeal.

All Metroflor products with ceramic bead finishes now feature an **antimicrobial coating** that inhibits growth of harmful bacteria, offering tremendous peace of mind for healthcare and educational environments as well in the home.

The Regency & Rustico Collections join six existing categories within the Artistek line-up.



- **American Plank** 5 new patterns join the line of 6" X 36", 6 Mil wear layer planks, appealing to consumers and builders alike: Dark Hickory, Buckskin, Saddle, Sorrell and Buckboard.
- **Centennial Plank** is available in various sizes (4" X 36", 6" X 36", 9" X 36") in a 12 Mil wear layer that can stand up to residential and commercial applications.
- **Centennial Plus** 6" X 48", 12 Mil ceramic bead wear layer, evokes bamboo, American Oak and Hickory looks that suit commercial applications.
- **Barnwood** 6" X 36", 12 Mil ceramic bead wear layer. Grain and wood tones can be similar to the graining of chestnut and cedar with a warmer look.
- **Forestwood** 4" X 36", 30 Mil ceramic bead wear layer has refined tick embossing that looks and feels like finished hardwood flooring.
- **Grand Stripwood** 6" X 48", 30 Mil ceramic bead wear layer, has a distressed wood look with a rustic appeal and square edge suitable for commercial applications.

Planks feature up to 10-year limited commercial and 25-year residential warranties depending upon the product chosen.

Three Artistek tile selections include **English Slate** (12 Mil wear layer, 18" X 18"); **English Stone** (12 Mil wear layer, 18" X 18"); and **Natural Textures**, available in 2 unique designs (30 Mil wear layer, 18" X 18"). Tile limited warranties range up to 25 years for residential and 10 years for commercial, depending upon product chosen.

Artistek is receiving new marketing support in addition to products.

**www.artistekfloor.com** was completely updated visually and content-wise to incorporate both Residential and Commercial entrances to the site with applicable, targeted information. Find a Retailer search function joins a Flooring Estimator, providing visitors with an approximate product cost by collection. Icons link directly to Metroflor's new Facebook, YouTube and Pinterest social media outlets. A full-line brochure is also available for download.

Metroflor also created a new look and feel for Strap Sets and Architectural Folders and developed a new, modular Tower Display to showcase this line-up at retail. A full line brochure will illustrate all collections ranging in 12 Mil to 30 Mil wear layers. American Plank's 6 Mil offering is featured in a new sell sheet.

For more information or to find a dealer/distributor near you, visit: [artistekfloors.com](http://artistekfloors.com)

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