



## THE LVT SPECIALISTS

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### METROFLOR PRESENTS COVETED 2016 PERFORMANCE AWARDS AT THE INTERNATIONAL SURFACE EVENT

LAS VEGAS, Jan. 19, 2017 – Metroflor Corporation celebrated the stellar 2016 sales performance of its distribution partners across the entire brand portfolio by bestowing its coveted performance awards during a reception at Caesars Palace hotel, coinciding with The International Surface Event (Surfaces) 2017. Metroflor's distributor personnel attended, along with the company's entire sales team, its Aligned Dealers and other key customers. Said Russ Rogg, Metroflor's president & CEO, "Our outstanding results last year were achieved in large part to the efforts of our distributors, in concert with our sales team. Our partners outdid themselves once again in 2016, and we're proud to acknowledge their role and achievement."

- Once again, Tri-West Ltd. won the most awards, 5 in total: The Paramount Award, honoring the distributor that purchased the greatest overall amount of Metroflor products in 2016; the Engage Genesis, Metroflor LVT and Prevail Distributor of the Year accolades; and the Western Regional Champion Award, received by Kristopher Gunckel.
- Herregan accepted the Engage and Aspecta Distributor of the Year Awards, and the Midwest Regional Champion Award went to Walt Caffery.
- Ohio Valley Flooring's Dave Brown was acknowledged by the Distributor National Sales Champion award. In addition to the Konecto Distributor Award, the Presidents Award was bestowed honoring the distributor exhibiting the most comprehensive and unparalleled support of Metroflor Corporation, its brands and products.
- Adam Burke of Reader's Wholesale was honored by the Distributor Visionary Award for his vision, passion and conviction pioneering Metroflor's initiatives.

The Surfaces awards banquet also celebrated the unveiling of a bold marketing campaign for Metroflor's revolutionary ISOCORE Technology® luxury vinyl tile (LVT) core layer. The "I AM ISOCORE" concept establishes a strong, relatable, human and personal voice for the brand, designed to provide a vehicle to communicate the product's vast scientific, functional and emotional benefits. At the 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, the "Red Carpet" photo took place in front of a 7.5-foot tall "vinyl" record album made entirely of ISOCORE LVT flooring, 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 also fashioned from the ISOCORE flooring, including 3- and 6-foot table tops designed to look like record albums.

Following is a complete listing of all the award winners:

KONECTO Distributor of the Year Award – Ohio Valley Flooring  
ARTISTEK Distributor of the Year Award – Adleta Corporation  
METROFLOR DRYBACK LVT Distributor of the Year Award – Tri-West, Ltd.  
ENGAGE Distributor of the Year Award – Herregan Distributors  
ASPECTA Distributor of the Year – Herregan Distributors  
PREVAIL Distributor of the Year – Tri-West, Ltd.  
EASTERN REGION Sales Champion – Chris Gaddy, William M. Bird Company

MIDWEST REGION Sales Champion – Walt Caffery, Herregan Distributors  
SOUTHWEST REGION Sales Champion – Elmer Heringer, Adleta Corporation  
WESTERN REGION Sales Champion – Kristopher Gunckel, Tri-West, Ltd.  
NATIONAL Sales Champion – Dave Brown, Ohio Valley Flooring  
VISIONARY Award –Adam Burke, Reader’s Wholesale, honoring the individual whose vision, passion and conviction best pioneered Metroflor’s initiatives  
PRESIDENT’S Award – Ohio Valley Flooring, acknowledging the distributor exhibiting the most comprehensive and unparalleled support of Metroflor Corporation, its brands and products  
PARAMOUNT AWARD – Tri-West, Ltd., honoring the distributor that purchased the greatest amount of Metroflor products in 2016

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PRESS CONTACT  
Susan Bang PR  
[sbang@susanbang.com](mailto:sbang@susanbang.com)  
917-991-9714

AT METROFLOR CORPORATION:  
Gary Keeble, Director of Marketing  
[gkeeble@metroflorcorp.com](mailto:gkeeble@metroflorcorp.com)  
888-235-6672 ext. 3820