



**METROFLOR CORP. INTRODUCES PREVAIL™:
ADHESIVES AND ACCESSORIES UNDER ONE UMBRELLA**

NORWALK, CT—To serve customers more efficiently and provide a comprehensive offering across its multiple product brands, Metroflor Corp. unified its flooring adhesives and accessories under one new brand: Prevail™. The new systems-based program and approach will provide the LVT leader's partners with a comprehensive package to complement all Metroflor flooring materials with high-performance adhesives and accessories at aggressive pricing levels.

Prevail adhesives provide solutions for vinyl floor coverings and a variety of subfloor conditions. From high-strength polymer spray adhesives to traditional Pressure Sensitive and Wet-Set Adhesives for use with sheet vinyl, luxury vinyl planks and tiles, Prevail covers all the bases. Prevail adhesives can contribute to attaining points in the Indoor Environmental Quality (IEQ) sections of the LEED Green Building Rating Systems™ and are all LEED friendly with IEQ Credit 4.1 – Low Emitting Material.

Prevail also features sound-reducing underlayments such as its new Universal Sound Solution Underlayment with FloorScore® certification, now available in 200 sq. ft. roll-sizes as well as the original 500 sq. ft. roll-size, and the Floating-Floor Sound Reduction Underlayment with Green Circle certification. Both products are compatible with Metroflor's Engage, Konecto and Starloc brands. A new solvent-based cleaner for the easy removal of PR-30GS Grip Strip Adhesive, Prevail Remove-All can also be used to remove stains resulting from permanent markers and even fingernail polish.

Prevail Grout's unique formula offers stain resistance, color consistency and a smooth texture for easy spreading and cleanup. Available in 8 colors: sandstone, gray, tobacco brown, bone, soft white, khaki, ivory and metro gray. New products include a Tapping Block for Engage, and Grout Spacers for the Aspire line of groutable LVT. Grip Strip Splines are offered for Starloc, Konecto, and Aspire brands.

www.metroflorprevail.com is a valuable resource for distributors and dealers to research all products under the Brand including MSDS, Product Data Sheets and Installation Guidelines and other user friendly options. Prevail adhesives and accessories are serviced by Metroflor's Calhoun, Ga. facility.

PRESS: Susan Bang PR
sbang@susanbang.com
917-991-9714

METROFLOR: Sofia Tsionis
Sofia@metroflorcorp.com
203-299-3108