



THE LVT SPECIALISTS

METROFLOR CORPORATION LAUNCHES ENGAGE GENESIS INSTALLATION VIDEO

Norwalk, CT, August 1, 2016 – Metroflor has launched a comprehensive installation video for the new Engage Genesis Structural LVT brand on its YouTube channel: <https://youtu.be/9sJVvm9KWpE>

The video provides detailed instruction for the Engage Genesis products with ISOCORE technology for all three collections: Engage Genesis 2000 series products, featuring the 5G method from Valinge; and Engage Genesis 1200 series and 800 series, which utilize the Uniclic technique. While installation procedures vary for each locking profile, many of the steps are similar for these floating floors. From jobsite preparation to installation tips, the step-by-step tutorial demonstrates the process from start to finish.

The Engage Genesis video joins an updated Konecto video spotlighting its patented Grip Strip technology, one of the easiest LVTs to install. Also on Metroflor's YouTube channel, the popular Engage with Unifit tutorial has garnered over 18,000 views.

Said Metroflor Director of Marketing Gary Keeble, "Our portfolio of online instruction videos are invaluable tools that make it easy to review the entire installation process on smart phone or tablet in real time. We strive to make this information about our products easily accessible to our distributors and their customers."

To view Metroflor's installation videos on the company's YouTube channel, visit <https://www.youtube.com/user/Metroflor>. Metroflor's installation videos are also available on the company's website metroflorusa.com.

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