



METROFLOR WINS THREE ADEX 2014 AWARDS *10 Awards Received over 3 Years*

NORWALK, CT, May 14 – Metroflor Corporation received three 2014 Awards for Design Excellence (ADEX) for its Luxury Vinyl Tile (LVT) flooring. Savanna Plank from Metroflor’s branded Dry-Back collection took Platinum, while Engage Essentials Tile and Savanna Tile Dry-Back received Gold Awards.

Savanna Planks’ Platinum-winning realistic Oak looks range from deep browns through grey tones in the 6” x 48” format. Hand-scraped embossing delivers a rustic, yet sophisticated appearance that simulates the unique distressed look of hand-finished wood flooring – a tactile effect that can be seen and felt. Micro-beveled edges add a sense of definition and a rich, finished look.

On the Adex Gold front, Savanna Tiles won for realistic looks in a 12” x 24” format in 6 styles, ranging from deep gray, black and terra cotta tones to taupe and sand looks. Engage Essentials Tile, a Metroflor Corp. best seller, also took Gold with its rich travertine visuals in the increasingly popular 12” X 24” format that look as good as they feel.

Metroflor brands have been winners for three consecutive years for a total of 10 awards: five Platinum, three Gold and two Silver. Previous winners include four awards for the Engage Clic LVT brand. Aspire, Commonwealth Commercial, and Savanna Plank and Tile were also acknowledged for design excellence.

Said Russell Rogg, Metroflor Corp. President and CEO, “Metroflor has been on a roll with Adex these past few years, a solid recognition for our ongoing, stellar design work in the LVT arena. We’re proud that the judges acknowledged Metroflor’s design appeal, made possible by our technological advances.”

ADEX is the largest and most prestigious awards competition for product design of furnishings marketed to the design trade, with over 1,100 companies participating this year. For the past 20 years companies that earn this badge of honor are recognized by the design community as being industry leaders, a cut above the rest.



METROFLOR[®]

C O R P O R A T I O N

Metroflor Corp., based in Norwalk, CT, produces floors for commercial and residential markets in a wide variety of styles, sizes and installation formats, which are sold by independent retailers through the U.S. and Canada. For more information, visit metroflorcorp.com

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