



Raffoul Ajami
Ajami Floorings & Granite, Inc.

"What really sealed the deal for Bentley South Beach was when I told them, 'Your maintenance guy who changes a light bulb can just as easily replace a damaged plank, so the room can be rented right away with no downtime, thanks to Attraxion magnetic attachment technology.'"



BENTLEY SOUTH BEACH

South Beach, one of Miami's most popular neighborhoods, has become a major global destination with prime oceanfront and dozens of nightclubs, restaurants and boutiques. Bentley South Beach hotel is located at the heart of this vibrant district. Built in 1939 in the Art Deco style so emblematic of that era, now the recently renovated Bentley South Beach has reopened its doors, perfectly suited to this cosmopolitan playground. Whether for leisure or business, the Bentley South Beach beckons with a contemporary interpretation of the classic beachfront property.

The hotel's management sought the most innovative flooring in the marketplace for the renovation: Déjà New with Attraxion Magnetic Attachment Technology was installed throughout the property, from guest rooms to public areas. Its stylish, yet beachy good looks complement the hotel's modern aesthetic. Like the Bentley's classic façade, there is more than meets the eye with Déjà New with Attraxion.

The speed and ease of installation, thanks to the magnetic flooring, was a major factor in the Bentley Hotel's choosing Déjà New with Attraxion. The ability to stagger the installation conveniently when guest rooms were unoccupied was important, and there were no odors from adhesives in public areas to interfere with guest comfort. Replaceability was another factor in the flooring's favor: the property can quickly change the color or design of the planks without the expense of replacing the entire floor. Said Metroflor Distributor Cain & Bultman's Tom McCabe, "Déjà New with Attraxion is the ultimate user-friendly flooring to accommodate the needs of businesses such as hotels, where time is money. By shortening installation, you can avoid downtime and lost revenue. Attraxion really earns its keep!"

PROJECT: Bentley Hotel South Beach, Miami, FL

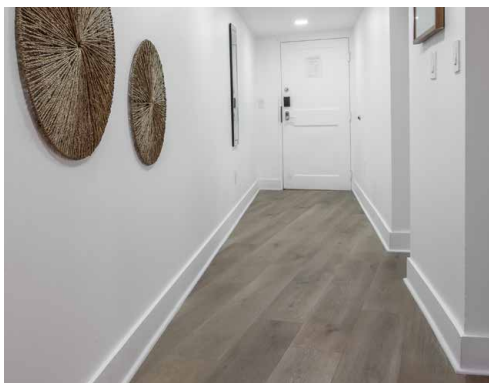
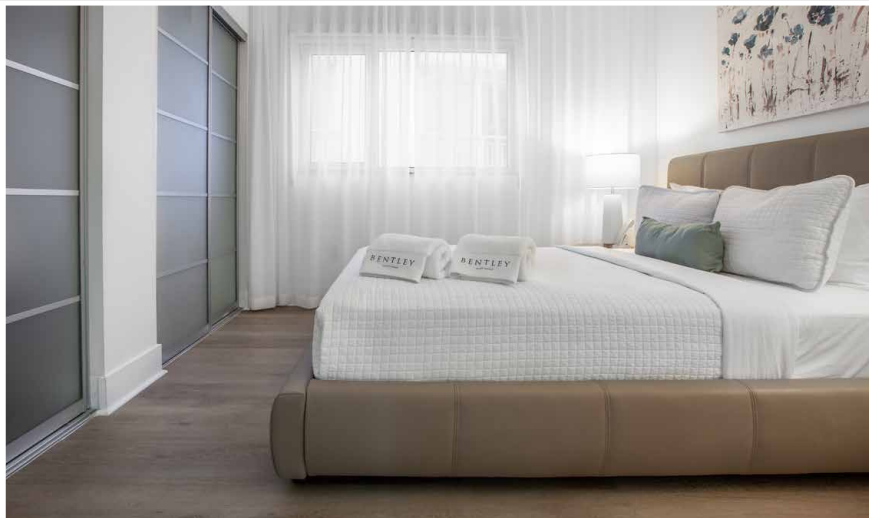
LOCAL DEALER: Ajami Floorings & Granite, Inc., Doral, FL

DESIGNER: Renata Giovannini, Bentley South Beach, Miami, FL

DISTRIBUTOR: Cain & Bultman

METROFLOR LVT DÉJÀ NEW WITH ATTRAXION FLOORING USED:
15,000 sq. ft. San Marcos Oak Waxed Greige DN1445117ATX

PHOTO CREDIT: Chris Phebus Photography, Lexington, KY



**SPECIFICATIONS –
DÉJÀ NEW WITH ATTRAXION
San Marcos Oak
Waxed Greige DN1445117ATX**

Size: 9" X 60" planks

Wear Layer: 20 mil

Gauge: Attraxion LVT - 2.5mm
MagneBuild™ Underlayment - 1.0mm
Installed System - 3.5mm

Embossing: In-Register

Bevel: Microbevel

Finish: FX³ Surface Protectant™

Warranty: Lifetime Residential / 15 Year Commercial



THE DÉJÀ NEW WITH ATTRAXION ADVANTAGE:

Performance & Durability:

- Eliminates the need for and cost of expensive adhesives
- Easily installed in a fraction of the time compared to glue-down or locking LVT
- Magnetic attachment's strength holds floor in place even under heavy commercial traffic; magnetic underlayment can be re-used when flooring is replaced, significantly reducing labor and material costs on future installations
- Durable, moisture-resistant, dimensionally stable LVT platform
- Will not affect computers, personal devices or medical electronic implants

Style:

- Authentic looks & textures
- High resolution, realistic wood and stone looks complement any décor at a fraction of the cost of natural materials

Care & Maintenance:

- No waxing or surface treatments required: sweep, dust mop or vacuum daily
- Damp mop as needed using Prevail Neutral Cleaner by Metroflor
- FX³ Surface Protectant™ Treated with Ultra-Fresh
 - The ultimate in abrasion protection with superior stain repellency for easy clean-up
 - Inhibits the growth of odor and stain-causing mold and mildew

Application Versatility:

- Recommended for Retail, Healthcare, Assisted Living, Hospitality, Multi-Family, Corporate, Educational and Residential environments

Ultra-Fresh is a registered trademark of Thomson Research Associates Inc.