



## **METROFLOR CORPORATION INTRODUCES ATTRAXION MAGNETIC ATTACHMENT SYSTEM IN DÉJÀ NEW COLLECTION**

*Targeting Main Street Commercial, Multi-Family*

NORWALK, CT – At NeoCon, Metroflor Corporation introduces its Metroflor-branded Déjà New LVT collection designed for Main Street Commercial featuring the Attraxion™ Magnetic Attachment Technology. Licensed from Magnetic Business Solutions' MagneBuild™ system, the new Attraxion-branded underlayment enables the rapid installation of flooring without locking systems or adhesives. With a 20 mil wear layer and 2.5 mm gauge, Déjà New with Attraxion is suitable for a wide range of specified and Main Street applications including Hospitality, Retail, Healthcare, Education, Corporate and Multifamily.

The Attraxion underlayment adheres to an integrated ferrite (iron) film which is laminated to the bottom of Déjà New products. By merely rolling out the underlayment over any smooth, clean and dry subfloor, the flooring can be installed over it more easily and faster than any other method. The technology eliminates adhesive-related VOC's and reduces labor and removal costs. It also solves other key flooring concerns including the need for a moisture barrier and a crack isolation membrane. In addition to reducing the labor skillset required and opportunity for error, Attraxion's speed of installation also enables installers to handle two to four times more jobs per day than traditional methods.

Especially in commercial environments, the Attraxion method of installation results in quantified time and labor savings and minimal shuttering of businesses. While a typical tear-out/remodel for a commercial installation (e.g. restaurant, hospitality, retail, multi-family), based on 10,000 sq. ft., requires a 10- to 12-day cycle, installing Déjà New with Attraxion typically takes just several days.

With Attraxion, innovative layouts such as herringbone, alternating colors and borders are easier and faster to install than ever before. Déjà New with Attraxion will feature the following planks and tiles:

### **San Marcos Oak – 5 SKUs**

9" x 60", 20 mil wear layer, 2.5 mm gauge  
In-Register embossing, micro-bevel edge

San Marcos Oak is a refined, quieter oak, with fewer knots and an elegant, natural flow of the wood grain in tones of grey and greige.

### **Coastal Oak – 3 SKUs**

7" x 48", 20 mil wear layer, 2.5 mm gauge  
Sawcut embossing, micro-bevel edge

The classic answer to a palette wood grain, Coastal Oak's exquisite colors, high contrast and rich, bold detail are ideal for the entire commercial spectrum, especially Retail and Hospitality.

### Smooth Concrete – 2 SKUs

24" x 24", 20 mil wear layer, 2.5 mm gauge  
Rough Concrete embossing, micro-bevel edge

Concrete remains a classic look in today's building materials. Smooth Concrete offers natural colors that work with most carpet and tile collections.

Metroflor inventories the 10 Déjà New skus with Attraxion in its Calhoun, GA warehouse, with non-stocking SKUs requiring 12 weeks lead time. Metroflor will also stock the MagneBuild magnetic underlayment rolls (size 3' x 30'). An architect folder showing all the SKUs and demonstrating how the system works is available.

For more information, visit [Metroflorusa.com](http://Metroflorusa.com)  
Follow us on Facebook [@metroflor](https://www.facebook.com/metroflor) and Twitter [@metroflor](https://twitter.com/metroflor)

FOR HIGH RESOLUTION IMAGES: <https://metroflor.sharefile.com/d-sa1d522542ef4d888>



Déjà New with Attraxion is ideal for hospitality settings.

*Metroflor Corporation – The Performance Specialists - proudly offers a diverse portfolio of commercial LVT flooring and wall options for Retail, Hospitality, Education, Multi-Family and Corporate environments, through such noteworthy brands as: Metroflor LVT, Engage Genesis, Engage Inception, Déjà New with Attraxion™ Magnetic Attachment Technology, and Verçade Wall Fashion. Our products measure up to the highest standards of looks, performance and value. Beyond functionality and style, the wide range of Metroflor brands can accommodate every budget and application with personalized technical and customer service support.*

*Metroflor is a proud member of HMTX Industries – a global flooring manufacturer whose brands service a diverse cross-section of the construction marketplace. Under the leadership of HMTX, the two factories that manufacture a majority of their products were the first in China (and all of Asia) to*

*achieve the JUST<sup>SM</sup> social justice label. The JUST program gauges a company's performance in a wide range of metrics, including safety, diversity, worker benefits and community engagement.*

*A variety of Metroflor products carry Declare<sup>SM</sup> labels and Health Product Declarations<sup>®</sup> (HPD). All Metroflor products are FloorScore<sup>®</sup> certified, thereby ensuring good indoor air quality, and are also free of red-list heavy metals, formaldehyde-free, and phthalate-free.*

PRESS CONTACT:  
Susan Bang PR  
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