



METROFLOR LAUNCHES ENGAGE INCEPTION: HIGH-PERFORMANCE SPC FLOORING

NORWALK, CT, Jan. 2, 2019 -- Metroflor Corporation has launched a new Solid Polymer Core (SPC) product in its floating floor range: Engage Inception™. By introducing a new SPC product alongside the WPC Engage Genesis collection, a two-pronged “Better/Best” strategy provides a multi-layer flooring solution at different price points for a wide range of applications. The new solid core flooring expands the company’s portfolio of flooring solutions in all categories: in addition to gluedown, a variety of floating platforms such as Grip-Strip (Konecto), Solid Vinyl Clic (Engage), WPC (Engage Genesis) and now, SPC (Engage Inception).

The new Engage Inception line serves as an entry-level Multi-Layer flooring product ideal for Multi-Family, Residential and Commercial environments, depending upon the wear layer chosen. Said Russ Rogg, Metroflor’s president and CEO, “Designed for the builder market, which often specifies based upon construction and price, Engage Inception provides a lower-cost alternative to WPC without sacrificing the inherent performance benefits of such a product like Water Resistance, Scuff Resistance and Dimensional Stability.”

Stiffer and denser than WPC, Engage Inception enables greater resistance to temperature changes and indentations. Beyond improved dent resistance, the premium attached HDPE (High Density Polyethylene) foam underlayment provides sound absorption, reduces transmitted sound and foot fatigue, and helps to conceal minor subfloor imperfections. The Droplock 100 locking system provides fast, easy, glueless drop-and-lock installation and a tight fit. The 100% waterproof floor is suitable for traditionally wet areas such as bathrooms, laundry rooms, kitchens and basements.

Engage Inception is offered in a 4.0mm core, coupled with the 1.0mm HDPE underlayment, with wear layers of 6 mil, 8 mil, 12 mil and 20 mil, resulting in a robust 5.0mm overall gauge which is thicker than many SPCs on the market. Consistent with Metroflor’s transparency and sustainability commitment, the Engage Inception line was the first SPC product for which Declare Labels were published. Health Product Declarations (HPDs) are planned for first quarter of 2019.

HIGH PERFORMANCE, HIGH STYLE

Metroflor’s Director of Design Robert Langstaff created a wide array of plank designs particularly suited to the multi-family/commercial marketplace.

Engage Inception 200

20 mil wear layer/9 colorways

Accent bevel edge, Natural Timber embossing

Engage Inception 200’s two knot-free Oak designs – one rustic, the other smooth – comprise a streamlined selection for contractors and builders.

Engage Inception 120

12 mil wear layer /6 colorways

Accent bevel edge, Natural Timber embossing

A White Oak in a classic “flat cut” with cathedrals evokes the transitional trend in interiors with a palette that coordinates perfectly with today’s color trends.

Engage Inception 80

8 mil wear layer/14 SKUs/5 designs

Square edge, Barnside embossing

A broad mix of today's classic hues – from natural maple to a rich espresso brown – is ideal for multi-family in all regions of the country, with five designs featuring 2 maple and 3 weathered oak looks.

Engage Inception 60

6 mil wear layer, 6 colorways

Square edge, Natural Timber embossing

Entry-level Engage Inception 60 provides a streamlined design in colors that fit today's popular color choices for the builder and multifamily markets.

For more information, visit Metroflorusa.com

Follow us on Facebook [@metroflor](https://www.facebook.com/metroflor) and Twitter [@metroflor](https://twitter.com/metroflor)

#

PRESS CONTACT:

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

AT METROFLOR CORPORATION:

Gary Keeble, Director of Marketing
gkeeb@metroflorcorp.com
888-235-6672 ext. 3820

