



METROFLOR LAUNCHES UPDATED APP

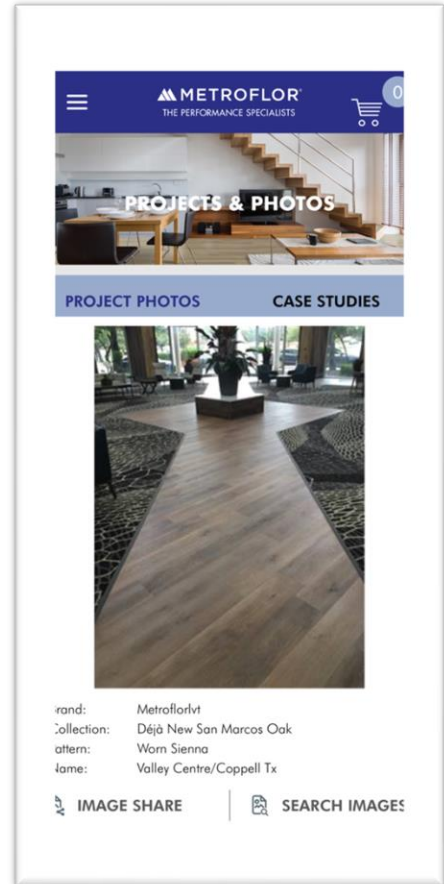
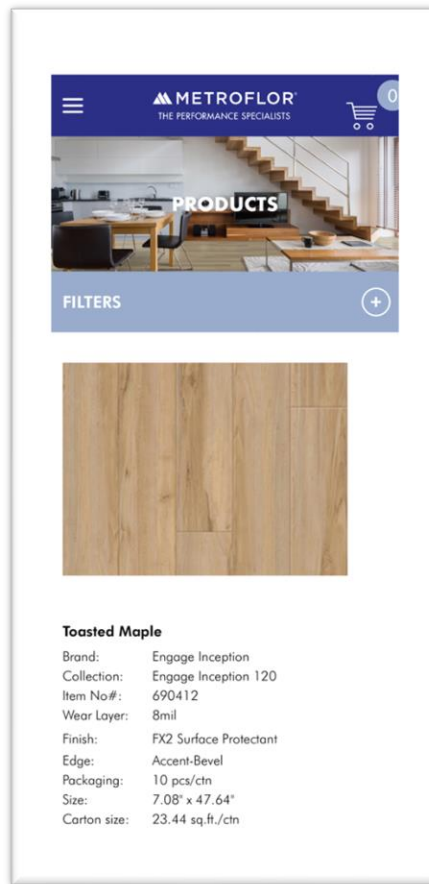
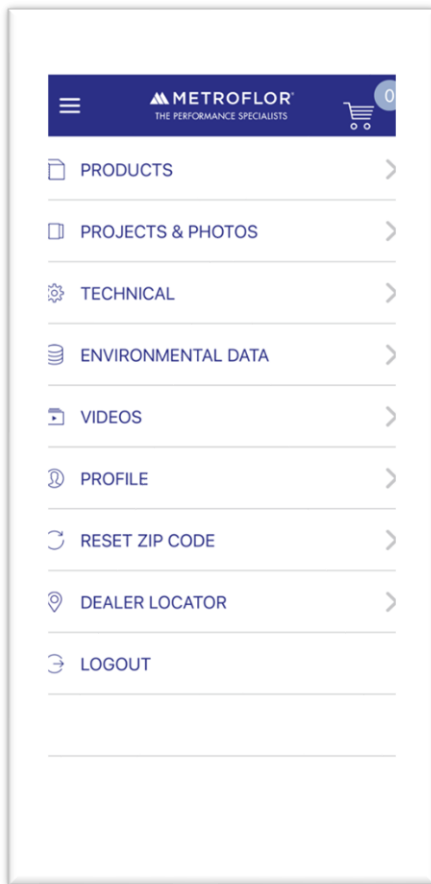
NORWALK, CT, Jan. 20 – Metroflor Corporation has launched a next-generation version of its Metroflor app, offering retailers, consumers, and specifiers alike a myriad of in-depth options for discovering the LVT leader’s flooring options from their smartphones.

The Metroflor app allows users to access everything on Metroflor’s website plus more. According to Metroflor’s Vice President of Marketing Gary Keeble, the original app was only available for Metroflor reps and distributor reps. “With the new app, we’ve opened it up to the public... retailers, homeowners, and commercial end users,” he said. “They can use the app to view products and order swatches along with locating a nearby dealer. Best of all, you’ll find actual, authentic photos of products installed in a wide range of residential and commercial applications. You can also upload photos of your own Metroflor installations so other homeowners end users can use them as a real-word visual reference.”

Some key features and benefits include an array of functionality:

- Browse and search Metroflor products and order free swatch samples
- Browse and search photos of Metroflor installations
- Upload photos of Metroflor installations
- Access installation, technical and environmental documents
- View product performance and installation videos
- Find a local Metroflor retailer using city and state or zip code

To obtain the app, search Metroflor App on the Apple App Store or Google Play. For more information, visit <https://metroflorusa.com>



The Metroflor App offers a wide range of functionality for homeowners, commercial end users and retailers.

###

PRESS CONTACT:
 Susan Bang
sb@hmtx.global
 917-991-9714

AT METROFLOR:
 Gary Keeble
gkeeble@metroflorcorp.com
 (706) 217-8356