

METROFLOR® LVT ATTRAXION™

magnetic attachment technology

METROFLOR CORPORATION OFFERS NEW ARCHITECT FOLDER FOR DÉJÀ NEW COLLECTION WITH ATTRAXION MAGNETIC ATTACHMENT SYSTEM *Targeting Main Street Commercial, Multifamily*

NORWALK, CT, Aug. 20 –Metroflor Corporation introduces an architect folder for its Metroflor-branded Déjà New LVT collection designed for Main Street Commercial featuring the Attraxion™ Magnetic Attachment Technology. Licensed for use with Magnetic Business Solutions' MagneBuild™ system, the new Attraxion-branded system enables the rapid installation of flooring without locking systems or adhesives. In a [side by side time trial](#), Déjà New with Attraxion installed 2X faster than standard Déjà New installed with 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 Déjà New with Attraxion architect folder features swatches of 8 planks and 2 tiles. A large center panel demonstrates the magnetic technology with a removable swatch. An attached photopack with a room scene and swatch image of each SKU illustrates the shade variation inherent in the higher contrast plank products. A product construction illustration, accompanied by product features and benefits, clearly explains the product makeup and communicates the value that the Attraxion system brings to the end user.

Metroflor inventories Déjà New with Attraxion and the MagneBuild magnetic underlayment rolls (size 3' x 33') in its Calhoun, GA warehouse. Non-stocked SKUs are available with the Attraxion system and require 12 weeks lead time.

HIGH RES IMAGES AVAILABLE.



To obtain the Metroflor LVT Déjà New with Attraxion architect folder, contact your distributor, or customerservice@metroflorcorp.com; (866) 882-4407. For more information, visit Metroflorusa.com

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