



METROFLOR LAUNCHES METROFORMS COLLECTION WITH ATTRAXION MAGNETIC ATTACHMENT TECHNOLOGY™ ONLINE

- ***Create Bold, Unique Custom Floors with SketchBox Design Tool*** -

NORWALK, CT, May 7 – Metroflor Corporation’s latest Metroflor LVT collection - Metroforms™ with Attraxion Magnetic Attachment Technology™ - is now available to explore online at metroflorusa.com. Licensed from Magnetic Building Solutions (MBS), the new Attraxion-branded LVT enables the rapid installation of flooring by creating a magnetic attachment utilizing MBS’ MagneBuild™ magnetic underlayment and eliminating the need for locking systems or adhesives. Metroforms couples the benefits of Metroflor LVT with the Attraxion system -- installation speed, indoor air quality, performance and safety -- with the ability to add a wide range of pre-cut shapes to achieve custom looks.

The innovative patterns offer endless design flexibility. Complex layouts such as starbursts, chevrons and basketweaves are faster and easier to install than any other method. Metroflor’s Déjà New LVT provides the palette and the foundation for Metroforms with 10 patterns and 38 colorways in an array of visuals ranging from wood and concrete to textiles.

Metroforms Interactive Design Tool: SketchBox™

Metroforms also launched SketchBox™, an online design tool to create custom Metroforms designs with ease. Sketchbox allows retailers, architects, designers and end users to select from an extensive palette of shapes, patterns, colors and combinations, making it simple to design a unique patterned LVT floor. The platform calculates the amount of Metroforms material needed for a particular space and will provide a virtual room photo (using your own photo or room scenes provided) and specifications. Sketchbox can be accessed at metroflorusa.com or metroforms.chameleonpower.com.

Curated portfolio of distinctive shapes and patterns

Unlike waterjet cut patterns which have a square edge, Metroforms shapes and patterns have micro-beveled edges that provide definition to the shapes and distinction to the design of the Metroforms floor. Metroforms provides a variety of traditional and non-traditional design motifs from which to choose.

Hexagon

Create a popular honeycomb pattern or combine with Cube and Chevrony for a unique fractal design.

Cube

This Cubism-inspired design changes each time you see it – first a cube, then a star - a truly dynamic shape for pattern work.

Chevrony

A versatile quadrilateral shape that can stand alone for a distinctive design or be combined with Hexagon or Cube to form a more complex pattern.

Chevron

A bold and beautiful traditional motif.

Chevron Hex

Comprised of individual chevron pieces that together can span parallelograms and cubes with a look reminiscent of Celtic knots.

Chevron Weave

A classic woven pattern highlighting the popular hexagon shape with a complex interplay of chevrons.

Mansion Weave

The mid-century influence is a post-modern spin on the classic chain-link weave featured in this pattern.

Patches

A modern take on the classic basketweave pattern.

Diamond

Elongated six-sided diamond shape can create a geometric pattern or the look of a floral sunburst.

Triangle In Square

Mix and match colors and textures to create a bold Harlequin-inspired floor.

Removable, Replaceable, Reusable, Repairable

The Attraxion magnetic installation technology eliminates adhesive-related VOCs and the need for cutting patterned floors on-site with power tools and resulting dust, as well as reducing labor costs because it's two-times faster than installing gluedown LVT.

The MagneBuild underlayment adds additional value by providing built-in solutions to key flooring concerns and can be dual purposed as a moisture barrier (by taping underlayment seams) and as a crack suppression membrane. Metroforms are easily removed and repaired if needed. Subsequent installations only require Attraxion flooring as the MagneBuild magnetic underlayment can be reused for multiple installations without degrading its magnetic properties. The Attraxion system helps to address the installer shortage by reducing the labor skillset and need for expensive tools. Attraxion's speed of installation also enables Metroforms installers to install more floors in a day compared to traditional gluedown methods, while also allowing for more custom designs than other floating floors.



For more information, visit metroflorusa.com

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