



KONECTO LUXURY VINYL FLOATING FLOORS: WHERE FASHION MEETS PERFORMANCE

Patented, Innovative Grip-Strip Technology

NORWALK, CT – Konecto from Metroflor Corp. represents the most revolutionary generation of high-quality, floating resilient plank and tile flooring. The first to introduce its patented grip-strip technology, Metroflor's Konecto transformed the LVT industry. Requiring no added adhesives, Konecto remains a leader in fast and easy-to-install flooring over virtually any subfloor, with minimal disruption.

Konecto was recently reinvented from the core up to deliver better performance than ever. Thicker and stronger, all collections now feature a 4.5 mm gauge. The adhesive grip-strip is 25% wider for increasing the seam strength. Moisture-resistant and extremely durable, all collections have a ceramic bead finish and are available in 4 Mil, 6 Mil, 12 Mil or 20 Mil wear layers, appropriate for residential as well as multi-family housing, office park, education, retail, healthcare, assisted living, hospitality and corporate environments.

WIDE PORTFOLIO OF AUTHENTIC LOOKS

Konecto's warm, quiet qualities and authentic good looks in both Plank and Tile suit professionals and consumers alike who are seeking both style and durability. Konecto offers a multitude of plank and tile variations in a wide range of stunning designs: realistic, exotic African hardwoods and American classic planks; stone and ceramic tiles evoking earthy granite, polished Italian marble and Mediterranean slate.

NEW FOR 2013

LEGACY AND OASIS

Now the Konecto realism bar has been raised to new heights with the addition of two new collections. **Legacy** and **Oasis** offer eighteen total 5" X 48" planks, featuring the new patent-pending Crescent Edge technology. This eased edge detail creates authenticity, depth, and the illusion of walking on a thick, solid wood floor, but with LVT's no-hassle care and maintenance.

The collections further raise the value quotient by offering high-end visuals matched with two different finishes across exotic wood species. Oasis delivers the appearance of exotic hardwood at a fraction of the cost, with a subtle wood-tick finish. Legacy features a Handscraped embossing that is simultaneously rustic, yet sophisticated. With a gauge of 4.5 mm and a 12 Mil wear layer with a ceramic bead finish, both collections are warranted for 25 years residentially and 10 years commercially.



KONECTO ELEMENTS

Entry-level Elements delivers unparalleled value without sacrificing product construction or performance integrity. It offers the same features that make Konecto the segment leader: a 4.5 mm thick vinyl core reinforced with fiberglass, and a ceramic bead overlay for enhanced scuff and abrasion resistance. Designs of the 8 planks measuring 6" X 36" are especially suited for apartments and multi-family housing environments. Warranty: 10 years residential.

KONECTO PREMIUM TILE

(Preview at Surfaces 2013/Available Summer 2013)

The Premium Tile Collection's new 12" X 24" format available in 6 designs boasts a contemporary linear stone pattern. Micro-beveled edges accentuate each tile when installed in the recommended staggered, brick-like pattern. Robust Konecto Premium Tile carries Metroflor Corp.'s thickest, 20 Mil wear layer. Warranty: lifetime residential, 12 years commercial.

KONECTO: EASY TO MAINTAIN

The LVT leader's resistance to moisture and most household chemicals/stains, coupled with its tough wear layer, make it ideal for residential high-traffic areas as well as all commercial environments. Easy to install and if need be, replaced, wax-free Konecto can be maintained with merely a dust mop or vacuum, and is fully recyclable.

NEW MERCHANDISING, TECHNICAL SUPPORT

In addition to new products and improvements, Konecto marketing support materials have been enhanced. www.konectousa.com was completely updated visually and content-wise to incorporate both Residential and Commercial entrances to the site with applicable, targeted information. A Find a Retailer search function joins a Flooring Estimator. Visitors can download a beautiful new full-line brochure featuring only products available in their market area. Icons link directly to Metroflor's new Facebook, YouTube and Pinterest social media outlets.

The new Konecto Installation Video conveys all the necessary techniques and considerations. All updated installation instructions are now available to download from the website and are contained in product cartons for ready reference.

For more information, visit <http://www.konectousa.com/>

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