



THE LVT SPECIALISTS

NORWALK, CT, January 2016 -- Metroflor Corporation announced the company has streamlined and rebranded its portfolio of LVT brands under the umbrella tagline "The LVT Specialists". The strategy narrows the focus to five core brands, creating synergy between them: Metroflor LVT, Konecto, Engage, the new Engage Genesis, and Artistek. Together the brands provide a comprehensive portfolio of LVT products that can accommodate the needs of virtually every flooring environment at all price points.

Previously, Metroflor's collection of brands was presented as standalone, unique and separate. Now they are integral to each other in telling a Good-Better-Best story, guiding the consumer to the right product for their application within their unique budget requirements. Said Russ Rogg, Metroflor's president & CEO, "The brands work together to provide the largest single assortment of LVT from the company that created the hottest category of product driving growth in the flooring industry today. We are The LVT Specialists."

Dryback LVT products are the primary platform for the Metroflor LVT and Artistek brands. In the Floating/Clic category's Good-Better-Best continuum, Konecto is Good, Engage is Better, and the new Engage Genesis Brand is Best. There are synergies throughout the entire product portfolio depending upon application and budget.

Metroflor's online strategy for positioning their brands will also be changing. Previously the various collections/brands were presented on separate, unlinked web sites. Beginning in January, one Metroflor corporate banner will guide visitors through the entire portfolio to offer the right solution for every environment. For example, depending upon subfloor challenges and budget, a floating floor can provide the Good, Better or Best solution. Konecto with Grip Strip technology is ideal where speed of installation is the most important criteria. However, if subfloor irregularities do not permit a Konecto solution, the premium Engage Genesis with Isocore Technology™ would be an excellent alternative as it can even be installed over ceramic tile without the need to remove it or fill in the grout lines -- a major convenience and money saver.

Logos for Metroflor Corporation, Metroflor LVT, Konecto and Engage Genesis have been refreshed, redesigned and modernized to be more current with today's brand conscious consumers.

SUB-BRAND IDENTITIES STREAMLINED, FOCUSED

Metroflor has articulated its core brands to reflect their respective identities and markets as follows:

Metroflor LVT –The industry’s most extensive assortment of traditional dryback LVT for residential, multi-family and property management, and Main Street commercial applications.

Konecto – Entry-Level: Easy-to-install floating LVT with patented Grip Strip Technology. Targeted to DIY consumers, residential replacement and new home construction, Main Street commercial, multi-family and property development.

Engage – Upgrade: Virgin Vinyl fiberglass-reinforced clic LVT. Markets include residential replacement and new home construction, Main Street commercial, multi-family and property development.

Engage Genesis – Premium Quality: Structural LVT featuring Isocore Technology™ - 100% waterproof with a rigid core that minimizes subfloor imperfections. Ideal for residential replacement and new home construction, Main Street commercial, multi-family and property development.

Artistek – Dryback LVT for residential, multi-family and property management, and Main Street commercial applications.

ALIGNED DEALER PROGRAM UNITES FLOATING FLOOR OFFERING

Metroflor Corporation is introducing the new Metroflor Aligned Dealer Program as part of the brand realignment. Designed to integrate the company’s extensive LVT portfolio into a single unit at point of purchase, the program promises to enhance sales and profitability for retailers. With the theme “A Partnership for Success – Quality Products. Exceptional Benefits. Outstanding Support”, the program reflects the company-wide rebranding that positions Metroflor as The LVT Specialists.

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