



THE LVT SPECIALISTS

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**METROFLOR PRESENTS 2017 PERFORMANCE AWARDS  
AT 80'S ROCK INSPIRED CELEBRATION DURING SURFACES**

LAS VEGAS, Jan. 30, 2017 – Metroflor Corporation celebrated the stellar 2017 sales performance of its distribution partners by bestowing its coveted performance awards at a rock and roll celebration at the House of Blues in Mandalay Bay during The International Surface Event (Surfaces) 2018. Over 600 people – including Metroflor’s entire sales team and its distributors, Aligned Dealers and other key customers and friends --- rocked out during “THE UNBOUND TOUR 2018 – A Celebration of 80s Arena Rock”.

Metroflor continued its bold marketing campaign for the revolutionary ISOCORE Technology® during the “The Unbound Tour” event. The original “I AM ISOCORE” concept was extended to the “UNBOUND” theme of the party, providing a vehicle to communicate the product’s vast scientific, functional and emotional benefits. The highlight of the event was a concert by the 80’s arena rock tribute band Hairball who, in character, performed favorite hits by Van Halen, AC/DC, Kiss and other 80s period bands. The evening prominently featured the new “Unbound” ISOCORE campaign, which was promoted across social media platforms.

At the event, Metroflor preview the new DropLock 400 locking system for Engage Genesis products that allow for herringbone plank installation and a new series of 24” x 24” tiles allowing a corner-to-corner tile installation.

Continuing the 80s theme, Metroflor’s Aligned Dealers were invited to create and submit the ultimate “I Want My Metroflor LVT!” video ([LINK TO WINNING VIDEO](#)) featuring them creatively saying the tagline. According to Gary Keeble, Metroflor’s director of marketing, “We created the ‘I Want My LVT!’ theme to harken back to a time when we were young, full of life - and had a full head of hair!” The video “reel” was played during the cocktail party preceding the Hairball concert and featured “I Want My Metroflor LVT” cameos by retailers, distributor partners and the Metroflor team.

Harlan Stone, Metroflor’s COO, welcomed the partygoers, and in keeping with the theme, Russ Rogg, Metroflor’s president & CEO, welcomed guests in a spaceman suit and proclaimed, “Metroflor has landed!”

Immediately after the show, Metroflor and Hairball band members gave away, via random drawing, two autographed guitars. Mallorie Ulfing of Mastercraft Floors, Plymouth, MI won a guitar autographed by the members of AC/DC, while Butch Pugh of The Floor Depot, Southaven, MS took home a Van Halen autographed guitar.

Said Russ Rogg, “Our ‘I Want My LVT!’ theme reflected the outstanding results last year achieved by all of those in attendance at our 80s-themed bash. We outdid ourselves this year with the celebration, just as our partners outdid themselves once again in 2017. It was a particularly novel way to acknowledge our distributors’ role and achievements, while partying like the 80s!”

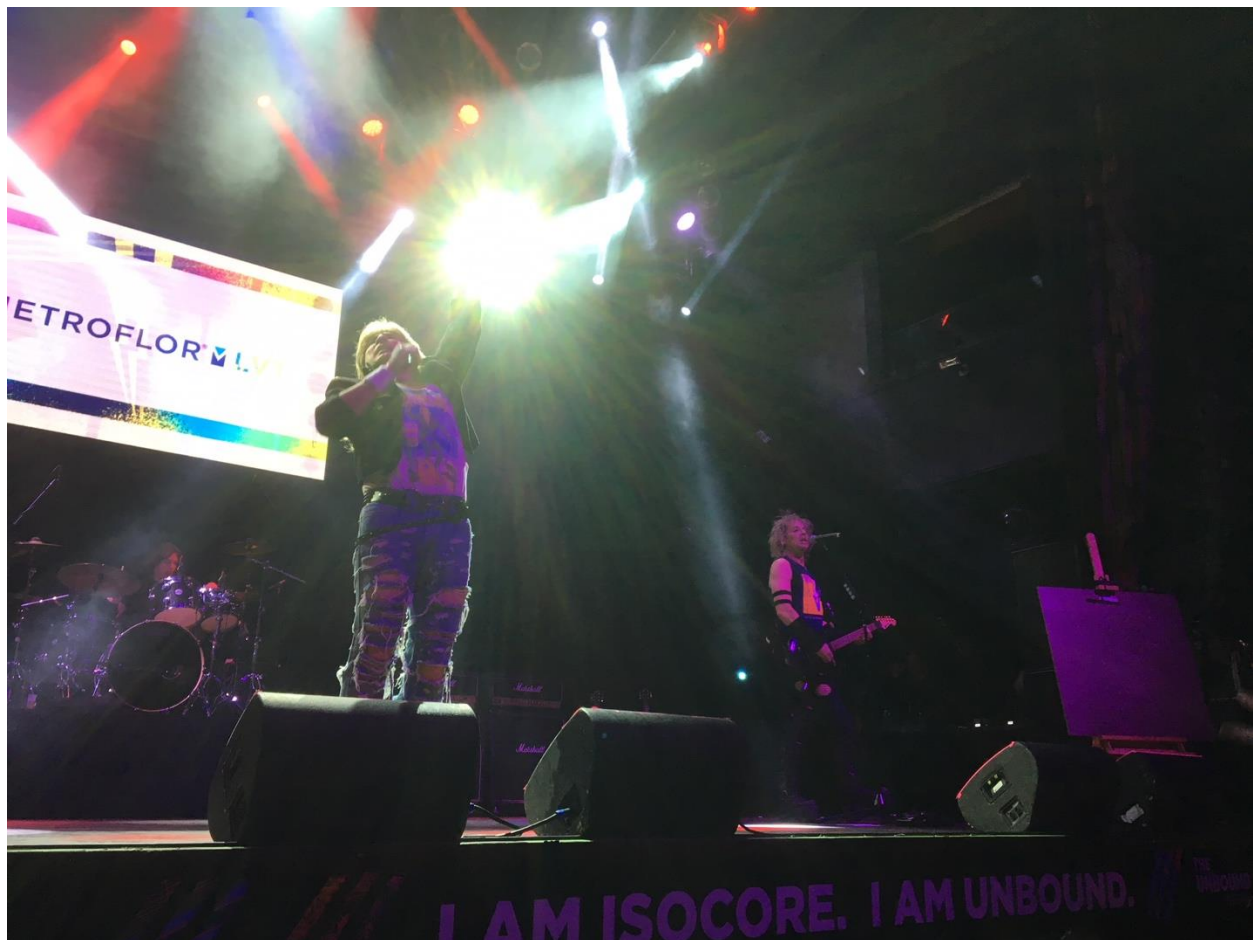
- Once again, Tri-West, Ltd. won the most awards, a total of five: The Paramount Award, honoring the distributor that purchased the greatest overall amount of Metroflor products in 2016; the Engage Genesis, Metroflor LVT and Prevail Distributor of the Year accolades; and the Distributor National Sales Champion Award bestowed to John Mayer.
- Herregan Distributors accepted the Engage Award as well as the Midwest Region Award received by Brian Boll.

- Reader's Wholesale Distributors, Ltd. won the Aspecta award as well as the President's Award, honoring the distributor exhibiting the most comprehensive and unparalleled support of Metroflor Corporation, its brands and products.
- Harvey Johnson of Mastercraft Flooring Distributors received the Distributor Visionary Award for his vision, passion and conviction pioneering Metroflor's initiatives.

**Following is a complete listing of all the award winners:**

KONECTO Distributor of the Year Award – Ohio Valley Flooring  
 ARTISTEK Distributor of the Year Award – Adleta Corporation  
 METROFLOR DRYBACK LVT Distributor of the Year Award – Tri-West, Ltd.  
 ENGAGE Distributor of the Year Award – Tri-West, Ltd.  
 ASPECTA Distributor of the Year – Reader's Wholesale Distributors, Ltd.  
 PREVAIL Distributor of the Year – Tri-West, Ltd.  
 EASTERN REGION Sales Champion – Chris Gaddy, William M. Bird & Co., Inc.  
 MIDWEST REGION Sales Champion – Brian Boll, Herregan Distributors, Inc.  
 SOUTHWEST REGION Sales Champion – Angela Brooks, Adleta Corporation  
 WESTERN REGION Sales Champion – Mike Gallagher, The Cronin Company  
 DISTRIBUTOR NATIONAL Sales Champion – John Mayer, Tri-West, Ltd.  
 DISTRIBUTOR VISIONARY Award – Harvey Johnson, Mastercraft Flooring Distributors  
 PRESIDENT'S Award – Readers Wholesale Distributors, Ltd.  
 PARAMOUNT AWARD – Tri-West, Ltd.

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