



Metroforms Wins Multiple Product Innovation Awards

NORWALK, CT, July 25 – Metroflor Corporation announced that Metroforms with Attraxion Magnetic Attachment Technology, introduced at NeoCon 2019, has received multiple awards for product innovation.

Metroforms was just awarded a Product Innovations award from BUILDINGS in the flooring category, a member of an elite group of products that will be showcased in the July/August 2019 print and digital issues of *BUILDINGS* magazine. Metroforms received a [Merit Award](#) distinction, which was one of only 16 products selected for this honor. The *BUILDINGS* editorial staff evaluated submissions in terms of their innovation and contribution to productive workplaces and then judged finalists in person at the NeoCon 2019 show.

Also during NeoCon, Metroforms received a Best of NeoCon 2019 Innovation award from this 30th annual competition of contract furnishing products. There were entries in 42 product and furnishing categories in the competition, presented by *Contract* magazine, and sponsored by NeoCon and The McMorrow Reports Facility Management & Design Insights. The jurors commented, “We liked the moisture barrier and the new pattern geometry. The benefits of magnetic and fast installation will hopefully save money and time. The layered composition will give greater acoustical value. Very innovative – we love the versatility of this product.”

Russ Rogg, president of Metroflor, said, “We would like to thank both BUILDINGS magazine as well as *Contract* magazine for recognizing Metroforms as a new and innovative product in the flooring space. We are very enthused and encouraged by the reception that this collection received at NeoCon and believe that Attraxion Magnetic Attachment Technology can be a real game-changer.”

ABOUT METROFORMS WITH ATTRAXION MAGNETIC ATTACHMENT TECHNOLOGY

Metroflor’s Déjà New LVT provides the palette and the foundation for Metroforms with Attraxion Magnetic Attachment Technology. The Attraxion-branded LVT enables the rapid installation of flooring by creating a magnetic attachment using Magnetic Building Solutions’ underlayment and eliminating the need for

locking systems or adhesives. Metroforms couples the benefits of Metroflor LVT and 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. For more information, visit <http://www.metroflorusa.com/metroforms/>

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