SOLOMON BROTHERS

For over 30 years, Solomon Brothers Fine Jewelry has become a leading retailer of diamond rings and settings, with one of the largest selections in Atlanta. The family-owned and operated business is dedicated to providing only the absolute best diamonds and fine jewelry to their valued customers. When it came time to open a new location in Alpharetta, GA and renovate the upscale Buckhead, GA store, they chose a flooring solution with an innovative installation method: Metroflor LVT’s Déjà New with Attraxion Magnetic Attachment Technology.

The same flooring installed in the Alpharetta location was also chosen for the renovation of the sleek new Buckhead store, a stunning showroom with sweeping views of the Atlanta skyline: 4,650 square feet of Déjà New San Marcos Oak Nordic Haze with the Attraxion Magnetic Installation Technology. Sunshine Interior Services, the design firm managing the project, recommended Déjà New with Attraxion as a perfect solution for the heavyweight load of display cases and ongoing foot traffic in the store – along with its stunning good looks.

MIKE MIGDALL
SUNSHINE INTERIOR SERVICES

“A hidden benefit of Attraxion is its easy replaceability. This became important when several planks damaged by moving in the sharp-edged, heavy jewelry cases had to be removed and replaced. The owners easily accomplished this on their own. Beyond aesthetics and fast, easy installation, part of the magic of Attraxion is not having to do service calls for minor repairs. Replacing those planks was a breeze.”

PROJECT: Solomon Brothers Fine Jewelry, Buckhead, GA
INSTALLER/DESIGNER: Sunshine Interior Services, Marietta, GA
DISTRIBUTOR: William M. Bird
ATTRAXION FLOORING USED: 4,650 sq. ft. San Marcos Oak: Nordic Haze
PHOTO CREDIT: Craig Bromley Photography, Atlanta, GA
THE ATTRAXION ADVANTAGE

PERFORMANCE & DURABILITY:
• Eliminates the need for and cost of expensive adhesives
• Easily installed in a fraction of the time compared to glue-down or locking LVT
• Magnetic attachment’s strength holds floor in place even under heavy commercial traffic; magnetic underlayment can be re-used when flooring is replaced, significantly reducing labor and material costs on future installations
• Durable, moisture-resistant, dimensionally stable LVT platform
• Will not affect computers, personal devices or medical electronic implants

STYLE:
• Authentic looks & textures
• High resolution, realistic wood and stone looks complement any décor at a fraction of the cost of natural materials

CARE & MAINTENANCE:
• No waxing or surface treatments required: sweep, dust mop or vacuum daily
• Damp mop as needed using Prevail™ Neutral Cleaner by Metroflor
• FX3 Surface Protectant™ Treated with Ultra-Fresh
  • The ultimate in abrasion protection with superior stain repellency for easy clean-up
  • Inhibits the growth of odor and stain-causing mold and mildew

APPLICATION VERSATILITY:
• Recommended for Retail, Healthcare, Assisted Living, Hospitality, Multi-Family, Corporate, Educational and Residential Environments

SPECIFICATIONS
ATTRAXION: DÉJÀ NEW - SAN MARCOS OAK
Nordic Haze # DN1445101ATX

Size: 9" X 60" planks
Wear Layer: 20 mil
Gauge: Attraxion LVT - 2.5mm
  MagNeBuild™ Underlayment - 1.0mm
  Installed System - 3.5mm
Embossing: In-Register
Bevel: Micro-Bevel Edge
Finish: FX3 Surface Protectant
Warranty: Lifetime Residential / 15 Year Commercial

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