

KEVIN PARKER

DISTRICT SALES MANAGER EASTERN USA
METROFLOR

"Attraxion offered several solutions for this remodel. Not having to remove the existing floor covering and going directly over the top, saved time and money. Also, being able to use the floor as soon as it was installed kept the project full speed ahead!"



DOBBINS MIDDLE SCHOOL

Located in Powder Springs, GA, Dobbins Middle School was built on land previously owned by Mr. J.A. Dobbins, a bus driver for 38 years who owned his own bus and was a postal employee. The doors of J.A. Dobbins Middle School opened in March of 1997 to a grateful group of students, who previously had to be schooled at the more distant East Paulding Middle and South Paulding Middle Schools until the building was complete.

The school's Mission Statement is to engage students to be lifelong learners in a safe environment, while promoting academic success and sharing responsibility to create excellence.

"The Dobbins Middle School had old terrazzo flooring in several hallways that needed to be replaced, but the expense of demolition to remove it was just too costly. They wanted a flooring product that could be installed over the existing floor. Déjà New with Attraxion magnetic installation technology was the perfect solution: no down time, no VOCs, no demoing, and a very fast installation that saved the client both time and money."

MICHELE L. MUSGROVE

ARCHITECTURAL & DESIGN REPRESENTATIVE
WILLIAM M. BIRD COMMERCIAL

PROJECT: Dobbins Middle School, Powder Springs, GA

DESIGNER: Breaux & Associates Architects, Alpharetta, GA

DISTRIBUTOR: William M. Bird

ATTRAXION FLOORING USED: 4,032 sq. ft. Déjà New Smooth Concrete: Zinc

10,200 sq. ft. Déjà New San Marcos Oak: Waxed Greige

PHOTO CREDIT: Craig Bromley



CASE STUDY - EDUCATION

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:

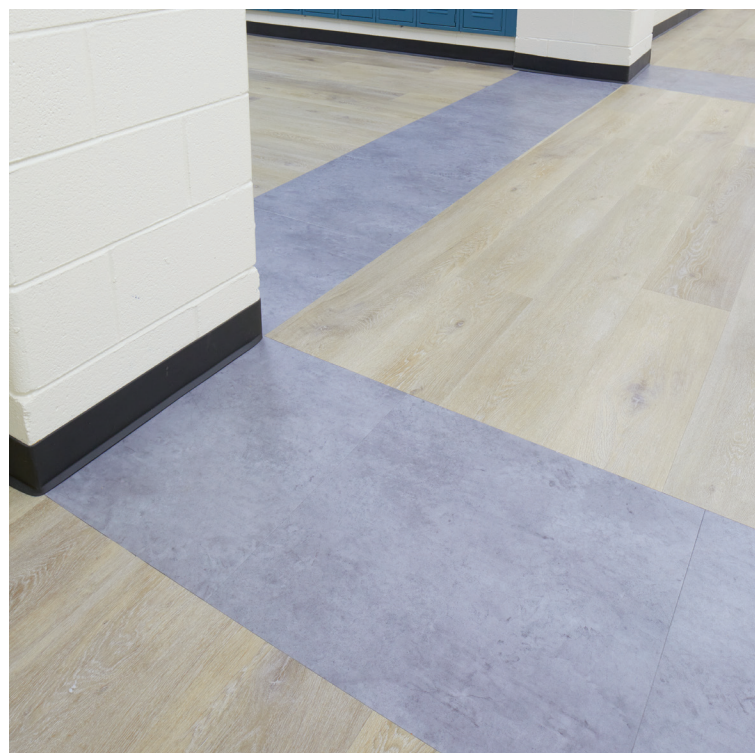
- Authentic looks & textures
- High resolution, realistic wood and stone looks complement any décor at a fraction of the cost of natural materials

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 - Waxed Greige DN1445117ATX
SMOOTH CONCRETE - Zinc DN123814ATX

Size: 9" x 60" planks & 24" x 24" tiles

Wear Layer: 20 mil

Gauge: Attraxion LVT - 2.5mm
 MagneBuild™ Underlayment - 1.0mm
 Installed System - 3.5mm

Embossing: Waxed Greige - In-Register
 Zinc - Rough Concrete

Bevel: Micro-Bevel Edge

Finish: FX3 Surface Protectant™

Warranty: Lifetime Residential / 15 Year Commercial



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