



### TAYLOR ROOSA

PROJECT MANAGER & DESIGNER  
GREEN CURVE STUDIO

*"We love Metroflor. We've never been disappointed in the end result, either for budget or lead time or installation. Performance is always reliable with their flooring. We gave the client several options, but Genesis worked the best. In addition to all the necessary product solutions, we needed a lot of visual warmth, and that's what the Dutch Elm taupe color gave us. It also served as an anchor for all the bright colors we had proposed for surrounding surfaces. Since the product was installed easily and fast without the need for subfloor preparation, not only did our client save money on labor costs, the entire installation was a breeze. It took less than a few hours to do her entire office."*



## CHARLESTON PEDIATRIC DENTISTRY

When the Charleston Pediatric Dentistry purchased a building in anticipation of a gut renovation, the flooring was an important consideration. They required a budget-friendly alternative to the existing, soiled and worn carpet, a flooring that would provide similar acoustic properties while being able to withstand heavy foot traffic. Comfort under foot was another important attribute for the staff, who are on their feet all day long. Finally, they had the concrete subfloor to consider, which dictated a material that could be installed over an uneven surface. Green Curve Studio, a dental and medical office design firm which already had full confidence in Metroflor, and their line of LVT products, turned to them again for the solution: Genesis 2000.

### DR. ASHLEY PATNOE, DDS

CHARLESTON PEDIATRIC DENTISTRY

*"I was really insistent to have flooring that looked like hardwood and was durable for the new practice facility. The existing commercial carpet wouldn't stand up to the mess of a pediatric dental office, and while we tried a laminate-type flooring, it just didn't hold up, and it also scratched easily. The new Genesis flooring is great and I love it! Every day when we come in, it just looks fantastic. It's so easy to clean, and I am definitely a clean freak. Having a 15-year commercial warranty also means a lot to me, because I know the flooring is going to last a long time."*

**PROJECT:** Charleston Pediatric Dentistry, Charleston, WV

**CONTRACTOR:** Pray Construction Company, Scott Depot, WV

**INSTALLER:** Cornerstone Interiors, Inc., Eleanor, WV

**ARCHITECT:** Green Curve Studio, Beaverton, OR

**DISTRIBUTOR:** The Cronin Company

**GENESIS FLOORING USED:** 2,800 sq. ft. Genesis 2000: Dutch Elm

**PHOTO CREDIT:** Craig Bromley Photography, Atlanta, GA



# CASE STUDY - HEALTHCARE

## THE GENESIS ADVANTAGE

### PERFORMANCE & DURABILITY:

Featuring Metroflor's proprietary ISOCORE rigid core construction, Genesis, is:

- 100% Waterproof
- 6, 8, 12 or 20 mil wear layers all resistant to abrasions, scuffs, chips and indentations
- Strong, rigid and dimensionally stable
- Installs over existing hard surface floors including ceramic tile
- Hides telegraphing from minor subfloor imperfections
- Ultra-Fresh treatment on the surface and integrated within the attached underlayment inhibits growth of mold and mildew

### STYLE:

- On-trend looks and textures in either 6, 8, 12, or 20 mil wear layers
- Large scale and multi-width formats, high-definition visuals and realistic in-register embossing deliver authenticity

### 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

### SUSTAINABILITY:

- Metroflor was the first to receive a Declare label for its rigid-core product analogous to nutrition labels for building products
- ASSURE CERTIFIED™
- FloorScore® Certified

## SPECIFICATIONS

**GENESIS: 2000**  
**Dutch Elm # 2219DL**

**Size:** 7.48" X 47.64" planks

**Wear Layer:** 20 mil

**Total Gauge:** 8.5mm

**Embossing:** Handscrapped

**Bevel:** Square Edge

**Finish:** FX3 Surface Protectant

**Warranty:** Lifetime Residential / 15 Year Commercial

Ultra-Fresh is a registered trademark of Thomson Research Associates Inc.

