



WHAT YOU STAND ON IS WHAT WE STAND FOR

METROFLOR CORPORATION HOSTS DISTRIBUTORS AT COMMERCIAL SALES SUMMIT

NORWALK, CT, April 3, 2024 – Metroflor Corporation hosted its distributor-partners during a Commercial Summit in HMTX Industries’ Norwalk world headquarters March 13 – 14. Said Metroflor Vice President of Marketing, Gary Keeble, “We designed the interactive, educational experience for our distributors’ commercial sales and account representatives to provide them with all tools they need to sell our new products to their commercial customers nationwide with depth and integrity.”

Sustainability took center stage during the Summit, with Metroflor’s certification initiatives including EPDs and HPDs, Declare and JUST social justice labels, and carbon neutral products explained, along with the efforts HMTX makes to ensure its products are Safe, Sustainable and Responsible.



HMTX Chief Sustainability & Impact Officer Rochelle Routman presenting at the Carbon Neutrality breakout session



Metroflor distributors engage with Arthur Clarke during "Safe. Sustainable. Responsible." breakout session

A dynamic [new sustainability video](#) demonstrated that beyond just a talking point, sustainability is embedded in Metroflor’s brand spirit, unfolding its holistic expression in all aspects of the company’s products and people.

Metroflor Director of Design Natalia Smith provided artful insight into design trends in the commercial sphere that guided the refresh of Metroflor’s flagship Déjà New glue down LVT collection, complemented by product ideation exercises to spur creative thought and insight into the design development process.



Director of Design Natalia Smith discusses commercial trends with distributors

The power of Metroflor’s supply chain was revealed by Metroflor President Russ Rogg and Inventory Manager Luke Serafin who shared an update on the state of the supply chain and imparted a better understanding of factors affecting ocean freight from Asia and Europe to America. Recent advancements in supply chain logistics included training for “Metroflor Track”. Metroflor’s proprietary system provides distributors online access to monitor status of shipped orders from factories, along with the capability to check Metroflor inventory levels in its Calhoun, GA and Compton, CA warehouses.



Russ Rogg updates distributor attendees on the State of the Supply Chain

(HIGH-RES IMAGES AVAILABLE UPON REQUEST)

But it wasn’t all work and no play: Participants were treated to a private tour and dinner at the renowned Norwalk Maritime Aquarium, where they experienced a host of coastal creatures found in the unique, biodiverse Long Island Sound environment.

Commented Alex Hagood, Director of Sales North America, William M. Bird & Co., “The Metroflor Commercial Summit was impressive, educational and, to no surprise, a ton of fun. The House Up On the Hill embodies HMTX’s steadfast commitment to excellence in both product and sustainability. It was great to see their passion in action.”

Camille Wingate, Business Development Manager of William M. Bird & Co., added, “The world headquarters’ spectacular artwork and natural surroundings provided an inspirational backdrop for learning and collaboration. The presentations on design trends, product ideation, and sustainability were valuable educational topics that we look forward to sharing with our clients.”

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