



METROFLOR LAUNCHES FASHION HOUSE: A NEW DESIGN PLATFORM FEATURING ENGAGE GENESIS

European Fashion-Influenced Collection Evokes High-End Look of Hand-laid Flooring

NORWALK, CT – At NeoCon 2019, Metroflor Corporation introduces its new **Engage Genesis Fashion House** collection, inspired by the elegant boulevards that are home to the world’s most famous couture and retail brands. The premium range features trending plank parquet looks and a large-scale tile format, which lend the look of a hand-laid floor with LVT’s durability, easy installation and maintenance, and warmth and comfort underfoot.

Built upon the Engage Genesis proprietary ISOCORE rigid core construction, Fashion House’s stunning range showcases some of the category’s most unique formats focused on design, including chevrons, basket weaves, herringbones, and square tiles that can be installed corner-to-corner - a first for a floating tile.

Said Metroflor Director of Design Robert Langstaff, “We have created these classic European-influenced designs which give the appearance of having been installed piece by piece. By cutting and placing the individual pieces that comprise the pattern on top of a floating rigid core plank or tile, we can capture the rich, luxurious look of these patterns at affordable cost with fast installation.” The chevron and basket weave patterns’ In-Register Embossing (IRE) accentuates each individual plank bringing a uniqueness to each panel, and the micro-bevel adds further definition and authenticity.

The applications for these fashion-forward patterns and tiles are myriad. For residential: living, dining and family rooms; foyers, hallways and bedrooms. A 20 mil wear layer allows for a myriad of commercial applications: Main Street, multifamily, hospitality and corporate environments. Standard formats of Engage Genesis planks can serve as transitions from rooms into hallways or other areas of the interior.

FASHION HOUSE PLANK PATTERNED FLOORS

King’s Road (Basketweave design)

Evoking the glamour of London’s epicenter of 1960s style, which is emulated to this day, the King’s Road IRE design features a range of basketweave panels sized 12” by 28” with a microbevel edge. Supported by the Droplock 100 installation profile, King’s Road features alternating vertical and horizontal strips that together create this inimitable pattern. King’s Road coordinates with select companion Engage Genesis 2000 planks, allowing customers to install the parquet style as an inset with border and transition or an entire adjacent room. Colorways range from light “greige” contrasting inlaid panels to deeper espresso and warm oak looks.

Della Moda (Chevron design)

Bold and beautiful Della Moda’s elegant chevron pattern models itself after Milan’s *Quadrilatero d’oro della moda* or Fashion Quadrilateral that draws chic consumers from around the world. The contrasting chevron pattern features angled, color-alternating V-shaped zigzag stripes, enhanced by IRE and a micro-bevel edge. The individual LVT pieces are cut at an angle and

fitted together atop the ISOCORE rigid core in planks sized 12” by 24”, ready to install easily and quickly.

Tribeca (Herringbone pattern)

Inspired by Tribeca, a hip New York City neighborhood, Tribeca echoes the timeless, yet modern appeal of cobblestone streets lined with trendy boutiques and restaurants. The 4.72” x 28” planks feature ISOCORE’s rigid core waterproof construction, and the DropLock 400 profile allows that planks to form a classic herringbone pattern, unique in floating floors. Tribeca coordinates with popular Engage Genesis 2000XL planks to transition between rooms. Tribeca can be installed in various parquet patterns in addition to herringbone due to the Droplock 400 locking technology. From a pale whitewash through both light and dark greige tones, Tribeca offers a seemingly limitless array of possibilities in both residential and commercial applications.

All Engage Genesis Fashion House floors feature a 20 mil wear layer, 8 mm or 8.5 mm gauge, an attached PE foam underlayment for comfort and sound abatement, Metroflor’s proprietary FX3 surface protectant with Ultra-Fresh antimicrobial treatment, and a lifetime limited residential and 15-year commercial warranty.

For more information: <http://www.metroflorusa.com>

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