



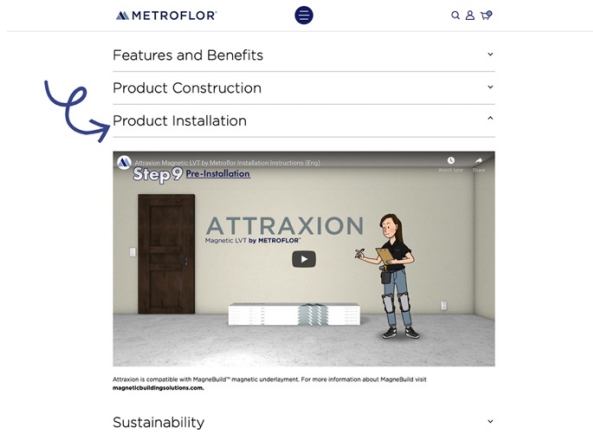
What You Stand On Is What We Stand For

METROFLOR REIMAGINES INSTALLATION VIDEOS VIA ANIMATION

NORWALK, CT, May 18 - Metroflor Corporation has taken a new approach to installation instructional videos by producing and publishing animated versions of these instructional videos. The new videos focus on installing rigid core floating floors with DropLock 100, specifically Inception Waterproof SPC floors and Genesis Waterproof WPC floors. Metroflor’s Attraxion installation video has also been produced using animation to show the installation for Attraxion floors using the magnetic installation technology. This is a new approach that differs from previously produced live action videos.

Metroflor Vice President of Marketing Gary Keeble commented on the advantages of animated videos versus live action. “The animated videos allow you to get much closer to the installation of the floor to show how the floor goes together and allows you to provide better exposure to certain aspects of the installation that are difficult to show when shooting around a person,” he said. “It allows a different perspective that makes certain parts much easier to follow.”

Spanish language versions are also available. Said Keeble, “A large segment of the installer community is ESL (English second language) and we wanted to make sure that we provide a Spanish language version for this audience. It’s critical that anyone installing our floors has a complete understanding of what’s required to ensure a successful installation that meets performance expectations, whether it’s a homeowner or a commercial end user.”



HIGH RES IMAGE AVAILABLE.

The new installation videos are available at metroflor.com on the product pages of all floors with DropLock 100 or Attraxion technology, as well as on Metroflor’s [YouTube channel](#).
Coming soon: New animated DropLock 100 plank replacement instructional video.

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