



WHAT YOU STAND ON IS WHAT WE STAND FOR

## **METROFLOR'S INCEPTION RESERVE RETURNS TO THE SMALL SCREEN WITH FLOORING FOR NETWORK TV SERIES**

NORWALK, CT, March 7, 2024 – One of America's most-watched home and garden networks created a series to spotlight how a husband-and-wife team – a real estate broker/interior designer and her contractor husband – help Atlanta-area residents achieve the affordable house of their dreams. The network once again approached Metroflor to provide flooring for a new episode: the top-to-bottom renovation of an empty nester's 20-year-old house as she readied for the next chapter in her life.

To replace the tired wall-to-wall carpeting, Metroflor provided 1250 sq ft of its Inception Reserve™ waterproof SPC flooring. The Meadow Oak design from the new Family Oak collection was the foundation for unifying the interior design scheme into a more open-format, flowing space with a fresh new modern look. Meadow Oak's rustic, yet sophisticated extra wide and long 9" x 60" planks reflect the prevailing Farmhouse trend of cocooning, comfort, and safety with a more refined and subtle approach – just what the empty nester wanted for family gatherings and entertaining.



HIGH-RES IMAGES AVAILABLE UPON REQUEST.

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