

**ENVIRONMENTS FOR AGING  
BOOTH # 728**



## **METROFLOR CORPORATION TO EXHIBIT AT ENVIRONMENTS FOR AGING**

NORWALK, CT – Metroflor Corporation will be exhibiting at the Environments for Aging Expo & Conference (EFA) in the Chattanooga Convention Center in Chattanooga, TN, Aug. 28 – 31. The ultimate networking, education, and product-sourcing event, Environments for Aging presents a forum to see the newest products from 100+ exhibitors and learn about the latest research, trends, and strategies to meet the needs of the aging population.

The LVT leader will be showing a portfolio of new products that are ideal for the needs of assisted living environments - fast installation with less downtime, durability, longevity, easy maintenance – with aesthetics and style at the forefront.

### **DÉJÀ NEW WITH ATTRAXION MAGNETIC ATTACHMENT TECHNOLOGY**

Metroflor will debut its Attraxion Magnetic Attachment Technology at EFA. Licensed from Magnetic Building Solutions (MBS), the magnetic Attraxion underlayment bonds to an integrated ferrite (iron) film laminated to the underside of the planks or tiles, enabling its Déjà New flooring to be installed easily and 2x faster than any other method. Attraxion offers superior performance, installation speed, ease of repair and replacement, and the elimination of adhesives and associated VOCs by eliminating the need for adhesives.

Once installed directly over most subfloors including VCT without extensive subfloor preparation, saving labor costs, the individual planks can easily be pulled up, disinfected and laid back down by maintenance personnel - no specialized skills are required.

### **METROFORMS WITH ATTRAXION MAGNETIC ATTACHMENT TECHNOLOGY**

Taking Attraxion's capabilities to the next level, Metroforms LVT combines all the benefits of magnetic technology with the capability to create custom patterned floor designs easily and quickly. Metroforms couples the benefits of Metroflor LVT with the Attraxion system -- installation speed, indoor air quality, performance and safety -- with the ability to add a wide range of pre-cut shapes to achieve custom looks.

The innovative patterns offer endless design flexibility. Complex layouts such as starbursts, chevrons and basketweaves are faster and easier to install than any other method. Metroflor's Déjà New LVT provides the palette and the foundation for Metroforms with 10 patterns and 38 colorways in an array of visuals ranging from wood and concrete to textiles.

### **METROFORMS INTERACTIVE DESIGN TOOL: SKETCHBOX™**

Metroforms also launched SketchBox™, an online design tool to create custom Metroforms designs with ease. SketchBox allows retailers, architects, designers and end users to select from an extensive palette of shapes, patterns, colors and combinations, making it simple to design a unique patterned LVT floor. The platform calculates the amount of Metroforms material needed for a particular space and will provide a virtual room photo (using your own photo or room scenes provided) and specifications. SketchBox can be accessed at [metroflorusa.com](http://metroflorusa.com) or [metroforms.chameleonpower.com](http://metroforms.chameleonpower.com).



## **WAYFINDING/SOCIAL DISTANCING WITH METROFORMS**

Even before the increased need for social distancing and wayfinding emerged, Metroforms was a style-forward flooring product whose magnetic properties would allow for easy redesign if an area was in need of an updated look: Individual patterns or shapes can easily be replaced. This same benefit now allows those who install a Metroforms floor to reconfigure their existing spaces, particularly high traffic and common areas, to accommodate social boundaries as the COVID pandemic accelerates again. At a time when concern for the health and safety of residents and staff is paramount, Metroforms with Attraxion Magnetic Attachment Technology offers a creative, functional, fashion-forward solution using shapes or patterns to define areas for wayfinding/traffic direction to minimize close contact. Ease of cleaning, repairability/replaceability and ability to reposition/repurpose shapes and patterns within the design are other unique features and benefits of the Attraxion technology.



Attraxion allows the Metroforms shapes and patterns to be used to create social boundaries and wayfinding and later, to be repositioned for a wide array of aesthetically focused floors after social distance requirements are eased. Metroflor's SketchBox Designer Tool's Social Distance-Wayfinding filter provides inspirational COVID-considered designs to help you get started. In environments for the aging, Metroforms with Attraxion presents the perfect solution to the social distancing problem, as it can be used to make distancing cues more obvious, and subsequently reconfigured as restrictions ease.

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