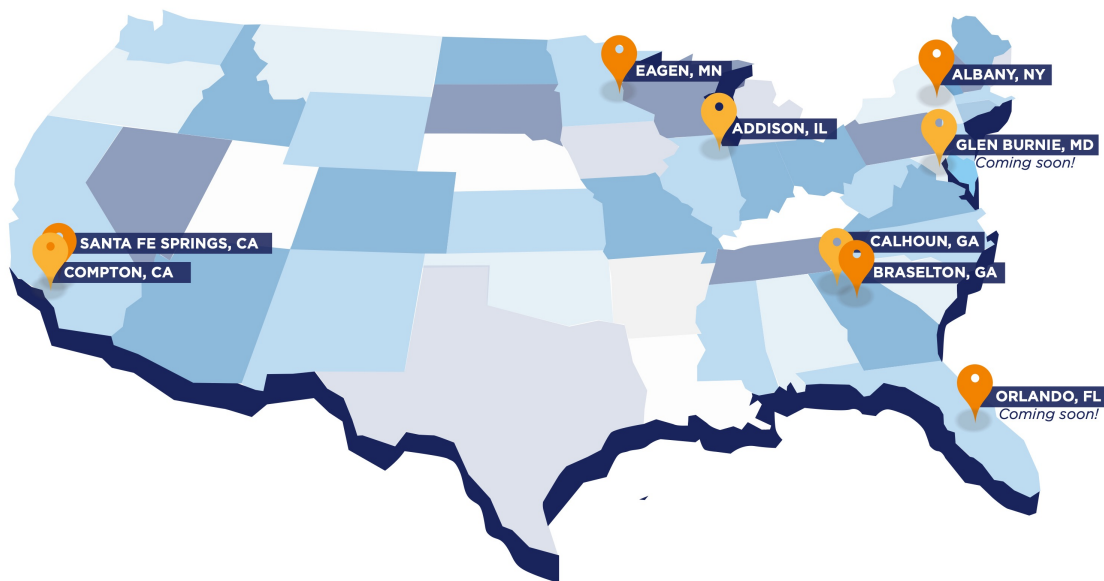




WHAT YOU STAND ON IS WHAT WE STAND FOR

METROFLOR ADDS DOMESTIC INVENTORY OF POPULAR DÉJÀ NEW COMMERCIAL LVT

NORWALK, CT, Aug. 23, 2022 - Metroflor Corporation announced that it now has domestic inventory in Compton, CA, and Calhoun, GA for Déjà New, the company's leading commercial collection of flexible glue down LVT. This inventory is in addition to distributors' local inventory. According to Gary Keeble, Vice President of Marketing for Metroflor, this development will give retailers the confidence that Déjà New will be available whenever it is scheduled for their projects.



Said Keeble, “Déjà New is available nationwide from the greatest distributor network in the country. Now with inventory on both coasts, in Compton and Calhoun, if contractors or retailers have concerns about product availability, especially on short notice, they have a viable alternative with Déjà New being available for them to complete an installation on time and on budget. By backing up the Metroflor distributors’ inventory with our own domestic inventory, our distributors can go deep and wide on local inventory of the products that they sell day in and day out.”

Since Metroflor introduced Déjà New in 2018, it has become the company's flagship glue down collection and its best-selling 2.5mm glue down LVT product ever. With a 20 mil wear layer, a variety of plank and tile sizes, and a 15-year Commercial Warranty, Déjà New is engineered for the commercial market and is suitable for virtually any commercial project.

From corporate, education and hospitality to healthcare and beyond, Déjà New marries versatility and a beautiful design aesthetic with the superior performance required by commercial specifiers and end users.

Metroflor invites retailers to get to know their distributor and Metroflor sales representatives.

DISTRIBUTOR CONTACTS:

TRI-WEST LTD.
800-669-6696

HERREGAN DISTRIBUTORS, INC.
800-325-2625

OHIO VALLEY FLOORING
800-955-7224

THE BELKNAP WHITE GROUP
800-283-7500

WILLIAM M. BIRD
800-922-2287

ADLETA CORPORATION
800-423-5382

READER'S WHOLESALE DISTRIBUTORS, LTD.
800-766-0001

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