



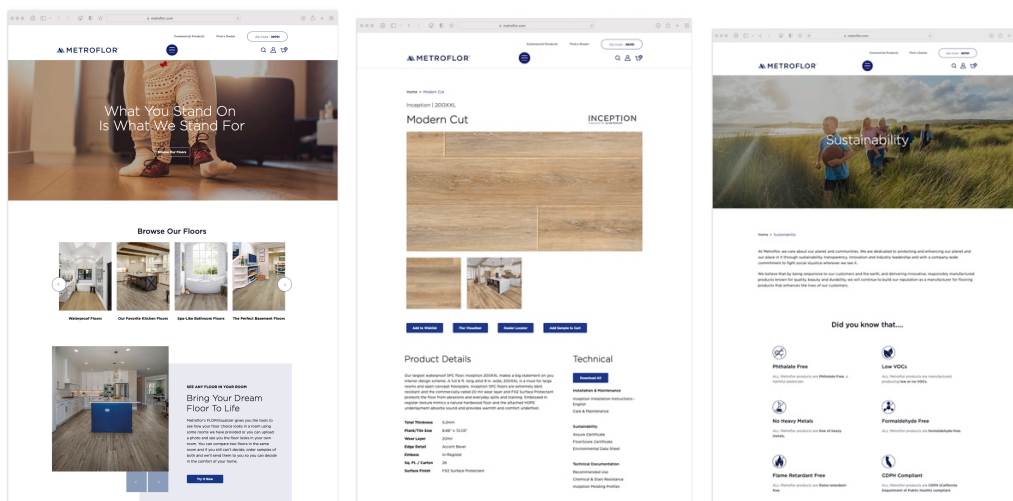
What You Stand On Is What We Stand For

METROFLOR RENOVATES WEB PRESENCE, LAUNCHES NEW CONSUMER-CENTRIC METROFLOR.COM

NORWALK, CT, Jan. 31 - Metroflor Corporation rings in the new year with a digital transformation of its own: an entirely new consumer-centric website, [Metroflor.com](https://metroflor.com). With a new URL, a more stylish look and improved navigation, the website will transform the discovery process for Metroflor products into a more frictionless and seamless experience.

According to Vice President of Marketing Gary Keeble, the new website reflects HMTX's overall digital transformation while making the new website transformational for the consumer. "The new Metroflor.com is a much more consumer-focused site with multiple pathways for the visitor to find the exact flooring they need without necessarily having to know what Metroflor's various brands represent from a product offering standpoint," he said. "We changed our focus to a site that is filtered and searchable by product type rather than by our own brands. Visitors no longer need to know that our Inception is SPC or Genesis is WPC. Now there is no barrier to product discovery based upon consumers' flooring needs."

According to Emily Fontana, Metroflor's Senior Creative Services Manager and the project lead, "Beyond redesigning the architecture of the website away from the previous brand-centric approach, the new filtered approach allows customers to find products their way – for example, for specific areas of the home by room," said Fontana. "Each product page now features all the available information in one place: features and benefits, accessories, installation and technical documents. Additionally, for those looking for business flooring solutions, a new Commercial Products section filters to show only 20mil products to better serve commercial audiences." Specifiers can choose from installation categories including Hotel Luxe, Calming Dr. Office, Restaurant Tough, and Office flooring, among others.



HIGH-RES IMAGES AVAILABLE UPON REQUEST.

The website navigation was greatly simplified, away from having to click on a brand then to a collection, to clicking onto a particular type of product by flooring features (waterproof flooring, a major consumer search term, or kid and pet friendly), or product type – Traditional Gluedown, Looselay, Magnetic or Floating Clic LVT – all of which then filter towards the appropriate brand. Other filter terms include color, installation method, visuals/looks (wood, stone, marble), along with the residential room use (basement, bathroom, kids room, laundry room, etc.). Metroflor is also keeping it simple for those needing technical and sustainability information, with links to relevant pages prominently located in the main navigation along with the Find a Dealer function by zip code.

The changes are also expressed visually: a cleaner, image-driven design with larger images on the residential side focusing on lifestyle. The room visualizer function was also updated. Previously visitors had to choose from existing room settings, but now they can upload their own image into the FlorVisualizer. A new “compare” feature allows users to choose between two different flooring designs in the same room simultaneously. The Metroforms Sketchbox Designer tool will continue enabling the design of custom patterned floors in myriad shapes and designs, along with social distancing and wayfinding features for businesses.

Visit [Metroflor.com](https://metroflor.com) to see how the new website design unfolds.

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