



METROFLOR ANNOUNCES PARTNERSHIP WITH MAGNETIC BUILDING SOLUTIONS TO DEVELOP FLOORING USING MAGNETIC TECHNOLOGY

NORWALK, CT, Oct. 10 – Metroflor announced a partnership with Magnetic Building Solutions (MBS), a manufacturer of magnetic underlayment systems, in concert with the World Floor Covering Association (WFCA), to develop LVT products utilizing the new innovative MBS technology: MagneBuild™. The new underlayment system enables the rapid installation of flooring or wall tiles without locking systems or adhesives. The magnetic underlayment adheres to an integrated ferrite (iron) film which is laminated to the bottom of select Metroflor LVT products. By merely rolling out the MagneBuild underlayment over any smooth, clean and dry subfloor, the flooring can now be installed over it more easily and faster than any other method. The technology eliminates adhesive-related VOC's and reduces labor and removal costs. It also solves other key flooring concerns including the need for a moisture barrier and a crack isolation membrane.

Metroflor has licensed the technology, which it has branded Attraxion™ Magnetic Attachment Technology, and will introduce it on select SKUs of its Déjà New LVT 2.5mm, 20mil commercial collection in the fourth quarter of 2018. For the rapidly growing wall fashions market, MBS also manufactures peel and stick tapes receptive to ferrite-infused tiles. Metroflor intends to make the Attraxion technology available for its new Verçade Wall Fashion collection.

According to Russ Rogg, President/CEO of Metroflor, Metroflor's Product Authority Team collaborated for two years with Scott Humphrey, President of MBS, and his engineers to validate the system's compatibility with Metroflor's LVT products before making plans to commercialize the technology in the flooring marketplace. "We are excited to be one of the first partners in this endeavor with MBS and look forward to pioneering the system, turning the intrigue into practical advantages for the flooring marketplace," said Rogg. "At Metroflor we pride ourselves in being innovative and delivering differentiation through technology, and the MBS system is unquestionably unique."

Said Scott Humphrey, managing director of MBS in addition to his primary role as CEO of the World Floor Covering Association (WFCA), "When selecting a partner for MBS, it was important to find a company with an impeccable reputation, willing to embrace our revolutionary but disruptive technology. Metroflor has set itself apart as an organization focused on innovation and environmental stewardship. Their leaders have embraced our time-saving and ultra-flexible platform, as they continue to set the standard in the LVT/SPC categories."

Especially in commercial environments, the MagneBuild method of installation results in quantified time and labor savings and minimal shuttering of businesses, reducing impact to the bottom line. A typical tear-out/remodel for a commercial installation (e.g. restaurant, hospitality, retail, multi-family), based on 10,000 sq. ft., requires a 10- to 12-day cycle, while the MBS system typically takes just two days.

According to Humphrey, the underlayment is magnetic for life. Installers simply take the product out of the box and place it on top of the magnetic underlayment, which reduces the labor skillset required and opportunity for error. The speed of installation also enables installers to handle two to four times more jobs per day than traditional methods. Said Humphrey, "For interchangeability, aesthetic flexibility and quantified time savings, nothing compares to our magnetic flooring installation system. It has the potential to transform the flooring industry."

Metroflor products featuring Attraxion technology will be available nationwide through its established distributor/partner network, with inventory located in the company's Calhoun, GA facility.

ABOUT MAGNETIC BUILDING SOLUTIONS

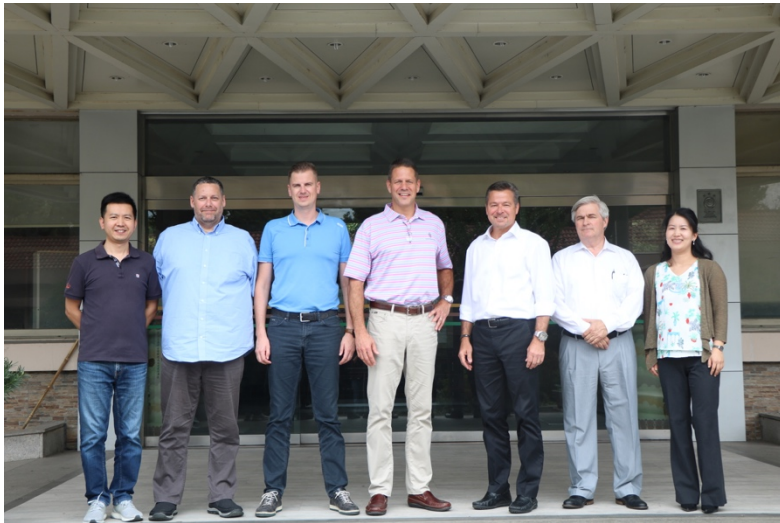
The Magnetic Building Solutions (MBS) underlayment system, MagneBuild™, is a construction-specific building solution utilizing interchangeable magnetic technology. The magnetic platform simplifies manufacturing, providing a system that allows for unprecedented flexibility in product design. The MagneBuild™ system works across all flooring categories. In addition to the ease of use, interchangeability, and aesthetic flexibility, the most valuable benefit of the technology is the quantified time savings that MBS provides to the end user by allowing for very minimal impact on business flow. The underlayment is not only innovative, but also addresses key flooring concerns including the need for adhesives, a moisture barrier, and a crack isolation membrane. The MBS system utilizes industrial byproduct and has a large recycled material content. Magnetic Building Solutions, LLC is based in Dalton, GA.

Visit www.magneticbuildingsolutions.com to learn more.



Caption 1:

Russ Rogg (right) discusses Metroflor's LVT manufacturing process with Scott Humphrey and Michael Bennett of MBS during a recent trip to China to visit Metroflor's partner factory, Elegant Home-Tech Co., LTD, who will manufacture LVT and decorative wall planks integrating the MBS Technology.



Caption 2:

Representatives of Metroflor and MBS pause following a factory tour of Elegant Home-Tech Co., LTD where Metroflor will produce LVT and decorative wall planks featuring MBS Technology. Left to right: Edward Ding, Elegant Home-Tech Co., LTD; Jac Veeken, Metroflor Corp.; Shane LeBlanc, MBS; Russ Rogg, Metroflor Corp.; and Scott Humphrey, Michael Bennett and Li Huang, MBS.