



FOR IMMEDIATE RELEASE

Metroflor family of LVT flooring brands goes to market with sophisticated selection center display.

Grafton, WI, May 18, 2016 – Metroflor Corporation, a leader in luxury vinyl tile flooring solutions and one of the first flooring manufacturers to bring the LVT product to retail, has stepped into the retail marketplace with an innovative new flooring product.

The Metroflor Selection Center, designed and produced by Frank Mayer and Associates, Inc. (www.frankmayer.com), combines their major product lines on one display, presenting a cohesive brand statement which enhances the in-store experience. Showcasing up to 96 large samples, the fixture includes shopper-friendly product information boards in a compact footprint fit for dealers. Product samples can be tailored to the regional needs of the distributors, and the display is engineered to easily update as new products become available. Placed in a network of independent distributors, the Selection Center assembles easily with minimal tools and time.

"Frank Mayer and Associates, Inc. was very responsive in a relatively short design period and created a display that truly met our needs and the requirements of our distributor partners." - Gary Keeble, Director of Marketing, Metroflor Corporation

Frank Mayer and Associates is an industry leader in the creative design and manufacturing of branded in-store merchandising displays, interactive kiosks and store fixtures for leading consumer product companies and retailers. Frank Mayer and Associates, Inc.'s headquarters are based in Grafton, Wisconsin with offices nationwide.

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