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## PHENIX FLOORING DEBUTS SEVERAL NEW HARD SURFACE PRODUCTS AT SURFACES 2018

*New products will double company's hard surface offerings*

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**Las Vegas, NV (January 30, 2018)** – Phenix Flooring, best known for their superior design and high-quality carpet offerings, will introduce three new hard surface products at Surfaces this week. Velocity, a new rigid core luxury plank and tile with COREX™, Bold Statement, a new STAINMASTER™ Pet Protect® luxury vinyl plank and tile, and Point of View, a new “mix and match”, luxury vinyl plank and tile.

“Last year we entered into the hard surface category and in 2018 we’ll be doubling our commitment to the category,” said Jason Hair, vice president of hard surfaces at Phenix Flooring. “With the addition of our new products, we are able to provide a variety of hard surface products that continue to offer unique design and lifestyle solutions to the consumer.”

### **NEW HARD SURFACE PRODUCTS BEING INTRODUCED INCLUDE:**

#### **VELOCITY**

Velocity is a rigid core luxury plank and tile with COREX™, a rigid thermoplastic extruded core with stone technology. Velocity combines COREX™ with a EVA foam backing which eliminates the need for any additional underlayment. Its durable top coat resists scratches from everyday wear and tear, including pets and with a unique locking system that prevents leaks, there is no need to worry about spills.

#### **BOLD STATEMENT**

A luxury vinyl plank and tile featuring STAINMASTER® PetProtect™, Bold Statement is a perfect match for the family on-the-go. Designed for pet-friendly homes, Bold Statement resists pet stains and the absorption of odor causing liquids. Added features include resistance from stains caused by pet and common household

messes, pet action-traction and claw scratch shield. Bold Statement will be added to the Design Solutions display which provides coordinated palettes of hard and soft surface flooring products that takes the guesswork out of product selection and makes it easier for consumers to design their individual look.

### **POINT OF VIEW**

Point of View is a loose lay, luxury vinyl plank and tile that is featured in the new Design Mix program. Available in 15 individual colors or 5 designer curated color groupings, Point of View provides near limitless color combinations making it easy for consumers to create their own custom floor.

In addition, Phenix is also introducing new hard surface display systems that allow up to 30 skus to be featured in one small footprint. The new displays take up less floor space, offering retailers a more efficient sampling of hard surface products.

The new products and displays will be showcased at the International Surface Event in the Phenix booth, #1737.

### **ABOUT PHENIX FLOORING**

Phenix Flooring a leader in the flooring industry and industry-pioneer in the solution-dyed arena, manufacturers premium P.E.T and nylon carpet for a variety of independent and box retailers across the U.S. Phenix creates stylish, trend-setting collections through their commitment to research and development and the use of the latest in innovative technology. Above all, Phenix prides itself on its promise to deliver their clients the highest standard of service. Phenix is a Pharr family company.