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PHENIX DEBUTS DESIGN MIX AT SURFACES 2018

American Made product collection offers new perspective on flooring design

Las Vegas, NV (January 30, 2018) – Phenix Flooring introduces Design Mix, a new mix and match flooring solution at the 2018 International Surfaces Event. Featuring Point of View, a new loose lay Luxury Vinyl Plank and Tile, Design Mix empowers consumers to create unique floors through near limitless color combinations.

Point of View is manufactured in the USA and is offered in 15 colors. Point of View's color palette features cool and warm neutrals that look great individually or mixed together. Consumers can choose from individual colors or five designer curated groupings of colors to create the perfect floor.

Keeping the consumer in mind, Phenix created 10 additional custom floor layouts that can be used with any color combination. These custom floor layouts are featured on the Design Mix display through photography and installation grids that provide the color percentages used, making it easy to order.

“We've seen the mix and match trend explode in the commercial industry and we're predicting that this is the year it translates well to residential use,” said Phenix Flooring's VP of Hard Surfaces, Jason Hair. “We wanted to give control back to the consumer and with the variety of color pairings and preselected layouts, consumers are able to create a look custom to their own home.

The Design Mix program gives consumers the opportunity to create a custom floor around their personal style. The loose lay luxury vinyl plank and tile of Point of View makes it possible for amateur or experienced DIYers to create a floorplan they love, and the color percentages that are provided make it easy to order.

“Phenix is dedicated to creating products with consumers top of mind and we know high-quality, American-made products continue to be sought after,” said Mark Clayton, president of Phenix Flooring. “We're excited to be able to bring Design Mix to stores across the country and give consumers a product that they can take and really make their own.”

Phenix debuts Design Mix this week in their booth, #1737, during the International Surfaces Event.

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.