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Novalis Wins GreenStep Asia Award for Third Straight Year

Takes Green Product Honorable Mention for patented use of cork in LVT

SHANGHAI, CN March 29, 2015 – For the third consecutive year, Novalis Innovative Flooring was honored for its work in environmentally friendly, sustainable product development by winning a Green Product Honorable Mention at Domotex asia/CHINAFLOOR in Shanghai where the company was a major exhibitor.



“We developed a lighter weight, warmer feeling and more resilient LVT by dispersing cork granules into a PVC compound,” explained John Wu, president and CEO of Novalis. “This results in a whole new set of attributes and benefits for LVT that we are pioneering at Novalis.”

The base layers of the new LVT are where the cork granules are fused with the PVC compounds offering superior thermal and acoustical performance. It is so revolutionary it's patented (US patent # 8,474,208). Novalis will launch a new cork-based LVT collection in glue-down, click and loose lay formats.

Benefits include:

- Use of reclaimed cork granules, equating to 25% of renewable content by weight
- 22% lighter product than regular LVT, saving on fuel consumption in transportation
- Stable, recyclable product at end of usage life
- Hypoallergenic, fire and insect resistant

For more information, contact Julie Foster at 704-799-1111

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<http://novalis-intl.us> <http://novafloor.us> <http://avaflor.com>

About Novalis Innovative Flooring

Novalis® Innovative Flooring makes NovaFloor®, STAINMASTER® Luxury Vinyl Flooring, AVA® Commercial LVT and other brands. Novalis is a true international specialist in LVT. It began making LVT in 1984 and is distributed in over 50 countries across six continents in a variety of award-winning commercial spaces and homes. Novalis products are FloorScore certified and the company is a member of NAFCD, the Resilient Floor Covering Institute, U.S. Green Building Council and the WFCIA.