



# LUXURY VINYL NEWS

## Novalis North America

### Novalis' first participation at Surfaces



For the first time, Novalis participated as an exhibitor on the International Surface Event in Las Vegas during 18th-20th January

2017. The show is a major draw for residential flooring retailers and distributors in the U.S. and Canada.



This time Novalis shared a booth space with Longust Flooring Distributor, a major distributor partner for Novalis in the US. On our fashionable booth, Novalis showcased its NovaFloor line of residential and commercial LVT. The featured products included our NovaFloor Abberly, Davidson and Birkdale Main Street collections; as well as our



NovaCore and NovaCore XL WPC planks. Novalis was well-covered by the floor covering media, as this was our first participation as an exhibitor in the show. The event was considered a huge success by Novalis.

## Novalis Europe

### Novalis offers new concept in Europe

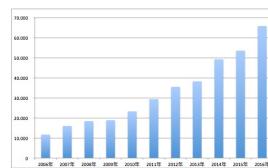
During Domotex in Hannover Germany, Novalis met the European customers in a private meeting room next to the Domotex exhibition hall and introduced the new concept "Prêt-a-Porter"(Ready to Wear) for Europe. Inspired by the fashion world, Novalis' „Prêt-a-Porter“ offers the per country-tailored design LVT collection. For each European market, the team worked closely with the customers to preselect and develop suitable decors and transform them into greater products using size-coordinated formats. Since the decors were all pre-developed, the tailored collection can be produced right away. For the customers in Europe, Novalis is not only the manufacturer, but also the driver in design & product development.

## China Export Inside

### China LVT expects another record year

The export of Chinese LVT has been growing continuously since ten years. After October 2016, the number of exported containers from the 23 largest manufacturers had already surpassed the total number of export from year 2015. Taken into account the seasonality of the previous years, in year 2016, the total LVT export from China will be around 66.800 containers, it is about 211 million square meters. This is an increase of nearly 23% compared to year 2015.

As the previous years, the top 5 exporters will account for 62% of the total exports.



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