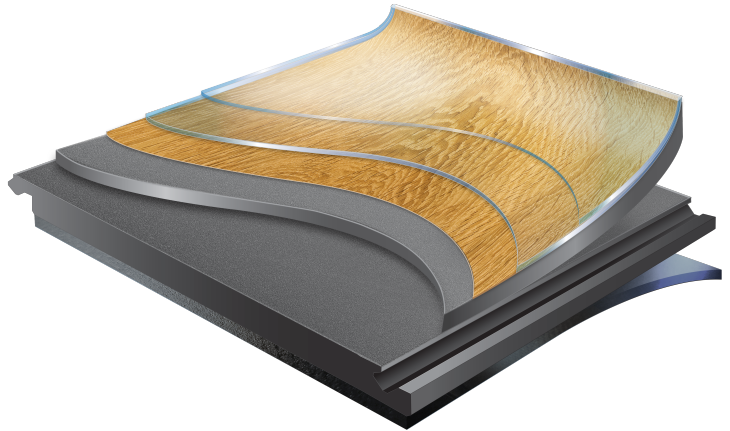




FOR IMMEDIATE RELEASE

Novalis Introduces Serenbe™ at SURFACES 2018



“Where the future of LVT will be growing”— Novalis

TORONTO, January 8, 2018 – Novalis Innovative Flooring is unveiling its new Serenbe™ LVT collection made with High Density Core (HDC) Technology at SURFACES 2018. Both Rigid Serenbe HDC and Flexible Serenbe Glue Down will be offered to Novalis dealers under the NovaFloor® brand.

“Serenbe is the culmination of 30 years of experience and advancements we have made at Novalis in LVT,” said John Wu, President and CEO of Novalis Innovative Flooring. “Serenbe is truly a remarkable achievement from practically every angle: style, engineering, features, benefits, and selection.”

Among its long list of attributes, Serenbe touts:

- Novalis rigid, waterproof High Density Core
- Patent-pending NovaShield® Enhanced Protective Coating
- iXPE attached underlayment
- NovaClic® Fold down (Fd) Locking System
- New 12” x 36” tile size offered
- Lifetime Residential and 10-Year Light Commercial Warranties

Novalis will be showcasing Serenbe at booth 629 at SURFACES 2018.

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

Visit us at NovalisInnovativeFlooring.com and NovaFloor.us

About Novalis Innovative Flooring

Novalis is one of the largest producers of LVT flooring in the world. We make NovaFloor LVT, STAINMASTER® Luxury Vinyl, AVA® commercial LVT and other brands. Novalis was established in 1984 and distributes its LVT flooring in over 50 countries across six continents. All of our flooring is FloorScore® certified and carries Environmental Product Declaration®, Health Product Declaration®, Declare® labeling and GREENGUARD® Gold. Novalis is a member of NAFCD, the Resilient Floor Covering Institute, U.S. Green Building Council, World Floor Covering Association, MMFA and MLF.