



FOR IMMEDIATE RELEASE

Novalis® Launches NovaFloor Us!™ Consumer Online Promotion



TORONTO, March 5, 2018 – Novalis Innovative Flooring® wants consumers to share their new NovaFloor® LVT flooring with the world. Called “NovaFloor Us!™,” this promotion encourages new NovaFloor® owners to go to the NovaFloor.us website to register their new floor and then to upload photos of their new floor on the brand’s Facebook page: NovaFloorLVT.

“People are always proud of their new floors,” observed Julie Foster, Residential Product and Marketing Manager for Novalis®. “NovaFloor Us!™ gives them a fun and rewarding way to show them off.” Novalis® will select photo entries to share online and reward the best entry each month with a \$100 gift card.

“We often receive pictures from customers about how well their new floors turn out. Now we’re giving them the opportunity to share it with the whole world,” said Foster.

Learn more at <http://novafloor.us/novafloorus/>

For more information, contact Julie Foster: Julie.foster@novalis-intl.com

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® and SCS Indoor Advantage® Gold certified and carries Environmental Product Declaration®, Health Product Declaration®, Declare® labeling and GREENGUARD® Gold. Novalis® is a member of NAFCO, the Resilient Floor Covering Institute, U.S. Green Building Council, World Floor Covering Association, MMFA and MLF. AVA® is listed in mindful MATERIALS.