



FOR IMMEDIATE RELEASE

## **Novalis<sup>®</sup> begins NovaFloor<sup>®</sup> Elite Dealer Program**



TORONTO, April 10, 2018 – As part of its continued NovaFloor<sup>®</sup> LVT growth, Novalis<sup>®</sup> Innovative Flooring has established an Elite Dealer program for NovaFloor<sup>®</sup> dealers who qualify. So far, over 300 dealers have met Elite Dealer status and the number is growing daily, according to Angie Alexander, National Sales Manager for NovaFloor<sup>®</sup>.

“We believed the timing was right for the brand to start a program like this, in order to recognize and support the best of the best,” said Alexander. “These dealers are fully supporting the NovaFloor<sup>®</sup> brand and we are supporting their efforts.”

To qualify as a NovaFloor<sup>®</sup> Elite Dealer, dealers must display the complete NovaFloor<sup>®</sup> LVT line, which includes our Abberly<sup>™</sup>, Davidson<sup>™</sup>, Birkdale<sup>™</sup>, NovaCore<sup>™</sup>, Lyndon<sup>™</sup>, and Serenbe<sup>™</sup> collections. “We have one of the most extensive LVT lines in the industry, along with a full range of rigid core products, so our Elite Dealers become real specialists in luxury vinyl for their customers,” observed Alexander.

Novalis<sup>®</sup> is rolling out several Elite Dealer initiatives, including special pricing, display support, digital promotion support, preferred designation on the NovaFloor.us website dealer locator, and others.

Dealers interested in becoming an Elite Dealer are urged to contact their NovaFloor<sup>®</sup> distributor for details.

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For more information, contact Julie Foster: [Julie.foster@novalis-intl.com](mailto:Julie.foster@novalis-intl.com)

Visit us at [NovalisInnovativeFlooring.com](http://NovalisInnovativeFlooring.com) and [NovaFloor.us](http://NovaFloor.us)

### *About Novalis<sup>®</sup> Innovative Flooring*

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