



FOR IMMEDIATE RELEASE

## **Novalis® launches new retail support program for its NovaFloor® line**

TORONTO, April 18, 2018 – Novalis® Innovative Flooring has completed plans for the support of its NovaFloor® LVT line in 2018, the company announced today. Kits containing details for NovaFloor® new products and programs have been completed and are going out the company's distributors across the country.

New for 2018 is the NovaFloor® Elite Dealer program for qualifying dealers, the "NovaFloor Us!" consumer program, new displays and merchandising for Serenbe™ HDC; as well as other new programs, incentives and initiatives.

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



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Visit us at [NovalisInnovativeFlooring.com](http://NovalisInnovativeFlooring.com) and [NovaFloor.us](http://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 NAFCD, the Resilient Floor Covering Institute, U.S. Green Building Council, World Floor Covering Association, MMFA and MLF. AVA® is listed in mindful MATERIALS.