



FOR IMMEDIATE RELEASE

New Digital Ad Program started for NovaFloor® Elite Dealers

TORONTO, May 4, 2018 – As part of its growing support for its Elite Dealers, Novalis® launched its first digital ad and social media post program.

“Now our NovaFloor® Elite Dealers will be able to download and use an assortment of advertising and social media units for their own platforms,” said Julie Foster, Product and Marketing Manager for Novalis® Residential. “All ads and posts are created to standard sizes that are ideal for their intended use, whether it’s Facebook, Instagram, Twitter or others.”

Initial campaigns include Elite Dealer designation announcements, NovaFloor Us!™ consumer online photo contest, and the Serenbe™ with HDC Technology product introduction.

“We will be adding more and more digital assets to this online marketing tool kit,” stated Foster.

Novalis® launched its NovaFloor® Elite Dealer Program officially in 2018 and already has over 300 Elite Dealers listed. Dealers must meet certain qualifications and are urged to ask their distributor for more details.

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

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.

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