



FOR IMMEDIATE RELEASE

Novalis Launches New Commercial LVF Line at NeoCon East

Toronto, Canada, Nov. 2, 2015 – Novalis Innovative Flooring officially launched its new commercially specified luxury vinyl flooring line branded “AVA” at NeoCon East, in Philadelphia last week.



AVA goes to market with 64 skus of planks and tiles across three collections: “DGSN” for corporate, retail and hospitality; “SNSE” for education and healthcare; and “STYL” for multi-family developments. Varied glue-down, loose lay and clic system installations are available, depending on the collection.

Prior to NeoCon East, the company has been quietly introducing the line with sample portfolio binders and a new website: AVAFlor.com.

“The reception to AVA and resulting sales have been very impressive – even before the show,” remarked John Wu, president and CEO of Novalis. “With AVA, architects and designers are discovering that they can not only have an environmentally-responsible and ruggedly durable LVF solution for their projects, but they can also have a beautifully styled floor, as well.”

Persons interested in learning more about AVA can call 877-861-5292 or by visiting AVAFlor.com.



Margaret Buchholz and John Wu with sample binders for the new AVA product line.

About Novalis Innovative Flooring ...

Novalis Innovative Flooring is a global brand of LVT that was founded in 1984. Its products are distributed on six continents and over 50 countries. AVA™ and NovaFloor™ are its commercial and residential brands, respectively, of luxury vinyl flooring in North America. Novalis also produces STAINMASTER® Luxury Vinyl flooring for Invista. All Novalis products are phthalate-free and FloorScore® certified. The company is a member of NAFCD, the Resilient Floor Covering Institute, U.S. Green Building Council and the WFCA.

Learn more about AVA: <http://avaflor.com> • Learn more about NovaFloor: <http://novafloor.us> Learn more about Novalis at <http://www.novalis-intl.com>