



FOR IMMEDIATE RELEASE

Novalis Serves-Up New AVA™ Luxury Vinyl Flooring at Rolex Tennis Masters

Toronto, Nov. 10– For the sixth straight year, Novalis Innovative Flooring has been named the official flooring sponsor for the Shanghai Rolex Tennis Masters, one of the largest tournaments in the world and a favorite in the ATP1000 series. This year, in addition to the previously installed Novalis LVF in the Hospitality and Brand Pavilions, Novalis installed 300m² of its new AVA™ DSGN™ collection in the Players' Lounge. AVA is the new commercial brand of LVF from Novalis and introduced at NeoCon East last month.

Novalis and tournament designers chose the AVA DSGN Australian Pecan Spring style plank to complement the modern furniture and warm interior lighting of the lounge.

“The Shanghai Rolex Masters is another of the many world class professional and amateur sports venues that enhance their participant and attendee experience with our product,” observed John Wu, president and CEO of Novalis.



The AVA DSGN collection, available in glue down, loose lay and Valinge® 5G clic installation systems with 32 wood and stone designs, was created for corporate, retail and hospitality sectors. As with all Novalis LVF, the AVA DSGN collection is manufactured to the highest industry standards using 100% virgin PVC with bio-based non-phthalate plasticizers. AVA is FloorScore® certified for superior indoor air quality and comes with EPD and Declare labeling certifications.

For more information, contact Julie Foster at 704-799-1111

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Visit our websites: <http://avaflor.com/dsgn/> <http://novafloor.us> <http://novalis-intl.us>

About Novalis Innovative Flooring

Novalis® Innovative Flooring makers of NovaFloor®, STAINMASTER® Luxury Vinyl Flooring, AVA™ Commercial LVT and other brands. Novalis is a true international specialist in LVF. It began making LVF in 1984 and is distributed in over 50 countries across six continents in a variety of award-winning commercial spaces and homes. Novalis products are FloorScore® certified and the company is a member of NAFCD, the Resilient Floor Covering Institute, U.S. Green Building Council and the WFCa.