

FOR IMMEDIATE RELEASE

Novalis Joins MMFA In Europe

TORONTO, Jan. 25 – Novalis Innovative Flooring announced today its membership in the Multilayer Modular Flooring Association (MMFA). The MMFA represents the leading producers of flooring in Europe and their suppliers. Seven European flooring producers established it in late October 2012 in Munich, Germany. The association's registered headquarters are in Bielefeld, also in Germany. Its activities cover all of Europe.

The MMFA helps with research, development, the introduction of standards, representation at international trade fairs, evaluation of statistical data and active media and public relations work.



“We are extremely pleased to be part of this important trade association as we continue to grow our European market share,” observed John Wu, president and CEO of Novalis.

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

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About Novalis Innovative Flooring

Novalis[®] Innovative Flooring makes NovaFloor[®], STAINMASTER[®] Luxury Vinyl Flooring, AVA[®] Commercial LVT and other brands. Novalis is a true international specialist in LVT. It began making LVT 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, WFCA and MMFA.