

FOR IMMEDIATE RELEASE

## **Novalis Previews New AVA Commercial LVT products at NeoCon East 2016**

PHILADELPHIA, Penn Nov. 14 – For the second consecutive year, Novalis Innovative Flooring had a few surprises at NeoCon East with its AVA Commercial LVT line.

“Last year, we actually formerly introduced AVA at NeoCon East,” said John Wu, president and CEO of Novalis. “This year, we previewed an expanded product offering for 2017.” Currently, the AVA brand is made up of three collections, each designed and targeted for specific kinds of installations. AVA DSGN is a range of LVT designed for corporate, retail and hospitality sectors, AVA SNSE was created for Education and Healthcare, while AVA STYL is made for apartment and condominium living.

New for 2017 will be AVA SPRK, a new tile line for healthcare and education and AVA SMPL, a High Performance Core (HPC) plank collection with an attached cork underlayment.

“We received extremely positive reaction to these products,” observed Wu. “With more to come next year.”

More can be learned about AVA at [AVAFlor.com](http://AVAFlor.com).



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*About Novalis Innovative Flooring*

*Novalis<sup>®</sup> Innovative Flooring makes NovaFloor<sup>®</sup>, STAINMASTER<sup>®</sup> Luxury Vinyl Flooring, AVA<sup>®</sup> 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.*