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Novalis Moves Up In Sponsorship Rank At Shanghai BMW Masters

In its second year, Novalis Innovative Flooring elevated to the ranks of the five top Corporate Sponsors, such as *Nike Golf*, *Hugo Boss*, and *Mandarin Oriental Hotel* in its support of the BMW Masters 2015 Golf Tournament at the Lake Malaren Golf Club, November 10 – 14.

Novalis was the host sponsor of the tournament's spacious media lounge and VIP Tent, and installed over 3,000 sq. ft. of its [AVA™ commercial LVT](#). The flooring company's presence was also



evident with its brand placed along side BMW in signage at various tee's and holes throughout the course during the weeklong event. A record 23,500 fans attended on Day 4.

Sweden's 29-year old Kristopher Broberg won in a dramatic sudden death playoff with Patrick Reed of the U.S. to win the top prize of \$1,166,000.

"As a worldwide brand, we are proud to be associated with BMW and international sporting events such as this," said John Wu, president and CEO of Novalis. "This helps us build a stronger brand for our customers and distributors."



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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 and the WFCMA.