



## **FOR IMMEDIATE RELEASE**

### **AVA by Novalis will showcase at Neocon**

June 5, 2019 – For the first time, AVA – the commercially specified brand for Novalis will be shown during the Neocon trade show next week in their new space on the 7<sup>th</sup> floor. The entire line of AVA will be on display including three new products being launched, which adds a wide variety of sizes, embossing and styles to their lineup.

Among the AVA collections that will be on display include 2STYL, which is an 8 mil 6” x 48” plank that will be offered in 10 colors and two constructions including glue down and HDC clic created for multifamily spaces. RSRV contains three unique wood patterns sharing six common base colors and offers registered embossed planks to mix and match, along with four concrete patterned tiles that include a total of 22 colors and will be great for corporate, hospitality and retail spaces. VRSE is our new multi-directional patterned tile that offers unique design and installation flexibility. VRSE will be available in 16 colors and is perfect for workplace/corporate, hospitality and retail environments. The new collections will take a front row to what is being showcased in the booth space. All collections include the AMP Advantage coating that is 30% better than typical coatings on the market.

“We are excited to have our own showroom at the Neocon show this year and look forward to showcasing our new collections to the design community”, said Jeremy Whipple, VP Commercial Business Development for Novalis. “We introduced AVA a little over three years ago and have come a long way in a very short time. We invite everyone to our showroom where they will see how our products can positively impact esthetics and provide long-term durable commercial performance.”

This will be the first time AVA has exhibited at Neocon. AVA is specifically designed and manufactured to meet the needs of commercial spaces, whether it is corporate, retail, education, healthcare, multifamily or other types of projects. Although there are many great flooring companies represented on the 7<sup>th</sup> floor, we invite you to stop by and see what sets AVA by Novalis apart from the rest.

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

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