



FOR IMMEDIATE RELEASE

Novalis[®] Introduces NovaShield[®] at SURFACES 2018

“Designed to be the best protective coating for LVT on the market” – Novalis[®]

TORONTO January 21, 2018 – Novalis[®] Innovative Flooring is introducing its new patent-pending NovaShield[®] Enhanced Protective Coating at SURFACES 2018 as part of its Serenbe[™] collection launch.

“In the competitive race to create a more enhanced protective coating for LVT, we took our time to get it right,” said Jim Kups, Technical Manager for Novalis North America. “We believe that with NovaShield[®], we’ve done just that.”

NovaShield[®] has an enhanced anti-microbial agent, is fade-resistant and promises to be the most scuff and scratch resistant coating ever made. Novalis[®] also says that NovaShield[®] is not brittle and will not warp under extreme heat like other ultra-hard coatings already on the market.

“We are introducing NovaShield[®] as part of our new Serenbe[™] collection launch, but eventually it will be offered across our entire product line,” said Wu.

Novalis[®] will be showcasing NovaShield[®] and Serenbe[™] at booth 629 at SURFACES.

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

Visit us at NovalisInnovativeFlooring.com and NovaFloor.us

About Novalis[®] Innovative Flooring

Novalis is one of the largest producers of LVT flooring in the world. We make NovaFloor[®] LVT, STAINMASTER[®] Luxury Vinyl, AVA[®] commercial LVT and other brands. Novalis[®] was established in 1984 and distributes its LVT flooring in over 50 countries across six continents. All of our flooring is FloorScore[®] certified and carries Environmental Product Declaration, Health Product Declaration, Declare labeling and GREENGUARD Gold. Novalis[®] is a member of NAFCD, the Resilient Floor Covering Institute, U.S. Green Building Council, World Floor Covering Association, MMFA and MLF.