



FLOR OPENS FIFTH NATIONAL STORE IN DALLAS

Innovative home décor brand brings inspiring design to the Dallas area

Chicago, IL, July 21, 2011 –[FLOR, Inc.](#), creator and marketer of beautiful, responsible modular floorcovering, announced today the opening of its newest retail location. Located at 4528 McKinney Avenue in Dallas, the FLOR store offers consumers a chance to experience the beauty and flexibility of this premium design system up close and in person. With the opening of the Dallas store, FLOR marks its fifth [national retail store](#) – in addition to stores in Chicago, Santa Monica, New York (SoHo) and Atlanta – moving them closer toward the goal of delivering the FLOR brand experience to more people across the country. Dallas was chosen because of FLOR’s strong and loyal customer base in this market and the city’s growing community of discerning design enthusiasts.

Visitors to the Dallas store will be able to interact with the full range of inspiring colors, patterns and textures available in FLOR’s innovative system of 50cm (19.7-inch) carpet squares. Customers are invited to experience just how easy it is to redefine any space by mixing and matching FLOR styles to create custom rugs, runners and wall-to-wall designs of any length, size or shape.

“We are thrilled to be entering the Dallas market with our new store in the booming Knox/McKinney retail district. With neighbors such as Apple, Viking and Ligne Roset, Dallas area shoppers now have a hot, new design destination easily within reach,” says Greg Colando, president of FLOR. “We want to provide a place where shoppers can see, touch and experiment with the FLOR. It’s all part of our ongoing mission to spread the word about this revolutionary new way to cover your floors.”

THE FLOR EXPERIENCE

FLOR’s Dallas store is designed to motivate, educate and inspire visitors to explore how the beauty and adaptability of the FLOR premium design collection can enhance their décor. Customers are encouraged to actively participate in the creation of their FLOR rug by using a specially-designed grid on the floor that allows them get a sense of the size and scale of their rug concept. Pages from the FLOR catalog are brought to life on the walls to help visitors visualize how FLOR can fit any décor.

For those desiring more assistance, the store will have a team of experienced FLOR [design consultants](#) available – either in-store or in-home through specially-scheduled appointments – to

help choose styles, coordinate colors and answer questions on care or assembly. Customers may also take advantage of FLOR's [Professional Installation Services](#) program and schedule an appointment to have a preferred professional installer visit their home to help assemble their rug, runner or wall-to-wall installation.

"We want visitors to our Dallas store to immerse themselves in FLOR's world of design," says Chip DeGrace, vice president of creative strategy at FLOR. "The store is designed to showcase the full FLOR collection and give people a chance to interact with the brand. We invite folks to come in, view the expansive color palette and feel the different textures we offer."

Information located throughout the store communicates the company's commitment to sustainability, such as the use of renewable and recycled materials in FLOR products and the company's [Return & Recycle Program](#), which takes back old FLOR squares to be recycled into new products. Consumers are encouraged to drop off their old FLOR squares in person. It's all part of the company's ongoing commitment to responsibility from design and manufacturing to reclaiming and recycling old FLOR into new. The design of the Dallas store is also in keeping with this responsible design philosophy, featuring energy efficient lighting, FSC-certified wood flooring, maximum use of natural lighting and paperless receipts.

Dallas store hours are Monday – Saturday 10:00 a.m. – 6:00 p.m. and Sunday, 12 noon to 5:00 p.m. For more information visit www.FLOR.com. For design inspiration, please visit our blog at flor.com/blog.

About FLOR

Launched in the spring of 2003 as part of the Interface, Inc. family of companies, FLOR is an innovative design system of coordinating 50 cm (19.7-inch) carpet squares that allows people to mix and match colors, patterns and textures to create custom rug, runner or wall-to-wall designs. FLOR's unique modular system offers inspiring floorcovering solutions for any space in a way that is beautiful, adaptable and environmentally responsible.

FLOR's dedication to beautiful design includes a commitment to the environment: Truly great design aims to create more sustainable living solutions that are beautiful for the Earth. Because FLOR cares about the planet and its future, it seriously considers its footprint in the design, manufacture and, ultimately, in the recycling of FLOR tiles to create new products. Learn more at FLOR.com/sustainability. FLOR is part of parent company, Interface's, Mission Zero initiative – a promise to eliminate any negative impact its family of companies may have on the environment by the year 2020. Learn more at InterfaceGlobal.com/sustainability.

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