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## **FLOR, INSPIRED MODULAR FLOORCOVERING, OPENS STORE IN CHICAGO**

**Elmhurst, IL, June 19, 2009** – FLOR, Inc., eco-friendly manufacturer and marketer of beautiful modular fashions for your floors, announced today the opening of their first retail store in Chicago. The new FLOR store, located at 1873 North Clybourn Avenue, is the first of its kind. The store showcases all of the colors, patterns and textures available in the FLOR design system and offers consumers the chance to experience the beauty and benefits of FLOR in person.

Visitors to the FLOR store, located on the bustling Clybourn Corridor between Jayson Home & Garden and Artist's Frame Service, will be able to experience first-hand how the colorful 19.7-inch squares can be mixed and matched to create unique area rugs, runners or wall-to-wall designs customizable to fit any space. There will be a wide range of FLOR styles on display through room vignettes that feature bold colors and inspiring designs.

"We are very excited to open our first retail space and happy that it is in our own back yard, here in Chicago," said Greg Colando, president of FLOR. "The opening of this store provides us with an opportunity to interact with our customers, face-to-face. It will help shape future FLOR product plans and collections," stated Colando. "We've been looking for the right opportunity, and the location next to Jayson Home and Garden is a perfect fit. It is an ideal spot to experience FLOR and learn how our design system can enhance any décor."

"While other retailers have been struggling in this challenging economy and even closing stores, we wanted to push forward with our plans for opening a retail space," said Maria Davlantes, senior vice president of marketing at FLOR. "Our customers have been eagerly awaiting a place where they can see and touch FLOR in person. This store provides the perfect environment to fully experience FLOR products and get personalized assistance in creating designs for your home."

### **THE FLOR EXPERIENCE**

FLOR's new store will provide consumers with a place where they can learn more about FLOR; get inspired by the design possibilities the system has to offer; and, participate in the full FLOR experience.

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“We want people to be inspired the moment they come into our store,” said Chip DeGrace, vice president of creative strategy at FLOR and designer of FLOR’s store. “We have created an inviting and relaxed setting where people can feel free to design with different FLOR styles and discover all of the benefits FLOR has to offer.”

The company’s eco-conscious personality is an important part of the FLOR experience. Information located throughout the store will help to communicate the company’s commitment to sustainability, like using renewable and recycled content and eco-friendly processes in the creation of FLOR products.

There will be an 8’ x 10’ floor grid in the store that will allow visitors to bring their design ideas to life. It will also have a stable of design resources, like textile swatches and different flooring surfaces, to help visitors see how their FLOR design will coordinate with their own home décor.

Other unique design elements at FLOR’s store include a kid-friendly area that will entertain children while parents browse the store; an in-person version of the popular FLOR Stories section on FLOR.com, where customers are invited and encouraged to share photos of their FLOR designs to help inspire others.

FLOR store hours are Tuesday, Wednesday and Friday, 9:00 a.m. to 6:00 p.m.; Monday and Thursday, 9:00 a.m. to 8:00 p.m.; Saturday, 10:00 a.m. to 5:00 p.m.; and, Sunday, 11:00 a.m. to 5:00 p.m. Free parking is available in the marked lot across the street.

### **About FLOR**

Launched in the spring of 2003 as part of the Interface, Inc. family of companies, FLOR is a coordinated design system of 19.7-inch squares that allows people to freely and easily mix and match colors, patterns and textures in countless ways as area rugs, runners or wall-to-wall carpeting. FLOR’s innovative and beautiful squares offer a practical, flexible and eco-friendly flooring solution perfect for homes and offices alike.

FLOR’s dedication to beautiful design includes a commitment to the environment: Truly great design is to create sustainable living solutions that are also beautiful for the Earth. Because FLOR cares about the planet and its future, it seriously considers the eco-footprint of how to design, manufacture and ultimately recycle FLOR tiles to create new products. FLOR is part of Interface’s Mission Zero, a promise to eliminate any negative impact its family of companies may have on the environment by the year 2020. Learn more at [FLOR.com/green](http://FLOR.com/green).

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