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FLOR OPENING FLAGSHIP STORE IN NEW YORK CITY

Inspiring home décor brand brings unique shopping experience to SoHo

Chicago, IL, April 1, 2011—FLOR, Inc., creator of beautiful and responsible modular floorcovering, announced today the opening of its third national store in New York City. Located at 142 Wooster Street in the heart of SoHo, the new FLOR store offers consumers the opportunity to experience the beauty and benefits of the FLOR design system in an environmentally-progressive retail space.

Visitors to the new store will be able to experience the range of inspiring colors, patterns and textures available in [FLOR](#)'s innovative system of 50 cm (19.7-inch) carpet squares. The store design brings pages to life from the FLOR catalog through inspiring visuals and room vignette extensions that replicate the stunning FLOR designs found within the catalog. Customers are invited to experience just how easy it is to redefine any space by mixing and matching styles to create custom rugs, runners and wall-to-wall designs.

"We are excited to open our flagship store in the SoHo area of New York," said Greg Colando, president and creator of the FLOR brand. "Widely recognized as one of the most influential design hubs in the world with a diversity of style and passionate design enthusiasts, New York City was a natural choice for FLOR's flagship store. We want to give people an environment where they can experience the brand and create their own FLOR designs, either on their own or with one of our in-store FLOR design consultants. In addition to our stores in Chicago and Santa Monica, the opening of this third retail location is part of our overall goal to bring FLOR to more people in more cities around the country."

THE FLOR EXPERIENCE

FLOR's flagship store is designed to motivate, educate and inspire visitors to explore how the beauty and adaptability of the FLOR design system can enhance their décor. Experienced FLOR design consultants are available to help choose styles and coordinate colors – whether in-store or in-home – and work closely with visitors to create customized FLOR designs for their space.

"We want people to be inspired the moment they walk into a FLOR store," says Chip DeGrace, vice president of creative strategy at FLOR. "Visitors to the New York location will be greeted by an inspiring and inviting atmosphere that showcases our latest styles and designs. The store will also serve as a connecting point and resource for community gatherings and collaborations on topics of design, creativity and innovation. A knowledgeable staff is on hand to explain FLOR's beautiful design system and help answer questions on care, assembly and installation."

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 pioneering [Return & Recycle Program](#), which takes back old FLOR squares to be recycled into new products. With the opening of FLOR's New York store, consumers can 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.

New York City store hours are Monday – Saturday, 11:00 a.m. to 7:00 p.m. and Sunday, 12 noon to 6:00 p.m. For more information visit www.FLOR.com. For design inspiration, please visit our blog at www.flor.com/blog.

About FLOR

Launched in the spring of 2003 as part of the Interface, Inc. family of companies, FLOR is a coordinated design system of 50 cm (19.7-inch) carpet squares that allows people to freely and easily mix and match colors, patterns and textures in countless ways. FLOR's unique modular system offers area rug, runner and wall-to-wall 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 creates 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 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.