

Ryan Dokke
Senior Vice President/General Manager
Curb | Word Entertainment

"When we were introduced to the Attraxion magnetic installation system, what I loved the most was the versatility of this platform. Having the ability to change our look rather simply and update it with new products and a fresh look was a huge selling point. We are a working office building, so the challenges of changing flooring can cause its own problems. The installation process went very well. The ability to install flooring and walk on it immediately without any adhesive smells once again assured me that we had selected the right system for our project."

Michael Bennett
Global Vice President
of Sales & Marketing
Magnetic Business Solutions

"The Nashville, TN area was deluged with rainfall after the installation, resulting in significant and repeated damage, and Curb had roof failure three times in a row. Fortunately, our product could be removed, dried and replaced in an incredibly short period of time. The lack of downtime and quick turnaround did not go unnoticed, and the expense to restore the area to its original condition was much lower than if traditional products and installation were used."

CURB | WORD ENTERTAINMENT

Owned and operated by Mike Curb, Curb Records (Curb|Word Entertainment) is one of the most successful independently owned Record labels in the world. Situated in the heart of historic "Music Row" in downtown Nashville, this unique building was commissioned by Capitol Records in the late 90's during a period that saw record-setting profits for music labels. Known as "The House That Garth Built", the studio has also been home to a Who's Who of Country, Christian, and Pop artists including Tim McGraw, Dylan Scott, Leann Rimes, Wynonna, Hank Williams, Jr., Natalie Grant, and The Judds among others.

The goal of the renovation was to create a beautiful updated environment that reflected the high profile of the building's artists and honored the original purpose of the building while moving it proudly into the modern music world. The primary renovation challenge was to maintain business activity with minimal impact on the work flow. Curb ultimately chose Metroflor's Déjà New with Attraxion Magnetic Technology™, licensed from Magnetic Business Solutions, for its functionality, style, speed of installation, and ability to be flexible and replaceable easier and quicker than a traditional dryback gluedown installation.

PROJECT: Curb | Word Entertainment, Nashville, TN

INSTALLER: Flooring Solutions, Memphis, TN

DESIGNER: KW Design Solutions

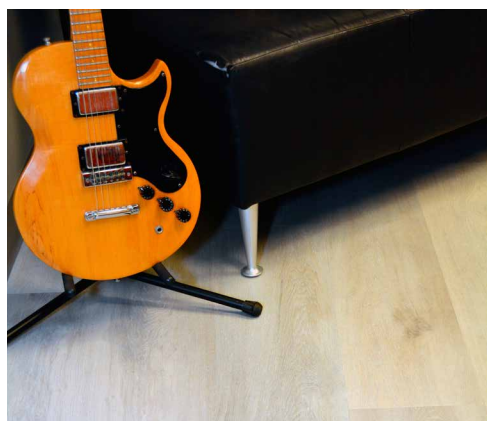
DISTRIBUTOR: William M. Bird

METROFLOR LVT DÉJÀ NEW WITH ATTRAXION FLOORING USED: 30,000 sq. ft.
Nordic Haze # DN1445101ATX – a beautiful grey white-washed look.

PHOTO CREDIT: James Logan



Attraxion installation over MagneBuild underlayment in process.



SPECIFICATIONS – DÉJÀ NEW WITH ATTRAXION Nordic Haze # DN1445101ATX

Size: 9" X 60" planks

Wear Layer: 20 mil

Gauge: Attraxion LVT - 2.5mm
MagneBuild™ Underlayment - 1.0mm
Installed System - 3.5mm

Embossing: In-Register

Bevel: Microbevel

Finish: FX³ Surface Protectant™

Warranty: Lifetime Residential
15 Year Commercial



THE DÉJÀ NEW WITH ATTRAXION ADVANTAGE:

Performance & Durability:

- Eliminates the need for and cost of expensive adhesives
- Easily installed in a fraction of the time compared to glue-down or locking LVT
- Magnetic attachment's strength holds floor in place even under heavy commercial traffic; can be used when flooring is replaced, significantly reducing labor costs and time on future installations
- Durable, moisture-resistant, dimensionally stable LVT platform
- Warm and comfortable underfoot
- Resists peeling, cracking, delamination

Style:

- Authentic looks & textures
- High resolution, realistic wood and stone looks complement any décor at a fraction of the cost of natural materials

Care & Maintenance:

- No waxing or surface treatments required: sweep, dust mop or vacuum daily
- Damp mop as needed using Prevail® Neutral Cleaner by Metroflor®
- FX³ Surface Protectant™ Treated with Ultra-Fresh
- The ultimate in abrasion protection with superior stain repellency for easy clean-up
- Inhibits the growth of odor and stain-causing mold and mildew

Application Versatility:

- Recommended for Retail, Healthcare, Assisted Living, Hospitality, Multi-Family, Corporate, Educational and Residential environments

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