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PHENIX FLOORING DEBUTS NEW 'TAILOR MADE' BOOTH AT TISE 2019

New products, new technologies and a fresh look on display in Las Vegas

TAILOR MADE

Las Vegas, NV (January 23, 2019) – This January, Phenix Flooring will introduce 40 new carpet styles at the 2019 International Surfaces Event in Las Vegas, one of their largest soft surface product launches in recent years. With a keen interest in design, style and creativity, the new products are designed to provide homeowners with flooring options that are both functional and beautiful.

“TISE is really the kickoff to 2019 for our team. We have many new products launching that utilizes some of our newest technology innovations and really pushes the boundaries on what the market is used to seeing in a residential space,” said Mark Clayton, president of Phenix Flooring. “We’ll be debuting a variety of products that are developed to allow the consumer to create and design to their individual styles and spaces, giving even more control and creative freedom to homeowners.”

New products debuting at TISE include:

- **STAINMASTER® PetProtect®**—introducing eight new solutions to the industry’s most robust portfolio of STAINMASTER® PetProtect® carpet.
- **Modern Contours**—a new collection offering sophisticated, fashionable options at an affordable price. Mixed metallics, patterns and texture are highlighted in this standout collection.
- **Sure Soft Polyester**—10 new introductions, produced with state-of-the-art fiber enhancements, are added to the Phenix Flooring carpet portfolio.

In addition to new products, Phenix Flooring will also have their most popular collections on display, including the Cleaner Home Collection, Phenix on Main and their suite of hard surface flooring solutions that include the STAINMASTER® PetProtect® Design Solutions Collection and Design Mix.

Phenix Flooring can be found in booth #1437 during the 2019 International Surfaces Event and will hold a beer and wine reception on Jan. 24 at 2 p.m. for media, retailers and conference attendees.

Attending media may schedule a one-on-one walkthrough of new product introductions and executive leadership interviews upon request.

About Phenix Flooring

Phenix Flooring a leader in the flooring industry and industry-pioneer in the solution-dyed arena, manufacturers premium P.E.T and nylon carpet for a variety of independent and box retailers across the U.S. Phenix creates stylish, trend-setting collections through their commitment to research and development and the use of the latest in innovative technology. Above all, Phenix prides itself on its promise to deliver their clients the highest standard of service. Phenix is a Pharr family company.