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Date: March 4, 2015

To: All Metroflor Distributors      CC: Internal Metroflor Distribution

From: Russell P. Rogg

Dear Valued Distributor,

Based on the recent story featured this past Sunday evening on 60-Minutes, we at Metroflor felt compelled to provide you with our perspective on the matter to better equip you and your employees should questions arise surrounding our company, our products or our processes.

As you are aware, our organization goes to great lengths to ensure that the products we manufacture and sell through your respective companies are of the highest quality, are beautiful, offer great value, perform admirably and are thoroughly inspected and tested to stringent safety requirements.

It is therefore with great pride and confidence that we are providing you with a letter from our owner and group CEO, Harlan Stone...as well as a FAQ document that we believe may be of use to you, your sales associates and your customer service teams should any such inquiries arise.

We trust that the accompanying documents will help you in this regard, and as always, should you have any questions, please feel free to contact me directly.

Regards,

A handwritten signature in black ink that reads "R.P. Rogg".

Russell P. Rogg  
President & CEO



March 4, 2015

To: Our Valued Customers

In light of the recent "60 Minutes" segment that aired on Sunday night concerning Lumber Liquidators, I thought it would be prudent for us Metroflor to address the issue of product safety and global sourcing. We are disturbed to see the negative publicity for imported flooring products, especially those manufactured in China, and the strong consumer reaction to such news. It is, however, very relevant for all of us in the flooring world to learn from this event.

People care about the environmental health of their homes and places of work. They also expect the companies that make the brands they purchase to guarantee the safety of the products that they intend to install. Product safety is one of the most important points of trust. Once a brand breaks that trust, it may be very difficult to re-build it.

We believe that our role at Metroflor is to help our customers establish and maintain the highest level of trust in the flooring products that we make for you. Our number one mission is providing high-performance, sustainable, safe products for our valued customers. That is why we go beyond simply testing "sourced" products. Our involvement with what goes into our product begins well before the final product is sent to a testing lab. We are involved in the very first steps of production such as in the development of the list of raw materials that are purchased to make our product, as well as the methods we use to manufacture those raw component materials into finished flooring. My family has been integrally involved in the manufacturing of Laminated Vinyl Tile (LVT) for over 40 years; I visited our first factory in Kaohsiung, Taiwan when I was just 23 years old. We have learned a lot since that visit in 1981, and we apply all of that knowledge in conjunction with our partners in China. Together, we understand that our business success depends on meeting and exceeding the expectations that our longstanding and valued customers rightfully expect.

Trust is the most essential part of any business relationship, and we have worked very hard to gain your trust. In addition, we have worked even harder to establish the importance of that value with our partners in China. Together our team is very different from the team that was exposed on Sunday night.

We thank you for giving us your trust, and we will continue to do everything we can to maintain your confidence in us and our products. Hard work, experience and honesty will guide our path.

Yours truly,

A handwritten signature in black ink, appearing to read "Harlan Stone", written in a cursive style.

Harlan Stone  
Group CEO

**1. Is there formaldehyde in LVT (your products)?**

- a. No. There is no formaldehyde in our LVT products, and in fact, if formaldehyde content is a concern for you or your clients, our products may be a good alternative flooring choice as LVT contains no formaldehyde.

**2. Where is your product manufactured?**

- a. Metroflor Corporation is a USA based company with Sales & Support offices in Norwalk, CT, Calhoun, GA and Rincon, GA. We also have an associated Sales office in the Netherlands and have manufacturing facilities in Taiwan, South Korea and China.

**3. Do you own the factories that manufacture product on your behalf?**

- a. Yes. Unlike many companies that utilize foreign production facilities, nearly all of our LVT products are manufactured at facilities in which we have a joint-venture ownership position. This has been our model for over 40-years and enables our company to drive product safety, sustainability efforts and quality throughout our brand portfolio.

**4. What Quality Controls are in place at your factories?**

- a. All of our factories are ISO 9001 and ISO 14001 certified. ISO is an abbreviation for the International Standards Organization which sets Quality and Environmental manufacturing standards for all manufacturing facilities throughout the world, including the United States. ISO 9001 pertains to Quality Management and encompasses such areas as Customer Service, Staff Motivation & Well Being, Continuous Quality Improvement and Tracking Methodologies to guarantee consistent product quality. ISO 14001 pertains to environmental initiatives and covers areas such as Waste Reduction and Reductions in the Consumption of Energy and natural resources such as water.
- b. Metroflor also has an entire department dedicated to Compliance, Safety and Sustainability. It is this department that oversees all product testing and ensures that the products that we market and sell meet all US and International standards as may be applicable.

**5. What is LVT made from?**

- a. LVT is a PVC (polyvinyl chloride) based product. PVC is derived from salt (for chlorine) and ethylene, which comes from natural gas and/or petroleum. LVT also contains fillers such as limestone (calcium carbonate), plasticizers (DOTP) which make the product flexible, and other additives that help with the products dimensional stability and flame-resistant characteristics.
- b. The result is a product that is versatile, light weight, economical, fire resistant and highly durable. It is also one of the most easily recyclable products on the market today.

**6. What about V.O.C. Emissions/Indoor Air Quality? (Volatile Organic Compound Emissions)**

- a. All Metroflor products undergo and have passed all 3<sup>rd</sup> party testing and verification relative to Indoor Air Quality and V.O.C. Emissions. All of our LVT products are Floor Score Certified, which verifies that our materials meet the stringent standards for the state of California relative to indoor air quality. As such, LVT and our products in particular are highly recommended for residential environments as well as commercial environments such as schools and hospitals where healthy indoor air quality is of utmost importance.

**7. How can I be assured that your products are safe?**

- a. In addition to our factories being ISO Certified as mentioned above, we also operate a company-owned laboratory based next to our main factories in China. We use this laboratory to randomly test our products straight off the assembly line every week for basic performance characteristics such as dimensional stability, reaction to heat, structural integrity and visual aesthetics. At this same laboratory, we also conduct highly-technical ingredient screening to ensure that our products do not contain any unsafe and/or hazardous byproducts. And lastly, all of our products are periodically tested at 3<sup>rd</sup> party laboratories in the US and Europe to provide further assurances that our goods meet your quality expectations...but equally important, our quality standards.
- b. To emphasize our transparency in this regard, Technical Data Sheets on all of our products can be found on our various websites such as:
  - i. [www.metroflorusa.com](http://www.metroflorusa.com)
  - ii. [www.konectousa.com](http://www.konectousa.com)
  - iii. [www.metroflorenage.com](http://www.metroflorenage.com)
  - iv. [www.aspectaflooring.com](http://www.aspectaflooring.com)
- c. On our Technical Data Sheets, you will find the results of 3<sup>rd</sup> party testing for basic performance criteria and important safety standards, including affirmation of our FloorScore certification.

**8. Are there Heavy Metals in your products?**

- a. We rigorously screen our products for Heavy Metals both at our Company-Owned laboratory and also through 3<sup>rd</sup> party testing. Confirmation that our products pass all such standards can be found in our Technical Data documents under the standard titled ASTM F963, Heavy Metals, which illustrates that our products pass all pertinent criteria relative to Heavy Metal content. ASTM stands for American Society for Testing & Materials and is the benchmark methodology for testing in our industry and many others.

**9. I've heard negative information about "Phthalates" in LVT. Can you tell me about this ingredient/chemical and what Metroflor uses?**

- a. Phthalates...pronounced "*thay lates*" are types of plasticizers. Plasticizers are used in vinyl flooring to provide flexibility, resilience, durability, longevity, strength, and that "sturdy cushion" feeling which makes our vinyl flooring easy on the feet. Metroflor uses DOTP plasticizer, which is also known as DHET, in all of its vinyl flooring products.
- b. DOTP is classified as a Non-Phthalate plasticizer by its suppliers because it is not an ortho-phthalate about which health concerns have been raised.
- c. DOTP is a well-studied plasticizer that has a "clean bill of health." Based on reviews by U.S. and European authorities, DOTP does not exhibit the reproductive and developmental toxicity and carcinogenic effects of certain ortho-phthalates such as DINP in high dose animal studies. Because of those effects, DINP and other ortho-phthalates (DEHP, BBP) are not allowed by U.S. and European authorities to be used in childcare products and toys, such as pacifiers and teething rings, which children put in their mouths. In contrast, a 2009 risk assessment of DOTP concluded that it can safely be used in toys.