

## Uniquely designed floors for distinctively branded spaces

### FOR IMMEDIATE RELEASE

Toronto, June 2011 – LSI Floors is a leader in luxury vinyl tiles and planks for high performance applications in commercial, healthcare, retail and hospitality facilities. As well as being demanding environments LSI appreciates that these spaces convey a theme, strengthen a brand or create an atmosphere whether subtle or overt. The floor provides an expansive canvass on which to present an image that enthralls the viewer or delivers a message. LSI presents an opportunity to utilize this surface to full advantage with large format digital imaging technology.

Far from a latecomer to the practice of photo realistic imaging on vinyl flooring, LSI stands as the pioneer in this technology. As the initiator of water, grass and river rock imagery on flooring LSI has expanded this technology to bring uniquely designed floors to all spaces. Jelly beans, popcorn, pine needles, onions and snow angels are all images LSI has turned into flooring to realize a distinct vision and transform a high demand space into a uniquely shaped environment.

LSI presents the ability to create one-of-a-kind tiles to suit all environments. To ensure the highest resolution possible digital large format images are the start of the process. The image is then segmented through photo processing software into 12” squares each uniquely imaged and numbered. These were then printed via a direct-to-press computer and very carefully numbered as they come off the press. The images were manufactured into ‘Grade A’ vinyl tiles, packaged in order, and delivered to site. Installation is achieved through adhering to a strict numbering system.

A company logo, a custom pattern, or a floor mural with the image of your choice, LSI Floors has the ability to make one-of-a-kind tiles to suit any environment, even the most demanding.

LSI. Expressive Floors™ for creative minds.

Media contact:  
Rick Moffatt, creative director/president  
1.416.299.7666  
1.800.449.3916  
rmoffatt@lsifloors.com

5230 Finch Ave. E., Unit 5  
Toronto, ON, Canada M1S 4Z9  
tel: 416.299.7666  
toll-free: 1.800.449.3916  
fax: 416.299.0269  
lsifloors.com



Metro Grocers,  
Dairy Section



Cow CW22113 Black