



Custom Printing on Commercial Vinyl Floors

FOR IMMEDIATE RELEASE

Toronto, February 2016 – Have you ever had a flooring concept that could simply not be realized through any of the folders on your library shelves? With a revolutionary printing technology, LSI has solved this problem. Always creative, always innovative, LSI is launching a Custom Print program for high performance vinyl flooring. Any environment, regardless of scale or function, can tell an original story through graphics or unique image on the surface under foot.

Imagination Studio, the division of LSI Floors where original ideas are brought to life, can now take a photograph or your own unique design, no matter how intricate, and reproduce it as a dazzling bespoke floor. Using a single, solid layer of impervious polyvinyl, the image is printed on the back of the material and enclosed with a second printed protective coating. As a result, you get a single piece of material featuring the graphic under 2mm of protective vinyl. And, there is no limit to the size or scale allowing for the creation of something truly unique.

Among the first clients to utilize this capability have been a nightclub, corporate office, and museum. Recognizing the tripping hazard of an oriental rug on a dance floor but still wanting the warmth of the pattern and colors, the nightclub supplied an image of an aged rug that was transformed, by LSI, into printed sheet vinyl. This was then embedded into the surrounding flooring material complete with the irregular edge of a worn carpet. All the warmth and none of the hazard.

A global travel company envisioned the world in their lobby. LSI created this in two panels for an imposing 20', highly detailed, floor graphic of the earth.

A museum, wanting to give their visitors a truly unique experience, worked with LSI to create an interactive map combining custom printed flooring with augmented reality technology. Embedded in the graphic, reproduced as high performance vinyl flooring, are "hotspots" that trigger 3D models when scanned with a smart phone or tablet. Clicking on these models leads the viewer to in-depth information about the location of the object and its history.

"Some very exciting projects have already been realized with this new technology," says Rick Moffatt, Creative Director and President of LSI Floors. We are continuously enthralled by what creative minds can accomplish when given the right tools."



Expressive floors™

Please visit the LSI space at Hospitality Design, booth #14095, May 4 – 6th, Mandalay Bay, Las Vegas.

Technical Data:

Vinyl Sheet Specifications

Width: 10' / 3.04m

Print width: 9' 8" / 294.64cm

Length: maximum of 50' / 15.24m

Thickness: .079" / 2mm

Roll weight: 290 lbs / 131.54 Kgs

Minimum order: 100 sq. ft. / 9.29 sq. m

About LSI:

LSI Floors is a leader in luxury vinyl tiles and planks supplying uniquely designed floors for high performance applications in public spaces. Creative ideas for branding a space or enhancing an experience can be found in the extensive LSI collection or new concepts turned into flooring by the LSI Imagination Studio. At LSI we bring creativity to life.

Expressive floors™. For creative minds.

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