



## New from the LSI Imagination Studio

*FOR IMMEDIATE RELEASE*

Toronto, March 2015 – LSI Imagination Studio is the place where new creative ideas are brought to life. Whatever the imagination can dream, LSI can turn it into high performance luxury vinyl tile flooring.

One of the most recent ideas brought to the Imagination Studio was by a retail designer. ICE – reminiscent of cold winter days, hockey games, and figure skating – was conceived for a sporting goods store wanting to highlight Canada’s national sport, Ice Hockey. Singly, the white ICE creates the sense of gliding across frozen ponds and exploring the lines of the shore from a winter vantage point. Integrated with the red and blue ICE, the floor is transformed into a hockey rink ready to take on the competition of the game.

LSI captured an image of the white ice after a hockey game complete with skate marks and stick action, recolored it to create both the blue line and the red line, and manufactured it into high performance vinyl flooring material with a signature anti-slip surface.

Being Canadian, LSI loved the concept and has added ICE to the LSI Collection. Ideas are always welcome at LSI. When a space needs to be uniquely branded or an experience enhanced LSI will take the concepts and turn them into high performance luxury vinyl tiles.

“This level of creativity is consistent with the principles on which I founded LSI Floors 19 years ago”, says Rick Moffatt, creative director/ president of LSI. “I set out to make vinyl flooring that is never, ever boring! With a vision to add humor, warmth and a factor of “cool” to one of the hardest working surfaces in any facility Moffatt harnessed his creative power and brought images of nature to our flooring; Water, Grass, River Rock, Wood, Cow.....all of which you are sure you can reach out and touch. With Imagination Studio he welcomes you to do the same.

Expressive floors™. For creative minds.

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