



## The Changing Shape of LSI Floors

FOR IMMEDIATE RELEASE

Toronto, April 2015 – LSI is changing the conversation in flooring with the launch of a new format for their entire collection. Shaped tiles will define a new way of looking at flooring through the lens of LSI.

With endless variation, Shapes can suggest physical form and direct eye movement. The symmetrical forms presented by LSI help explore a new means of visual communication; Hexagons suggesting you stay and mingle, Parallelograms creating organization and efficiency or the interplay of design, while the linear feel of Chevrons encourages direction and motion.

LSI is offering its extensive array of patterns, colors and textures in Parallelograms, Hexagons and Chevrons to create big, bold definitions. This creative format is also available in Loose Lay, expanding the creative possibilities over raised access flooring and in areas transitioning to carpet.

Forever exploring new boundaries, LSI will challenge your knowledge of geometry and help you create some of the most exciting flooring patterns ever seen in luxury vinyl tile.

“We are continuously seeing flooring as a means of expression. The concept of Shapes takes simple colors and textures and changes the way they are perceived and applied,” offers Rick Moffatt, President and Creative Director of LSI.

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### 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 are found in the extensive LSI collection and unique concepts are turned into flooring in the LSI Imagination Studio. At LSI we bring creativity to life.

Expressive floors™. For creative minds.

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