



## When Photographer And Flooring Manufacturer Meet – Anything Can Happen

### *FOR IMMEDIATE RELEASE*

Toronto, March 2014 – Partner the creative genius of renowned commercial photographer, Randal Ford, with the innovation of a leading flooring manufacturer, LSI Floors, and what comes to life is truly inspired.

At NeoCon 2014 in Chicago, North America's largest design exposition and conference for commercial interiors, LSI Floors will be launching a brand new flooring pattern; BEACH. "I had been searching for the right image of sand for a long time. When I came across the work of Randal I knew I had found it," says Rick Moffatt, creative director and president of LSI. "The concept of applying a single image across the surface of a floor requires the right balance of color, detail and interest. Randal's image has all of these elements allowing us to turn it into a very dynamic flooring material."

On his website; [randalford.ca](http://randalford.ca), Randal discusses his work. "My process is based on focused preparation and practiced patience. I work hard to create an environment where something real can happen, where everyone, including me, can surrender to the moment. Because a moment is what I'm ultimately trying to capture - a real one." The first viewing of BEACH will enliven all your senses and tickle long forgotten memories. It will evoke the sense of warm sunlight on your shoulders, the feel of sand between your toes, the sound of laughter and the feeling of anticipation.

BEACH will compliment the other images of nature within the LSI Imagination collection including water, ice, grass and river rock. The first installation of this product will be into Margaritaville, a restaurant chain that creates the Caribbean vibe wherever they are located.

BEACH is formatted in 24" squares at a standard thickness of 2.5mm for a glue-down application or is available in a Loose Lay format at 5mm with a tackifier on the backing. Loose Lay offers increased sound abatement and is applicable for use, among others, over raised access flooring and temporary installations. Both formats possess an anti-slip surface created with glass bead technology and a superior 28mil wear layer ensuring long-term brilliance in high traffic areas. Anti-microbial and anti-bacterial technology built into the surface and the backing contributes to the health of a public environment.

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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 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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