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**The Loxcreen  
Flooring Group**

# Press Release

## Loxcreen Flooring Group Expands Colour Palette

The Loxcreen Flooring Group has created a new palette of colours for the Bengard line of vinyl products that includes 18 “ESSENTIALS” colours that match throughout the entire “ESSENTIALS” family of rubber and vinyl finishing products and accessories. This can help simplify the specification process on a project dramatically. These 18 “Essentials” colours and products will be considered STOCK products and can be ordered as individual pieces if so required. In addition, we have also created a new palette of special order colours that includes 18 “ACCENTS” colours and products. Our goal/mission is to give immediate access to our line of Vinyl products in the most popular and widely used colours while also providing prompt turn around and availability of the more “DESIGNER” oriented colours. Please call Loxcreen for a complete list of colours and products available under the new “ESSENTIALS” and “ACCENTS” colour palette.

Main objective is to establish Tier A and Tier B colour structure while will include minimums, lead times, stock quantities, and “maybe” set-up charges...A set policy and procedures will be established to suit both Loxcreen and customer...

Marketing objective is to increase the level of assortment to better meet the customer’s needs.

Added 4 new colours – Ink Spot, Landscape, Ocean Breeze and Tropical Rain...