



# SPARTAN SURFACES

## ASPECTA BY METROFLOR FORMS ALLIANCE WITH DISTRIBUTOR-PARTNER SPARTAN SURFACES

NORWALK, CT, Dec. 19 – **Aspectta by Metroflor** has appointed **Spartan Surfaces** as its new distributor for New York City and Long Island, Washington, D.C., and the mid-Atlantic and Southeastern states, effective Jan. 1, 2018. The Bel Air, Maryland-based sales and consulting group is well positioned to represent the flagship Aspectta contract LVT brand, said Metroflor Corporation’s Paul Eanes, vice president of sales, in making the announcement.

“Spartan Surfaces’ unique business model places heavy focus on the contract market, ideally suiting them to carry the Aspectta brand,” said Eanes. “Selling and specifying Aspectta requires a highly technical, commercially focused sales organization, and that is exactly what we have in Spartan Surfaces. To team up with such a powerful distributor-partner is a big win for both companies.”

Said Spartan Surfaces President Kevin Jablon, “Aspectta works at a very high level in terms of quality, sustainability and logistics. Because our primary customers are Interior Designers/Specifiers, we are most excited about its product and design excellence. All of Aspectta’s over 200 SKUs are relevant for today’s needs.”

Jablon sees many cultural similarities between Spartan and Aspectta by Metroflor. “Our core values are the same: hard work and integrity. Employees come first and everyone has a voice,” said Jablon. “We look forward to embracing Aspectta into what we call the Spartan Experience: driven by passionate people building longstanding relationships through a collaborative approach, leading with innovative flooring designs, and creating successful experiences in everything we do.”

Aspectta has the highest-quality premium LVT gluedown products in Aspectta Five and Aspectta One, in addition to the industry’s premier rigid core floating commercial product, Aspectta Ten. All products are stocked in depth at Metroflor’s Calhoun, Georgia warehouse for immediate shipment. According to Eanes, Aspectta’s growth has been outstanding since its inception at NeoCon 2014.

“With over 200 SKUs and more than 2 million square feet in stock at Calhoun, Aspectta by Metroflor is primed for the double-digit LVT contract sales growth that is expected in 2018 and beyond,” says Eanes. “With Spartan Surfaces now positioned to carry the Aspectta torch going forward, the future is indeed very bright for such a stellar

commercial brand, which is terrific for all the key contract segments - healthcare, education, corporate, retail, multi-family, hospitality and senior living.”

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