

scratch and wear resistance for a lifetime. Everest XP is the umbrella brand over three subcategories: Everest Designer, longer and wider planks; Everest Twist, herringbone installation; and Everest Premier, narrow planks. The products will be available to the market in late Q3 or Q4.

In addition, the company rolled out Rigidwood Firm Elite, an SPC vinyl in a five-layer continuous press construction. The collection offers embossed-in-register textures and can withstand temperature fluctuations up to 70 degrees, which makes it suitable for sunrooms and south-facing spaces.

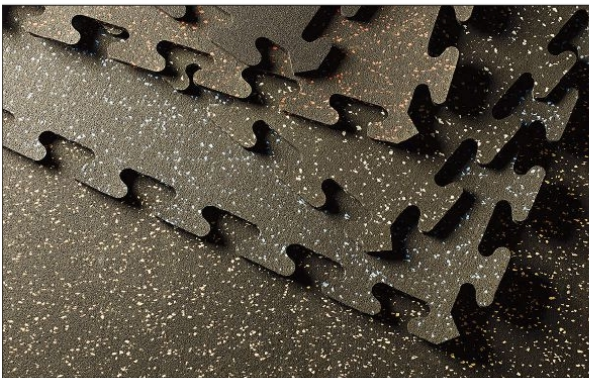
Lastly, Torlys updated the color offering on its Corkwood line, which is two years old, and added the XP finish to that line, as well.



Torlys' Rigidwood Firm Elite SPC in Merle.

DriTac rolled out three new products. PowerTread Tile is a finished flooring made of 100% post-consumer recycled rubber. The material comes in both a roll for commercial use and tiles for residential use, like in workout or tool areas.

In addition, the company launched EnviroTread, a sound control underlayment that can be applied under either hard



DriTac's New PowerTread.

or soft surface flooring. The product comes in 2mm, 5mm and 10mm thicknesses.

Lastly, DriTac introduced CoreGuard, a rolled product that provides scratch and dent protection for newly installed hard surface floors. The product is reusable and comes in different grades of protection.

Mapei's focus for this year is a new underfloor heat system and an LVT shower system. The heating product was developed with Nuheat and is called Mapeheat Mat. The LVT shower system, which was rolled out in Germany two years ago, includes a waterproof membrane, a cementitious mortar, a grout and a slip-resistant top coat.

Software company **QFloors** kicked off Surfaces 2020 with a ribbon-cutting ceremony to launch its new software, QPro POS, a cloud software program designed specifically for the smaller dealers in the industry. Because QPro POS is cloud software, it is 100% browser based and therefore reduces IT costs. This means it can be accessed by any device with an Internet browser, removing the need for a business to have servers, networks and other pricey technological investments. The software program has a low initial cost and low monthly charge. It streamlines and manages inventory, sales orders, job costing, purchase orders, commission, labor and sales tax reporting, and it can be used alone or alongside accounting software such as QuickBooks.

Schluter Systems showcased its new VinPro series of LVT profiles. The VinPro series combines several finish options—brushed nickel, brushed bronze and brushed chrome—featuring a modern, minimalistic look. These profiles provide edge protection and transitions for a range of applications. VinPro T provides transitions between same height resilient floorcoverings, VinPro U is designed for a smooth transition between a resilient floorcovering and a floorcovering at a lower elevation, and VinPro Step is an edging profile for resilient installations on stairs.

RFMS rolled out a new Customer Relationship Management (CRM) app. This new app, which will be available at the end of March, is designed for sales departments to systematically gather leads, communicate with potential customers and manage workflow from the initial sales opportunity to the closing. It has an online customer portal providing quote and order status with two-way dialog, and it gives salespeople advanced communication with the customer via a web portal, text messages and emails.

RFMS is also currently working on a new warehouse and receiving app. And the firm is having a large owners and education conference in Nashville, Tennessee in April 2021.

Design Now AI Visualization is the new product that digital marketing specialist **Creating Your Space** was promoting at this year's Surfaces. Design Now utilizes artificial intelligence, allowing consumers and salespeople to take a picture of their room and within seconds view different flooring products within their own space, helping to finalize the buying decision. Design Now allows dealers to customize their product catalog with over 200 brands and thousands of images. ■