

NEW THIS SPRING

At Dinoflex, we love to exceed expectations. We love to think outside of the box and offer our business partners, clients, and customers with the very best products and service in the industry. We are thrilled about what we have in the pipeline for 2015. You will be seeing a number of additions to our website, the introduction of exciting new products, sharp new sales tools, and the development of new avenues for communication and success with our distributors.

DINOFLEX COLOR INNOVATOR

The Color Innovator

We are very excited to launch our new color mixing tool, the Color Innovator! With over 30 EPDM colors to choose from, customizing your floor has never been easier. This simple tool will allow you to create your very own digital swatch, save your unique color formula, and have the option to order an actual sample or granule dish in one streamlined (and fun) process.

We will be sending out a notice when the Color Innovator has been made live for public use.

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COMPANY NEWS

HAPPY RETIREMENT, LIZ!

January 1st was circled on the Dinoflex calendar for many months; It marked the day of our Sales and Technical Lead, Liz Burdeniuk's retirement from her long career at Dinoflex.



Liz's knowledge, attention to detail and her passion to always exceed customer expectations allowed her to garner respect industry-wide. The life-long friendships that she takes away from the business is a reflection of that and is one of the most important measurements of success I can think of.

It is a tender moment for us to say farewell to such an integral part of our team. We will never be able to thank her enough for her years of dedication, excitement and passion. She has been a cornerstone of Dinoflex for 20 years and has contributed so much to help make us the world-class company we are today. The entire Dinoflex family wishes her nothing but laughter and happiness in the years ahead. Well deserved, Liz. Well deserved.

-- A Message from CEO, Mark Bunz

UPCOMING TRADESHOWS

BUILDEX
VANCOUVER

FEBRUARY 25 & 26, 2015

VANCOUVER CONVENTION CENTRE WEST

BUILDEX Vancouver 2015

February 25 & 26

Vancouver Convention Centre

BOOTH 1726

IHRSA2015
MARCH 11-14 * LOS ANGELES

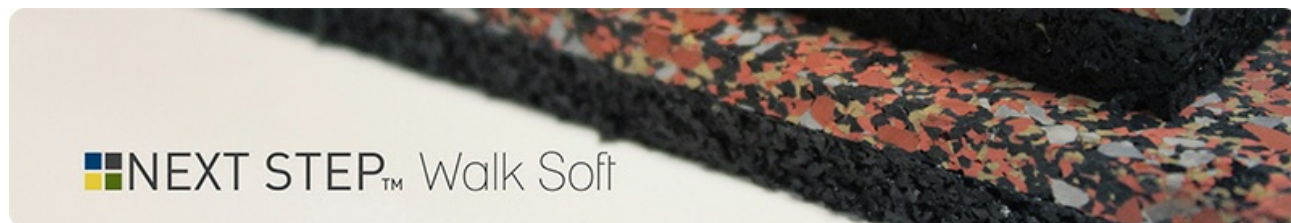
IHRSA Los Angeles 2015

March 11-14

Los Angeles Convention Center

BOOTH 2656

FEATURED PRODUCT



NEXT STEP™ Walk Soft, one of the newest additions to the Dinoflex product line-up, has been a leading flooring choice for a variety of retail and hospitality applications. Created with our unique lamination technology, NEXT STEP™ Walk Soft is the perfect flooring option for areas that require a quick and simple install, added underfoot

comfort, and a wide selection of colors to choose from.

Walk Soft's high density colored top layer is combined with a soft, force reducing backing which makes it durable enough to withstand wear from items such as chairs and high-heel shoes. Manufactured with the same high quality standard found in all Dinoflex products, Walk Soft flooring eliminates the need for additional anti-fatigue mats at workstations!

Features:

- Superior durability
- Improved underfoot comfort
- Large color selection
- High traction
- Stain resistant
- Sound reducing

[Click here to view product sell sheet](#)

THE BENEFITS OF NEXT STEP™ WALK SOFT

Anti-Fatigue Flooring

Research has shown that long-term standing on hard surfaces negatively effects workers' productivity and health. Standing on hard surfaces is uncomfortable and causes leg muscles to become static, continuously flexed in an attempt to keep your body in an upright position. In the short term, this reduces the natural flow of oxygen and blood back to your heart causing fatigue and blood pooling in lower extremities. In the long term, it will take a toll on your body in the form of varicose veins, lower-back pain, leg pain, and fallen arches, just to name a few of the most common symptoms.

With these concerns in mind, NEXT STEP™ Walk Soft is the optimal flooring choice when looking to create an ergonomic space that effectively addresses the health issues and decreased productivity that standing workers experience. Tripping hazards and the costly replacement of anti-fatigue mats are eliminated when you install Walk Soft throughout your workspace. Comfort is key!

The creation of comfortable, healthy and safe work environments offers tremendous value to any company. Providing standing workers with full anti-fatigue flooring is an excellent example of ergonomic innovation and design and is sure to keep everyone feeling great during the long work day!

Reduced Fall Consequence

Falls happen. An individual can slip, trip, or experience any number of events leading up to them landing on the ground. This eventuality should be of consideration in the design of your space as it is a legitimate concern with the potential for substantial legal and healthcare impacts. Depending on the individual, the consequences can be minor to severe. The severity of the incurred injury is dependent on obvious factors such as age, chronic health issues, and existing injuries.



Eliminate the worry and ensure that the appropriate measures have been taken by providing patrons and employees alike with a safe environment. Install flooring that has been specially designed and rigorously tested to reduced the consequences associated with falling – Install NEXT STEP™ Walk Soft!

Testing available upon request.

Promoting your Dinoflex Installation

Promote your latest Dinoflex installation on social media! Tag us in your post to significantly increase your audience reach. To take advantage of our online network, simply use the following hashtags in your next post:

 “Like” our Facebook Page for Dinoflex developments and regular industry updates.

 “Follow” us on our LinkedIn Company Page and better connect with Dinoflex online.

Happy Posting!

PROJECT SPOTLIGHT

VA MEDICAL CENTER, TEXAS

From Basic Carpet to Ergonomic Recycled Rubber

Located in Houston, Texas, VA Medical Center’s flooring needs were not being met with the carpet they had installed; it did not provide a comfortable environment for employees, they had to use additional anti-fatigue mats, they had to use additional anti-fatigue mats, and the wear and tear was very noticeable. It was definitely time for an upgrade.



NEXT STEP™ Walk Soft recycled rubber flooring is specifically designed for applications such as this and was the product of choice for the VA Medical Center project.

VA loved that this product was low-maintenance, engineered for added underfoot comfort, and that they were able to customize the color.

We are proud to have provided VA with flooring that will not only enhance the space aesthetically but also the day-to-day comfort for their employees for years to come.

Facility: Michael E. DeBakey VA Medical Center 2002 Holcombe Blvd Houston, TX 77030

Project: Pharmacy + Fulfillment Center

Specification: Dinoflex NEXT STEP™ Walk Soft Custom Color: Modified Wheat



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