

NEWS



The Square Yard

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The Square Yard Now Partners with Amtico International

Stratica Resilient Flooring offers Designers and Architects Strong Design Statements!

“Stratica, from Amtico, Meets the eEco-Polymeric Standard”

Summit, NJ – May 7, 2008. *The Square Yard* is now partnering with **Amtico International** founded in Coventry in 1964. The company created and defined the luxury flooring market by producing good quality imitations of natural products. Since that time, there have been a number of entrants to the market, all taking the Amtico International model as their basis. Today, Amtico International has a long and enviable list of customers and has worked with many of the best designers and architects in the world.

In recent years, Amtico International has also pioneered the development of unique, innovative flooring materials based on metallic pigments. These have given commercial designers and residential purchasers freedom to make very strong design statements.

This innovation has changed the way that the world perceives flooring and has helped to make Amtico a household name in many parts of the world. Amtico continues to find new ways to redefine flooring design.

Eco-polymeric synthetic materials deliver superior environmental benefits over alternative materials. Stratica, from Amtico International, meets the eco-polymeric standard.

Stratica is a non PVC, chlorine- free resilient tile developed by Amtico in the 1990s in response to the growing requirement from environmentally aware customers for a vinyl-free product. Stratica is now the leading non-PVC laminated product on the market.

Stratica emits virtually no volatile organic compounds and its eco-friendly properties are increasingly attractive to the healthcare and education sectors, particularly in the USA and Germany.

With Stratica, what you see is just a fraction of what you get. Stratica has the most realistic range of replica woods, granites, marbles and stones available; and it out-performs even the 'real thing' - and all other resilient flooring - in terms of durability, ease of cleaning and life-cycle costs.

Stratica is an alternative to natural hard flooring materials when which may take too long or cost too much to fit or refurbish. Stratica is also an excellent flooring solution for offices, retail and hospitality areas, providing an alternative to carpet, vinyl, rubber or linoleum.

Made from Surlyn®, Stratica is an Eco-Polymeric™ product from Amtico International. Over 10,000 Stratica floors have been installed around the world; chosen by environmentally aware architects, designers and property owners from some of the best known companies.

The Square Yard, located on Springfield Ave. in Summit, NJ, is enjoying its 35th year as one of the premier design centers on the east coast. The Square Yard provides complete one-stop design service for clients in the community of Summit and as far away as The Hamptons, offering the traditional and the exotic in luxury floor coverings in wood, carpet and tile, custom wall coverings, window treatments and home furnishings.

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**For more information contact:
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