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Palpable, ‘Candy Colors’ Define Lonmetro UV Collection

LOS ANGELES, CA—The hip, urban flavor of Lonmetro UV, the latest offering in the Lonseal line of resilient flooring, fuses sassy colors with intelligent functionality. While the lively pigmentation of Lonmetro UV awakens creativity and inspires action, the UV nature of the product minimizes upkeep and maintenance.

As its name suggests, the color variations offered in this playful line are downtown chic. The eight colors that compose Lonmetro UV—Loading Zone, Taxi, Orange Trolley, Fire Hydrant, City Park, Metro Blue Line, Purple People Bridge, and Black Limo—all point to metropolitan living. The glossy finish hints at the animated spirit of Lonmetro UV, while subtle texturing provides depth to the product, infusing yet another layer of organic character.

In addition to its posh exterior, Lonmetro UV is strategically crafted for great durability with ease of maintenance. Lonseal’s “UV finish” allows for easy upkeep: removing dirt from Lonmetro UV is as simple as wiping a whiteboard. Lonmetro UV is heterogeneous resilient sheet vinyl composed of 20 percent recycled vinyl with a factory-applied 100-micron thick, clear, UV-cured urethane surface. This protective layer is formulated to provide maximum resistance to foot traffic and most chemicals common to commercial settings. A middle layer provides dimensional stability, sound-absorbing properties, and resiliency under foot.

Lonmetro UV is excellent for interior retail, commercial, or institutional spaces where design parameters call for durable flooring in a wide array of colors, and was recently specified for Le Sportsac stores across the nation.

Lonmetro UV is a product of Lonseal Inc., designer and manufacturer of resilient flooring and vertical surfacing products, many featuring innovative embossing patterns. Since 1972, Lonseal has been developing enduringly popular designs including Lonplate, Loncoin, Londot, Lonbead, Lonfloor Vista, Lonnova UV, Londeck, Loneco, and Lonwood Natural. Through Lonseal’s GreenVinyl™ initiative, the majority of Lonseal products have been reformulated to contain 20 percent post industrial content and, through the company’s GreenAir™ technology, products emit low VOCs. Lonseal provides resilient flooring and vertical surfacing to healthcare, educational, recreational, fitness, corporate, retail, and hospitality markets throughout the United States. It is distributed through architects, designers, and contractors nationwide.

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