

## Lonseal Flooring Announced as Winner of the ASID DESIGN IMPACT Award

*Lonstrand Topseal Recognized at Healthcare Design Expo + Conference*



**(November 2, 2019 – New Orleans)** Lonseal Flooring’s product, [Lonstrand Topseal](#), is a winner of The ASID DESIGN IMPACT Awards. Honored at Healthcare Design Expo + Conference in New Orleans, the Awards recognize innovative products that put people and the environment at the center of design intent.

Lonstrand Topseal was chosen by an esteemed panel of judges from a strong collection of entries to receive this recognition. Lonseal Flooring may display their award at all Emerald shows throughout 2019.

“ASID is pleased to recognize Lonseal Flooring and Lonstrand Topseal as an ASID DESIGN IMPACT Award winner,” said Randy Fiser, Hon. FASID, CEO, American Society of Interior Designers (ASID). “As the organization that represents the entire design profession (healthcare, workplace, hospitality, retail, and residential) we are proud to honor companies at the forefront of innovation who are focused on humancentric design. ASID believes that design impacts lives, and seeks to recognize companies who make that belief a priority in their work. We count Lonseal Flooring among those organizations.”

[ASID](#), the largest interior design professional organization, and [Emerald Expositions](#), the largest operator of B2B trade shows in the U.S., have formed a partnership with the goal of bringing thought-provoking new content to all Emerald design-related shows and enhancing the participant experience. The DESIGN IMPACT Awards will be presented at each Emerald show throughout 2019, with a Best of Show compilation announced after the last event of the year.

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### **ABOUT LONSEAL®: “The Little Giant”**

Celebrating over 48 years of durability and performance in a variety of industries, Lonseal® offers a unique selection of resilient sheet vinyl in exterior and interior, embossed, smooth, sport and wood-grain surfaces. We provide finishes of exceptional beauty and utility which are as economical as they are exhilarating. Servicing a range of commercial applications including healthcare, education, sports and fitness, corporate, retail, and hospitality, Lonseal’s products are specified through architects and designers nationwide.

## COMPANY HISTORY:

Lonseal, Inc. is a subsidiary of Lonseal Corporation in Tokyo and was established in Southern California in 1972. The company quickly established itself as a provider of unique flooring designs with distinctive color choices. In the early 80s, Lonplate — the original steel-plate design adapted to resilient flooring — put Lonseal on the map as a creator of innovative, embossed products. Additionally, Lonseal's technological advances bolstered the company's reputation as it infused products with pliable properties not associated with vinyl.

Lonseal® is known as “the little giant” in the resilient vinyl flooring industry. Our corporate sales office in Carson, California, has a team with an average of 30 years of sheet vinyl experience! Our product line is most often specified by designers and architects because we focus on making one thing ... products that will over-deliver the quality a project requires. Not only does our flooring exceed the expectation, Lonseal is more flexible and can easily customize products to meet our clients' needs.

### **About ASID**

The American Society of Interior Designers believes that design transforms lives. ASID serves the full range of the interior design profession and practice through the Society's programs, networks, and advocacy. We thrive on the strength of cross-functional and interdisciplinary relationships among designers of all specialties, including workplace, healthcare, retail and hospitality, education, institutional, and residential. We lead interior designers in shared conversations around topics that matter: from evidence-based and human-centric design to social responsibility, well-being, and sustainability. We showcase the impact of design on the human experience and the value interior designers provide.

ASID was founded over 40 years ago when two organizations became one, but its legacy dates back to the early 1930s. As we celebrate nearly 85 years of design leadership, we are leading the future of interior design, continuing to integrate the advantages of local connections with national reach, of small firms with big, and of the places we live with the places we work, play, and heal. Learn more at [asid.org](http://asid.org).

### **About Emerald Expositions**

Emerald is the largest operator of business-to-business trade shows in the United States by net square feet (“NSF”), with most of our trade shows dating back several decades. Emerald currently operates more than 55 trade shows, as well as numerous other events. In 2017, Emerald's events connected over 500,000 global attendees and exhibitors and occupied over 6.9 million NSF of exhibition space. For more information visit [www.emeraldexpo.com](http://www.emeraldexpo.com).

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### **Joseph Cephas**

Vice President, Communications & Brand Experience, ASID  
[jcephas@asid.org](mailto:jcephas@asid.org)

### **Deanna Hamilton**

Vice President, Marketing Strategy, Emerald Expositions  
[deanna.hamilton@emeraldexpo.com](mailto:deanna.hamilton@emeraldexpo.com)