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Infinity 'Ups the Ante' With New Technologies

Dalton, GA: Infinity's poker run has been the talk of the town since its announcement a month ago. Themed "High Stakes", Infinity is aiming to create a never before seen experience at this year's show. In addition to the poker run, there will be new advanced floor designs, dock engagement, and innovative yarn technology. As the most trusted flooring brand by consumers, dealers, and builders alike, Infinity is utilizing IBEX to continue trailblazing a path forward by introducing its Ricochet Technology, while further highlighting its revolutionary fish boat flooring and in-house mat kit capabilities.

As a lifestyle brand, Infinity understands the importance of extending hours on the water and families having fun in the sun. To reflect and expand this pleasure, Infinity is introducing Ricochet Technology. Ricochet uses a mechanization to reduce heat build up allowing darker color yarns in their floor fabrics to maintain the same temperature as lighter colors. With Ricochet, color never has to be compromised in the selection process. There will be a hands-on portion of the booth to feel this technology in action.

Further technological advancements will be on display as Infinity launches their Primo line of floors for superyacht builders and Vivio Collection for supreme elegance. Primo is a new composite floor offering that meets International Maritime Organization (IMO) standards. Vivio showcases vibrant colorways through an innovative yarn coloring system not yet seen in recreational spaces.

Infinity will also be showcasing their Tundra flooring at the event; the first-to-market fish boat flooring that features a featherweight polyester backing. The new featherweight backing is attached to the woven vinyl, making it easier to wrap around sharp corners and tight edges. Infinity also manufactured the flooring pattern in such a way that it consistently matches up no matter how it's placed, meaning that the transitions between storage doors, deck, and hatch lids are totally seamless.

Yet another feature that sets the Infinity name apart is their CNC table technology. Equipped with a 10' x 22' cutting capacity, Infinity's CNC table is capable of handling the most difficult templates, while providing the precision you expect from Infinity products. With their digitizing software, they can track your template and create a beautiful, custom designed mat kit. This unique cutting capacity makes it easier and faster to replace existing flooring in any setting, no matter the size.

To show off these exciting offerings, Infinity has partnered with three boatbuilder partners to display its Tundra™ fish boat flooring, mat kit capabilities, and standard glue down application at the IBEX docks. Builders who attend the show and visit Infinity's dock spaces (59D, 60D,61D) and their 3rd floor booth 431 can participate in the poker run, where one winner will receive an all expense paid trip to Atlanta to enjoy the Porsche Experience.