



Infinity's Anthem: Made in America, Made for You

'Made in America'-- three little words that carry a lot of weight, especially in the flooring business. We are proud to have this distinction and we thought there was no better time than the Fourth of July to highlight that. We did this through the launch of *Infinity Anthem: We Go Where You Go*; a video featuring two families enjoying more time on the water and more miles on the road, all because of our flooring. Our goal was to cultivate a sense of nostalgia in our viewers, and we believe this one minute video does just that.

Infinity is a lifestyle brand that redefined flooring space in recreational areas, boats & RVs. As we approached our ten-year anniversary, we wanted to make good on a promise we made to ourselves back in 2015: better video content. We felt the anniversary was the perfect opportunity to highlight how our product positively impacts consumers by changing the way they experience the outdoors.

To do this, we began brainstorming concepts that really captured the essence of the Infinity Anthem. It was then that we decided to hone in on a single word: luxury. We began to ask the question: How do you define luxury? We discovered that luxury can be defined in many ways. Whether that be a small fishing boat, a party with friends on a yacht, or a family excursion to a national park. Luxury isn't confined to one experience, so why should your flooring be any different?

Our hope is that this anthem clearly expresses the value and performance of our flooring in real life situations, because we go where you go.

Watch our Anthem video on YouTube at <https://youtu.be/413xkAOnBTg>