



PRESS RELEASE

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FOR IMMEDIATE RELEASE

FLOORCO DISTRIBUTION ENTERS THE WPC CATEGORY PARTNERING WITH JOHNSON HARDWOOD

*Johnson Hardwood's WPC Waterfront collection added to Floorco Distribution's
next-day delivery product portfolio*

BALTIMORE, MD, December 20, 2016 – Floorco Distribution, a division of Floorco LLC strengthens its product portfolio partnering with Johnson Hardwood to distribute premium, waterproof engineered vinyl flooring featured in the Waterfront collection.

“WPC is the fastest growing floor covering category. As we continue to grow and gain market share in the Mid-Atlantic, securing an innovative WPC flooring product assortment was our next strategic move to strengthen our position,” said Ron Conley, President of Floorco Distribution. “Partnering with Johnson Hardwood, a trusted brand name in the industry, to exclusively distribute their high-quality Waterfront WPC with waterproof core broadens our next-day delivery product offering.”

For their growing network, Floorco Distribution’s retail partners will now have access to Johnson Hardwood Waterfront WPC with next-day delivery service available. Conley explains, “The demand in our market for a competitively priced upgrade from traditional LVT flooring is huge. Our customers have been eager for more options and are excited to now have Johnson Hardwood branded Waterfront WPC available at the right price with quick-turn service.”

Floorco Distribution is a subsidiary of a larger global company, Floorco LLC. They provide innovative merchandising, quality customer service, and next-day delivery of premium floor covering products.

ABOUT FLOORCO

Floorco LLC is a privately owned global sourcing products and services provider headquartered in Baltimore, MD with operations in Asia. Our dynamic business model allows us to leverage relationships and assets for each of our specialized divisions Floorco Distribution, Flagship Sourcing, and Floorco Commercial and their customers to benefit in the savings. This will provide us and our partners a competitive advantage evolving innovative sourced products and services. For more information, please visit www.floorcodistribution.com, www.flagshipsourcing.com, and www.floorco.com.

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