



PRESS RELEASE

Media Contact:

Danielle Fields

Email: Danielle@floorco.com

Phone: (410) 686-3565

FOR IMMEDIATE RELEASE

FLOORCO DISTRIBUTION INTRODUCES NEW MERIDIAN BRAND

Developed in house, Floorco Distribution's new Meridian Elevated Essentials brand raises the bar for traditional private labelling.

BALTIMORE, MD, January 16, 2017 – Floorco Distribution, a division of Floorco LLC celebrates the launch of their private label brand, Meridian Elevated Essentials. Meridian is a new floor covering brand developed in house to provide quality, differentiated offerings at a value today's consumers desire.

The initial Meridian line includes an assortment of carpet, hardwood and luxury vinyl flooring and will soon tap into the laminate and ceramic categories. "As a distributor, creating a unique private label brand allows us to hand-select the best products for our market from each supplier and promote them in a new, unique way all under one brand," said Danielle Fields, Floorco Marketing Director. She further noted, "This sets us apart in a heavily seeded distribution market and ensures us single distribution. For our customers, this provides them a new, go-to program of floor covering products all available next-day. And for consumers, more influenced today by color, style, and performance of a product, our Meridian brand collection meets their needs – style, innovation, and outstanding performance."

Floorco Distribution officially opened its doors in May 2016. Their Sales and Marketing team started developing the carefully thought-out brand well before then. Jody Lee Oliver, Floorco Brand Manager explains, "Unlike traditional floor covering distribution in house brands, we married the highest quality product in the industry with the best branding around."

Supporting this launch are creative selling tools with innovative displays and merchandise unlike conventional floor covering marketing, including it's consumer-friendly website www.meridian-flooring.com. The site is entirely dedicated to the private label brand and includes a Retailer Locator for consumers to easily find a Meridian displaying dealer. "The Meridian brand is influenced by minimalist modern aesthetics to minimize distractions and make the selling and shopping experience easier to navigate. We are excited to bring a fresh, new brand to the market place," added Oliver.

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 floorcovering 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.floor.com

###