



## PRESS RELEASE

Media Contact:

Danielle Fields

Email: [Danielle.Fields@floorco.com](mailto:Danielle.Fields@floorco.com)

Phone: [\(410\) 686-3565](tel:(410)686-3565)

### FOR IMMEDIATE RELEASE

## MERIDIAN ELEVATED ESSENTIALS UNVEILS NEXT PHASE OF CONSUMER-FRIENDLY WEBSITE

*The Meridian website, launched earlier this year expands its product catalog to improve the consumer's Meridian shopping experience.*

BALTIMORE, MD, November 17, 2017 – Today Floorco Distribution announced key feature enhancements of their private label brand's website [meridian-flooring.com](http://meridian-flooring.com). Improvements include a fully revised catalog that contains all of Meridian's floor covering products currently available for next day delivery to retailers in the Meridian distribution network. Meridian's new search and navigation functions provide a more engaging user experience with detailed product information, imagery, and new social media functions that allow consumers to share and interact across all major social media sites.

Meridian Elevated Essentials is an in-house, private label brand developed by Floorco Distribution to provide quality, diverse floor covering products with the speed and value that today's consumers have come to expect. These new user focused enhancements provide powerful tools that enable consumers to research and discover the Meridian product that fulfills their needs. Meridian Flooring's Inspiration Gallery and high-quality images fuel design ideas that are easily sharable with family and friends.

"As we evolve our in-house brand, delivering the ultimate user-friendly experience, and growing a strong online presence remains a key initiative. Our Creative and Technical teams collaborated to develop the digital product catalog centered around how consumers research floor covering and engage with technology," said Danielle Fields, Floorco Marketing Director. "We are excited to further increase our consumer reach and now offer them an invaluable tool aiding in the purchase of their new Meridian floor."

New functionality allows consumers to browse flooring products using common preferences such as color and design while also focusing on lifestyle and the performance needs of today's diverse households. Once the consumer has reached the consideration and action stages, the site's Retailer Locator easily directs them to qualified retailers in the area to complete their purchase. Fields explains, "We know shoppers spend a majority of their time researching products online, even after several visits to independent retail stores. Our new online catalog will help us better understand consumer preferences to continue simplifying the research process and expand our assortment of products based on market demand."

After launching the Meridian online catalog, Fields notes that Floorco has a robust strategy for the Meridian brand's online presence. They are rolling out several digital initiatives in 2018 to support their growing network of independent, brick-and-mortar retailers facing challenges in this new, technology-dependent economy. "Expanding our website and digital efforts is essential to cultivate our Meridian brand. Ultimately the goal is to increase sales and profitability for us and our retail customers. Today's technology dependence has motivated us to reduce any friction across fundamental platforms to provide an easy, consistent shopping experience necessary for accomplishing ongoing brand awareness and profitability goals," adds Nick La Forest, Floorco Director of Operations and Technology.

**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](http://www.floorcodistribution.com), [www.flagshipsourcing.com](http://www.flagshipsourcing.com), [www.floorco-commercial.com](http://www.floorco-commercial.com), and [www.floorco.com](http://www.floorco.com)

###

For more information about this subject, please feel free to contact me.