



PRESS RELEASE

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FOR IMMEDIATE RELEASE

FLOORCO DISTRIBUTION ANNOUNCES FIRST PHASE OF THEIR FOOTPRINT EXPANSION

Floorco Distribution expansion plans land the new private labelled brand, Meridian in the Ohio market.

BALTIMORE, MD, March 6, 2017 – Floorco Distribution, a division of Floorco LLC, announces today they are rolling out their first phase of geographical expansion aligning with Superior Flooring Products to distribute in the Northeast Ohio market. With this new partnership, Superior Flooring Products will distribute exclusive floor covering products of Floorco Distribution’s private labelled brand, Meridian Elevated Essentials.

“As Floorco Distribution continues to establish our growing network, our next strategic step to strengthen our Meridian brand is expanding into new markets. Partnering with Superior Flooring Products makes sense for both parties. We will cultivate our unique and innovative assortment of Meridian brand products into focused markets through this new partnership,” said Ron Conley, President of Floorco Distribution. “With this new alignment, Superior Flooring Products will provide target retailers access to new-to-the-market, premium-quality Meridian floor covering products at a value with the benefit of local service.”

Superior Flooring Products will initially distribute Meridian hardwood and luxury vinyl flooring in the Northeast Ohio market out of their centrally located facility in Akron. Craig Phillips, President of Superior Flooring Products notes, “We are very excited about this strategic partnership with Floorco Distribution. Having single distribution of a new brand program in our region gives us the opportunity to bring stylish, high-quality, competitively priced products to the area.” Jason Blankenship, VP of SFP, explains that “the many quality, long-standing relationships that Craig and I have with flooring dealers in the marketplace will be the main catalyst to launching this partnership with Floorco. We are looking forward to a valued, long-term relationship with Floorco Distribution.”

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.

ABOUT MERIDIAN ELEVATED ESSENTIALS

Meridian Elevated Essentials is a fully in-house developed private labelled floor covering brand designed by Floorco Distribution. The assortment features stylish, innovative, and unique products available to a large network of retailers. For more information about Meridian visit www.meridian-flooring.com.

ABOUT SUPERIOR FLOORING PRODUCTS

Superior Flooring Products is a privately held flooring wholesaler serving Northeast Ohio. Superior Flooring Products provides its partners high quality, competitively priced locally stocked flooring products for timely delivery.

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