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CBC Flooring to Offer “Something Different” with Halo Brand

Company offers new luxury vinyl tile option

COMMACK, NY — CBC Flooring is pleased to announce it has added the dynamic Halo Floors brand of luxury vinyl tile to its offerings of commercial hard surface flooring with the asset purchase of Halo Floors, LLC as of May 4, 2010.

With its modern and refreshing designs, Halo represents exciting growth and expansion for CBC in the luxury vinyl tile category. With the addition of the Halo brand, CBC now offers one of the widest ranges of luxury vinyl tile in the industry for the commercial specifier, including 36 designs in its wood line; 42 colorways in its stone line; and 104 dynamic SKUs in its third line simply called, “Something Different.”

Luxury vinyl tile is the fastest growing sector of the resilient flooring market due to its exceptional value and its ease of installation, performance, and superior sound absorption, higher resistance to water, dirt and stains.

“Halo really is something different. We are excited to be able to offer this refreshing brand to designers, specifiers and architects looking for a fresh design in luxury vinyl tile with great value,” said Jeff Collum, Director of Flooring for CBC. “We are even more excited to be working with Mary Docker, whose name is synonymous in the industry with new and exciting design concepts.”

Docker, former CEO of Amtico USA, started Halo Floors in Atlanta, Georgia, in 2004. Halo’s products were created using her expertise in product development and design and her 18 years sales and marketing experience all over the world. “CBC is a perfect home for Halo and will allow the brand to be exposed to more potential customers,” said Docker.

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“With the addition of the Halo brand to Indelval and Salto, which we added last year, CBC has even more opportunity to meet the needs of the commercial specifier, architect and designer as a single source supplier,” said Chip Braulick, Senior Marketing Manager for CBC.

About CBC (AMERICA)

CBC (AMERICA) Corp. is a wholly owned subsidiary of the CBC Group and part of a global network of Import, Export, Trading, and Distribution companies, strategically located throughout the world. CBC (AMERICA) Corp. is the largest organization of CBC’s companies, with divisions in security products, chemicals and pharmaceuticals, flooring, and plastics and resins. With sales and distribution centers in New York and California, we are able to meet the needs of the North, South and Central American markets. CBC Flooring brands TOLI International, CERES PVC-Free Flooring, Indelval, Salto and Halo all share a strong sense of responsibility to the environment in which we live and work; and support the responsible stewardship of resources and the preservation of the air, water, earth and its inhabitants. All CBC Flooring brands are both ISO 9001 and ISO 14001 compliant.

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