



CBC (AMERICA) Corp.
55 Mall Drive
Commack, NY 11725
tel: (631) 864-4343
fax: (631) 864-8151
www.cbcflooring.com

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Contact: Chip Braulick
Senior Marketing Manager
631-759-1747
ebraulick@cbcamerica.com

Mary Miller
Hart Associates
419-893-9600 x142
248-229-0175 mobile
mmiller@hartinc.com

CBC Flooring Proudly Announces New East Coast Distributor

Salesmaster Flooring Solutions to Showcase CBC's Eclectic Collection of Brands

COMMACK, NY — CBC Flooring is proud to announce that Salesmaster Flooring Solutions will now serve as the exclusive distributor of four of its brands to architects, designers, specifiers and floor covering contractors in the east coast states of Massachusetts, Rhode Island, New Hampshire, Maine and Vermont.

As part of its growth strategy, CBC Flooring has sought to improve its channels of sale in key markets and its new relationship with Salesmaster is an important step forward in that process.

“Salesmaster’s ownership is second to none in the flooring industry and we are thrilled to be partnering with one of the strongest distributors in North America,” said Jeff Collum, director of flooring for CBC. “We share the same commitment to offering the highest quality and most environmentally friendly products and processes available.”

Salesmaster was founded in 1961 and has 17 sales representatives, including six architecture and design specialists and two technical specialists on the road in the east coast states.

“This really enables us to offer even more products that are unique and high quality, with great color and design,” said Steve Kurtz, president of Salesmaster. “CBC offers products our customers, the end users and the architecture and design community, are looking for. It’s also important to us that we are working with a company dedicated to being green.”

Representatives based out of Salesmaster’s Chicopee, Mass. office will offer the TOLI, CERES, Halo and Salto brands, per the agreement formalized in December.

About CBC Flooring

CBC Flooring, headquartered in Commack, NY, is part of CBC (AMERICA) Corp., the North American subsidiary of the CBC Group based in Japan. CBC (AMERICA) Corp. is the largest organization of CBC’s companies, with divisions in security products, chemicals and pharmaceuticals, flooring, and plastics and resins. CBC Flooring brands TOLI International,





CERES PVC-Free Flooring, Indelval rubber flooring, Salto Exceptional Flooring and Halo Floors 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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