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CBC (AMERICA) adds to its staff

COMMACK, N.Y. – In the midst of challenging economic conditions, one commercial flooring manufacturer is surviving and thriving. So much that it has just added four people to its staff.

CBC (AMERICA) continues its dedication to providing customers with outstanding service by adding these new team members, all focused on improving customer relationships.

Dale Carson will serve as the National Accounts Sales Manager. He brings 24 years of experience in the flooring industry, including the past 11 years at Amtico International.

Three Regional Sales Representatives have been appointed. Al Fischer, Western Regional Sales Representative, has more than 30 years of experience in flooring sales and management. He will work to increase CBC's reach through California, Nevada, New Mexico and Arizona. Stephanie McCormick, Southwest Regional Sales Representative has more than 20 years of experience in commercial flooring in Texas. She will work with customers in Texas, Oklahoma, Arkansas, Louisiana and parts of the Gulf Coast region. Andrew Heeter, a commercial specification expert, will be the Mid-Atlantic Sales Representative.

“As CBC (AMERICA) continues to implement our strategic initiatives in product, marketing tools and branding, having the best personnel to represent us in the marketplace is a top priority,” said Jeff Collum, Director of Flooring. “We greatly value our relationships with our customer base and are excited to introduce these four dynamic individuals to our customers.”

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 & pharmaceuticals, flooring, and plastics & 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 and CERES PVC-Free Flooring both 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. TOLI International and CERES PVC-Free Flooring are both ISO 9001 and ISO 14001 compliant.

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