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CBC (AMERICA) appoints new agency: Piece Interior Resources

COMMACK, N.Y. –CBC (AMERICA) recently enhanced its sales channel in the upper Midwest with the appointment of Piece Interior Resources.

Jill Zitzer and Piece Interior Resources will market both the TOLI and CERES lines throughout Minnesota and North Dakota.

CBC and the agency will work together to service the architecture and design, contractor and end-user markets, where TOLI has been the industry standard for nearly 20 years, while also exploring new venues and opportunities in the resilient flooring market.

“Zitzer’s architecture and design background will be beneficial to her customers,” said Jeff Collum, Director of Flooring at CBC. “Those markets have a lot of potential, and having Piece Interior Resources represent us and build on the great CBCA Flooring tradition with both the TOLI and CERES product lines is positive news for our industry today and for the future.”

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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