



## **CBC AMERICAS Corp.**

2000 Regency Pkwy  
Suite 600  
Cary, NC 27518  
tel (919) 230-8700  
[www.cbcflooring.com](http://www.cbcflooring.com)

**FOR IMMEDIATE RELEASE**  
**DECEMBER 15, 2015**

### **CBC Flooring expands partnership with Sustainable Surfaces**

*Now to cover Northern California*

Cary, NC - CBC Flooring, a division of CBC AMERICAS Corp, headquartered here, has expanded the sales territory of Los Angeles-based Sustainable Surfaces (S2) to include all of California. "S2 has a history of success and consistently produces one of the highest market penetrations across all territories," said Chip Braulick, director of flooring, CBC Flooring. "The organization quadrupled the sales of our TOLI, Takiron, Halo and Ceres brands in two years when first appointed in Florida, winning our Most Valuable Performer award in 2011. That and their performance in Southern California in 2015 made this a logical decision."

Founded as an innovative sales agency in Miami, Fl., during the recession of 2008, S2 quickly gained massive market share and expanded into Southern California with a Los Angeles office in 2013. Capitalizing on CBC Flooring's Torrance, California warehouse, S2's Quick-Ship program provides customers the ability to pick up product themselves or receive free freight on deliveries. S2 also offers a five-percent discount on all orders exceeding 5,000 square feet.

"Extending our partnership with CBC Flooring to cover the San Francisco and Northern California market is a tremendous responsibility," said Reade Palmer, founder and president, S2. "Our success in the Los Angeles and Southern California market is based on selling the entire CBC Flooring portfolio and our Quick-Ship program, which is a distinct advantage in an industry that is under more pressure than ever to deliver in real time. Our entire team at Sustainable Surfaces is already engaged in the Northern California market and has a clear vision of the work we need to take care of to reach our shared goals with both our customers and CBC Flooring."

CBC Flooring, which recently invested \$3.5 million relocating its headquarters here and acquiring a new 135,000 square foot master warehouse facility in nearby Mebane, NC, entered the U.S. market in 1988 with the introduction of its flagship TOLI brand of commercial sheet vinyl and upscale homogenous vinyl tiles. Today, CBC Flooring's commercial resilient flooring including Halo, Takiron and Ceres, is a staple amongst the nation's largest medical, educational and retail institutions.

#### **About CBC Flooring**

Headquartered in Cary, N.C., CBC Flooring has been a leader in the North, South, and Central American commercial resilient flooring markets since its introduction of the TOLI brand more than 25 years ago. Operating in accordance with the company's EcoVision policy — which strives to reduce waste, limit the consumption of natural resources, and preserve Earth's environment for future generations — CBC Flooring brands TOLI International®, CERES™ PVC-Free Flooring, Halo®, and Takiron® all meet strict guidelines for high recycled content, high performance wear surfaces that result in reduced maintenance, PVC-free options, and improved indoor air quality, and are each members of the US Green Building Council. Additionally, all CBC Flooring brands are both ISO 9001 and ISO 14001 compliant.

CBC Flooring is a division of CBC AMERICAS Corp., a wholly owned subsidiary of the Tokyo-based CBC Group, and part of a global network of import, export, trading, and distribution companies strategically located throughout the world. The largest organization of CBC's companies, CBC AMERICAS Corp. has divisions in security products, chemicals, pharmaceuticals, plastics, resins, and flooring.

###

For more information, contact:

Chip Braulick  
Director, CBC Flooring  
631-759-1747  
[ebraulick@cbcamerica.com](mailto:ebraulick@cbcamerica.com)

Ray Pina  
631-682-5329  
[rpina@cbcamerica.com](mailto:rpina@cbcamerica.com)