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***ECORE Commercial Flooring Joins Fuse Alliance as Preferred Supplier***

**Aurora, CO [December 9, 2014]** Fuse Alliance, a member-owned organization of professional, commercial flooring contractors, announced today that Ecore Commercial Flooring (ECF) has joined the growing list of Fuse Alliance preferred suppliers. Located in Lancaster, Pennsylvania, ECF includes the brands Everlast, ECOsilence and ECOsurfaces (all manufactured by Ecore International), as well as Polyflor and Expona, manufactured by Polyflor, one of Europe's largest manufacturers of resilient vinyl flooring solutions. Ecore has been transforming waste into unique performance surfacing for more than a century. With the addition of ECF, Fuse Alliance continues its commitment of expanding supplier brands focused on recycled rubber, luxury vinyl tiles and acoustic solutions, giving members throughout North America more opportunities to partner with brands that offer a variety of flooring solutions.

"It is more important than ever that we support our members as they diversify their business in multiple market segments," said Ron Lee, executive director at Fuse Alliance. "Adding a range of brands such as the ECF line of products shows our commitment to expanding suppliers in a variety of flooring categories and supports this initiative."

Manufactured in state-of-the-art production facilities, the Ecore brands offer high-performing, high-quality recycled rubber and acoustic solutions for all commercial flooring applications. Recycled rubber provides a unique combination of force reduction and acoustic performance. Naturally inherent in the rubber, these two attributes make it the perfect solution for many commercial spaces. ECF's products combine ingenious sustainability and manufacturing technologies with impactful designs, meeting the demands of today's aesthetic and environmental

requirements. Additionally, ECF offers some ECORE/Polyflor hybrid products whereas ECORE's newest technology allows them to fusion bond a vinyl wear layer to a recycled rubber backing in order to increase the performance, acoustics, safety and ergonomics of the new flooring product. With a commitment to sustainability for more than 135 years, ECORE is North America's largest consumer of recycled scrap-tire rubber, reusing more than 75 million pounds of material each year.

"It's exciting to be able to offer all of our brands and commercial flooring products to the Fuse Alliance network," said Lori Dowling, president of ECORE Commercial Flooring. "Traditionally recycled rubber has been relegated to sports and fitness spaces. However, with new colors, visuals and, most importantly, new technology, recycled rubber can be used with great success in healthcare, education, and hospitality facilities."

### **About Fuse Alliance**

*Fuse Alliance is a member-owned organization of professional, commercial flooring contractors. With more than 70 companies in over 140 locations across the United States and Canada, the organization's member businesses represent approximately \$1.2 billion in sales and services. Fuse Alliance is made up of a unique network of flooring experts with a combined experience that spans across flooring product knowledge, installation expertise, and a keen understanding of meeting the environmental requirements of today's market. Fuse Alliance's governing body is an executive Board of Directors made up of 12 member business owners. Through its member network, Fuse Alliance is dedicated to serving the North American market and member businesses can be found throughout the United States and Canada.*

[www.fusealliance.com](http://www.fusealliance.com)

### **About ECORE Commercial Flooring**

*For more than 20 years, ECORE has been a U.S. leader in engineering new ways to reuse scrap tires and reduce the nation's landfills and to create durable, functional, and aesthetic surfacing solutions. ECORE Commercial Flooring (ECF) includes innovative brands for the commercial flooring market – ECOsurfaces, Everlast, ECOSilence, and Polyflor. Most of ECF's brands are manufactured by ECORE, a company where recycling meets original thinking. Part of the ECF family of brands is Polyflor, is one of Europe's largest manufacturers known as pioneers in the production of homogeneous vinyl flooring. With a commitment to innovation and development, Polyflor Ltd. is making a comprehensive range of resilient vinyl flooring solutions while striving to reduce its environmental impact. ECF and its brands are committed to offering industry-changing, solution-driven flooring products to the flooring market throughout all of North America.*

[www.ecorecommercialflooring.com](http://www.ecorecommercialflooring.com)

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