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PRESS RELEASE

Sonata Group Joins Fuse Alliance

October 22, 2020 – Fuse Alliance, a Member-owned organization of professional commercial flooring contractors, announced today that Sonata Group has joined the network as a new Member.

“As a second-generation commercial flooring company with more 60 years of combined experience in our industry, Sonata Group is well known in the tri-state area for exceptional product knowledge, reliable service, and high-quality finished projects that focus on increased performance, functionality, and longevity. They are a fantastic addition to our network,” said Geoff Gordon, executive director of Fuse Alliance.

Located in Hudson Valley, NY, Sonata Group offers a complete spectrum of commercial flooring products, expertise, and solutions for the Connecticut, New Jersey, and New York markets. They specify, supply, and install carpet tile, broadloom, LVT, resilient tile, vinyl, rubber and linoleum sheet goods, rubber tile, wall base, polished concrete, ceramic, porcelain and stone. Additionally, Sonata Group offers design specification, estimating and value engineering, project management, handling/warehousing, moisture mitigation solutions, and other technical services. They work in a wide range of commercial environments including healthcare, retail, hospitality, education, public space and mixed use.

“Fuse Alliance’s resources and development programs will help us stay competitive and knowledgeable in today’s rapidly evolving marketplace. We strongly believe in the power of partnerships and we’re excited to find a home with this amazing network of flooring professionals,” said Keith Perez, president of Sonata Group.

About Fuse Alliance:

Fuse Alliance is a Member-owned organization of professional, commercial flooring contractors. With more than 120 companies in 215+ locations across the United States and Canada, the organization’s Member businesses represent approximately \$2.1 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