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**PRESS RELEASE**

***Braid Flooring Joins Fuse Alliance***

**October 29, 2020** – Fuse Alliance, a Member-owned organization of professional commercial flooring contractors, announced today that [Braid Flooring](#) has joined the network as a new Member.

“Braid Flooring is a second-generation flooring company that will bring a wealth of experience and knowledge to our network, and we are thrilled to add them to our robust representation in Canada,” said Geoff Gordon, executive director of Fuse Alliance.

Located in Saskatoon, Saskatchewan Province, Canada, Braid offers a complete spectrum of commercial and residential flooring products, expertise, and solutions. They specify, supply, and install carpet, sheet vinyl, hardwood, laminate, ceramic tile and stone for small tenant improvements, corporate, hospitality, and multi-family projects. Additionally, Braid leverages technology to improve processes and build better experiences for their clients.

“In order to build upon our success in the commercial market, we knew we would need to lean on industry leaders to help us. Being part of Fuse Alliance gives us access to valuable development resources and an incredible network of commercial flooring experts that will help us continue to grow into our full potential,” said Christian Braid, president and owner of Braid Flooring.

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