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PRESS RELEASE

Wilson Floor Covering Joins Fuse Alliance

March 17, 2021 – Fuse Alliance, a Member-owned organization of professional commercial flooring contractors, announced today that Wilson Floor Covering has joined the network as a new Member.

“The leadership at Wilson Floor Covering has tremendous depth of experience in all aspects of the flooring contractor business. Because of their expertise, integrity, and service, Wilson enjoys a significant loyal customer base in their market, and we’re thrilled to welcome them to the Fuse family,” said Geoff Gordon, executive director of Fuse Alliance.

Located in Pensacola, Florida, Wilson Floor Covering serves the northern Florida and southern Alabama markets. They provide installation services for a wide range of products including carpet, carpet tile, resilient flooring, sports/athletic flooring, ceramic tile, stone, slab granite, hardwood flooring, and epoxy flooring. Celebrating 65 years in business in 2021, Wilson Floor Covering specializes in healthcare installations but also works in education and corporate environments.

“When membership in Fuse Alliance came highly recommended to us by several successful flooring contractors we admire, we realized that we could benefit from the collective knowledge of this successful and talented body of flooring professionals. We’re also excited about Fuse’s development programs and high-level access to suppliers. We’re looking forward to being part of the network,” said Deke Blum, president of Wilson Floor Covering.

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