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**PRESS RELEASE**

***Fuse Alliance Announces Five New Members***

**March 21, 2023** – Fuse Alliance, a member-owned organization of professional commercial flooring contractors, announced today that [BECA Commercial Flooring](#), [Buckeye Floor and Ceiling](#), [DeSoto Floor Covering & Interiors](#), [Florworx](#), and [Patella Carpet & Tile](#) have joined the network as new members.

“The Fuse network continues to grow at a record-breaking pace with the addition of these five new members,” said Geoff Gordon, executive director of Fuse Alliance. “We are delighted to expand our network and market coverage with high-quality flooring contractors like BECA Commercial Flooring, Buckeye Floor and Ceiling, DeSoto Floor Covering & Interiors, Florworx, and Patella Carpet & Tile.”

Founded in 2004 in Franklin, TN, BECA Commercial Flooring sells and installs a wide variety of flooring products for commercial environments in the Mid-South market. Buckeye Floor and Ceiling has served the greater Lima, OH commercial flooring market since 2010. Located in Olive Branch, MS, DeSoto Floor Covering and Ceilings is a full-service flooring contractor serving the north Mississippi and west Tennessee markets. Florworx serves the Atlanta metropolitan area from their Norcross, GA location. Headquartered in Boardman, OH, Patella Carpet & Tile has served a wide range of commercial markets in Ohio, Pennsylvania, and West Virginia since the 1950s.

***About Fuse Alliance:***

*Fuse Alliance is a member-owned organization of professional, commercial flooring contractors. With 150+ companies in 240+ 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 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.*