



**Media Contact:**

Reva Revis 312.929.5025

[rrevis@fusealliance.com](mailto:rrevis@fusealliance.com)

**PRESS RELEASE**

***Fuse Alliance Welcomes Four New Members, Fueling Continued Growth in 2024***

**January 18, 2024** – Fuse Commercial Flooring Alliance, a leading member-owned organization of professional commercial flooring contractors, is thrilled to announce the addition of four new members to its growing network. These strategic partnerships further solidify Fuse's position as a North American leader in the commercial flooring industry, expanding its reach and expertise across the continent.

Joining Fuse Alliance are:

- [Floor & Home of Washington by Carpet One](#): Serving eastern Washington with a focus on exceptional customer service and a commitment to high-quality flooring solutions.
- [Flooring Canada Simcoe](#): A leading provider of commercial flooring solutions in Simcoe County, Ontario, known for its dedication to innovation and technical expertise.
- [Flooring Canada Tillsonburg](#): A trusted partner for commercial flooring projects, offering a comprehensive range of products and services focusing on client satisfaction.
- [Dannburg Contract Floors of Kelowna](#): A prominent commercial flooring contractor in Kelowna, British Columbia, recognized for its commitment to quality craftsmanship and project execution.

"We're incredibly excited to welcome these four outstanding companies to the Fuse family," said Geoff Gordon, Executive Director of Fuse Alliance. "Following two years of record growth in 2022 and 2023, we're carrying that momentum into 2024 with strategic expansion that strengthens our network and enhances our ability to the commercial flooring market across North America."

Gordon continued, "Floor & Home of Washington by Carpet One, Flooring Canada Simcoe, Flooring Canada Tillsonburg, and Dannburg Contract Floors are all exceptional commercial flooring contractors with proven track records of success. Their dedication to quality, service, and innovation aligns perfectly with Fuse's core values, and we're confident they will be fantastic additions to our network."

Fuse Alliance is committed to providing its members with the tools and resources they need to succeed in the competitive commercial flooring market. Through its collaborative network and shared best practices, Fuse members are able to deliver exceptional value to their clients while elevating the role of the flooring contractor in the commercial building industry.

***About Fuse Alliance:***

*Fuse Alliance is a member-owned organization of professional, commercial flooring contractors. With 167 companies in 250+ locations across the United States and Canada, the organization's member businesses represent approximately \$2.3 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.*