



Media Contact:

Reva Revis 312.929.5025
rrevis@fusealliance.com

PRESS RELEASE

Fuse Alliance Welcomes Three New Members, Expanding Reach and Expertise Across North America

Dannburg Contract Flooring, Midway Flooring, and Carpet Specialists Join the Fuse Network

May 17, 2024 – Fuse Alliance, a premier member-owned organization of commercial flooring contractors, is pleased to announce the addition of three new companies to its expanding network:

Dannburg Contract Floors (Kelowna, British Columbia): Known for their quality craftsmanship and project execution, Dannburg Contract Floors serves the Okanagan Valley region with excellence.

Midway Flooring (Chicago, IL): With extensive experience in the Chicagoland area, Midway Flooring caters to a diverse clientele across various commercial sectors, bringing valuable expertise to the network.

Carpet Specialists (Locations in Louisville, KY, and Southern Indiana): A trusted name in commercial flooring, Carpet Specialists delivers comprehensive service offerings and a commitment to exceptional results in Kentucky and Southern Indiana.

Geoff Gordon, executive director of Fuse Alliance, said “Dannburg Contract Floors, Midway Flooring, and Carpet Specialists share our commitment to excellence and innovation. These strategic partnerships further solidify Fuse's leadership in the commercial flooring industry, expanding our reach and expertise across the continent.”

By joining Fuse Alliance, these companies gain access to a national network of experienced commercial flooring contractors, industry-leading resources, and preferred supplier benefits. This collaboration enables them to expand their reach, enhance service offerings, and remain competitive in the fast-evolving commercial flooring market.

About Fuse Alliance:

Fuse Alliance is a member-owned organization of professional, commercial flooring contractors. With 174 companies in 265+ 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.