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PRESS RELEASE

Fuse Alliance Welcomes Six New Members as Network Celebrates 20 Years of Commercial Flooring Excellence

February 23, 2026 – [Fuse Alliance](#), a member-owned organization of professional commercial flooring contractors, today announced the addition of six new member companies to its expanding network. These additions come as the organization prepares to celebrate its 20th anniversary during its upcoming Annual Conference in San Diego.

The new members joining the network are:

- **Elite Flooring (Armonk, NY):** Founded in 1965, Elite is a leading commercial flooring contractor serving the New York Metro and Tri-State area. As a member of The JanTile Group, Elite brings more than 60 years of regional expertise and high-level project management to the network.
- **FlorTech (Riviera Beach, FL):** Established by a team of flooring industry veterans, FlorTech LLC delivers specialized commercial flooring solutions and technical expertise to the South Florida market.
- **Jordan's Flooring (Richmond, BC):** A family-owned pillar of the Western Canadian community since 1929, Jordans has evolved from a fine-rug boutique into a premier flooring solutions provider. They serve commercial markets across British Columbia and Alberta with nearly a century of interiors experience.
- **ProContracting (Fort Myers, FL):** A specialized commercial flooring contractor serving Southwest Florida, including Lee and Collier counties. Operating from their facilities in Fort Myers, ProContracting works directly with general contractors, real estate management firms, and the design community on a wide range of commercial projects.

- **Thornton Flooring (Sioux Falls, SD):** Since its founding in 1975, Thornton Flooring has expanded into three showroom locations across South Dakota. Headquartered in Sioux Falls, they are a leader in commercial flooring service and quality.
- **Winn Tile (Tyler, TX):** Celebrating 75 years of service, Winn Tile specializes in commercial segments including education, healthcare, and retail. They are a cornerstone of the East Texas market, known for their deep expertise in ceramic and commercial installations.

“Adding these six exceptional companies to our roster is a perfect way to mark our 20th year as an organization,” said Geoff Gordon, executive director of Fuse Alliance. “What started in 2006 with a small group of visionary contractors has grown into a powerful North American network of nearly 200 members. The addition of these companies provides the perfect momentum as we head into our 20th-anniversary celebration in San Diego, reflecting the continued growth and strength of our network.”

With these new members, Fuse Alliance continues to strengthen its geographical reach and collective expertise, offering members a collaborative platform for business growth, shared best practices, and preferred supplier relationships.

About Fuse Commercial Flooring Alliance

Fuse Commercial Flooring Alliance is a member-owned organization of professional commercial flooring contractors. By leveraging collective resources and expertise, Fuse members benefit from enhanced supplier relationships, increased profitability, and access to valuable industry insights. Fuse Alliance’s governing body is an executive Board of Directors made up of 12-member business owners. With 192 companies in 307 locations across the United States and Canada, the organization’s member businesses represent approximately \$2.3 billion in sales and services.