



Media Contact:
Catherine Minervini
917.579.4058
catherine@greenowlstudio.com

PRESS RELEASE

Fuse Alliance Welcomes Kährs As Its Newest Preferred Supplier

Laguna Niguel, CA [November 10, 2016] – Fuse Alliance, a Member-owned organization of professional, commercial flooring contractors, announced today that [Kährs International, Inc.](#) has joined the organization as its newest preferred supplier. Kährs is a 160-year-old engineered hardwood flooring company headquartered in Nybro, Sweden.

“Our expertise and success in multifamily high-rise projects, complimented by Fuse Alliance’s network of commercial flooring contractors, is a combination that we are confident will expand our reach in this growing market segment,” said Sean Swanson, president of Kährs International. “We are excited to tackle the market as a strong, cohesive team.”

One of the oldest manufacturers of wood floors, Kährs is known for its revolutionary approach to designing, developing and bringing innovative products to commercial interiors – globally. In addition to multifamily housing, Kahrs focuses on the hospitality and national retail segments. With regional distribution throughout the United States and Canada, Kahrs North American headquarters is located in Altamonte Springs, Florida.

About Fuse Alliance

Fuse Alliance is a Member-owned organization of professional, commercial flooring contractors. With more than 90 companies in 159 locations across the United States and Canada, the *organization’s member* businesses represent approximately \$1.2 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 13 Member business owners.* Through its member network, Fuse Alliance is dedicated to serving the North American market and members can be found throughout the United States and Canada.

www.fusealliance.com

###