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**PRESS RELEASE**

***Spectra Contract Flooring Joins Starnet Worldwide-Fuse Alliance Joint Task Force***

**July 26, 2018** -- Spectra Contract Flooring, the largest commercial flooring contractor in the U.S., has joined the Starnet Worldwide Commercial Flooring and Fuse Alliance joint task force. Established in 2017, the task force focuses on critical issues facing the commercial flooring industry and elevating the flooring contractor profession.

"We're delighted that Spectra Contract Flooring has joined the task force," said Geoff Gordon, executive director for Fuse Alliance. "With the combined knowledge base and resources of the three leading contract flooring organizations, we will be able to work together to better serve our customers and manufacturing partners."

The task force is currently focusing on solutions for the two biggest challenges facing flooring contractors today: recruiting and training labor along with avoiding floor failures with an emphasis on moisture issues. Because labor is a challenge in all construction trades, the task force is working on proactive tactics to keep the flooring labor pool sufficient to meet demand. Moisture is a hot button topic since many new solutions have hit the market from sundry and product manufacturers that sometimes creates confusion for architects, designers and end users. This situation creates an opportunity for flooring contractors to guide these customers toward the best solutions.

"Our goal is to work collectively to dramatically reduce floor failures for the benefit of the entire industry", added Jeanne Matson, President & CEO of Starnet Worldwide Commercial Flooring Partnership. "This goal, plus addressing other critical industry issues, is better accomplished working together."

“We are excited to join the task force because we are dedicated to helping reverse the shortage of skilled flooring installers and address the issue of moisture’s impact on flooring installation,” said Jim Pels, general manager of Spectra Contract Flooring. “By working together to innovate the way we recruit and then train installers to follow industry standards, the task force has an opportunity to create better outcomes for our customers.”

### **About Spectra Contract Flooring**

*With more than 30 locations nationwide, Spectra Contract Flooring is the largest commercial flooring contractor in the U.S. Founded in 1996, Spectra has completed more than 350,000 projects for more than 100,000 satisfied customers — consistently delivering exceptional results. As a Berkshire Hathaway company, Spectra has the financial strength to bond, finance, and execute any job in any location. Spectra offers a full range of flooring options to meet any budget, schedule and performance requirements.*

[www.spectracf.com](http://www.spectracf.com)

### **About Fuse Alliance**

*Fuse Alliance is a Member-owned organization of professional, commercial flooring contractors. With 102 companies in 165 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 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.*

[www.fusealliance.com](http://www.fusealliance.com)

### **About Starnet Worldwide Commercial Flooring Partnership**

*Starnet Worldwide Commercial Flooring Partnership is the world’s largest network of full-service independent flooring contractors, representing an elite group of the highest quality flooring manufacturers. With 177 independent contractors doing business in more than 300 locations throughout the US and Canada, they are committed to serving the industry with the highest standards of excellence. Through collective strength, integrity, shared best practices and advocacy of training, Starnet Members and Starnet Preferred Vendor Partners help deliver successful project outcomes with complete customer satisfaction. The membership’s strength in numbers creates a combined annual volume of over. \$3,000,000,000.00.*

<http://www.starnetflooring.com/>

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