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PRESS RELEASE

Red Thread Joins Fuse Alliance

Laguna Niguel, CA [September 24, 2018] – Fuse Alliance, a Member-owned organization of professional, commercial flooring contractors, announced today that [Red Thread](#) has joined the network as a new member. With the addition of this contractor, the organization reaches 102 members.

“Red Thread is an outstanding commercial interior environments dealer, and we’re delighted that they will strengthen the Fuse Alliance presence in New England,” said Geoff Gordon, executive director at Fuse Alliance. “Fuse is focused on building an organization of high quality, knowledgeable commercial flooring contractors, and Red Thread is a fantastic fit for our organization.”

Red Thread was established in 2012 when Office Environments of New England, BKM Total Office and Business Interiors joined forces as a regional enterprise. With ten locations throughout New England, Red Thread serves Connecticut, Massachusetts, New Hampshire, Vermont, Maine, New York and Rhode Island. In addition to offering a comprehensive range of commercial flooring products, Red Thread also provides design, specification, warehousing, stocking programs, installation, and maintenance services. Red Thread also serves as the authorized Steelcase dealer in New England.

“At Red Thread, we believe that creating innovative environments that inspire people to excel wherever and however they work is fueled by our ability to learn and grow as a company. Fuse provides us with the opportunity to learn and share insights and best practices with other successful flooring contractors,” said Mark Graham, General Manager – Floorcovering for Red Thread. “Additionally, Fuse Commercial enhances our national capabilities for many of our major customers.

About Fuse Alliance -- *Fuse Alliance is a Member-owned organization of professional, commercial flooring contractors. With 102 companies in more than 180 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*

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