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**PRESS RELEASE**

***DuChâteau Joins Fuse Alliance***

**Laguna Niguel, CA [February 19, 2019]** – Fuse Alliance, a Member-owned organization of professional, commercial flooring contractors, announced today that [DuChâteau](#) has joined the network as a preferred supplier.

“DuChâteau is a world leader in sustainably produced engineered hardwood, high performance vinyl plank products, and luxury wall coverings, and we are thrilled to have them as a preferred supplier in our network,” said Geoff Gordon, executive director for Fuse Alliance. “Our partnership with DuChâteau gives our members new business opportunities in the market-leading hard surfaces category.”

Founded in 2007, DuChâteau flooring products blends old-world craftsmanship with modern innovation. DuChâteau produces on-trend designs and manufactures luxury architectural finishes, including wall coverings, engineered hardwood, and luxury performance vinyl plank. As a major proponent of sustainability, DuChâteau is a member of the U.S. Green Building Council, and all DuChâteau wood products contribute to LEED points. In partnership with the National Forestry Foundation, DuChâteau recently launched the DUGOOD initiative which focuses on actions that responsibly help restore our nations forests.

“All of us at DuChâteau are excited about our partnership with Fuse Alliance’s network of talented flooring contractors,” said Gary Cissell, buying group manager for DuChâteau. “Combining our product innovation and design trends with the commercial expertise of the Fuse network will definitely bring growth and success to both of our organizations.”

*Fuse Alliance is a Member-owned organization of professional, commercial flooring contractors. With 107 companies in more than 180 locations across the United States and Canada, the organization’s Member businesses represent approximately \$1.7 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)

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