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PRESS RELEASE

Fuse Alliance Launches Fuse Technical

Laguna Niguel, CA [May 21, 2019] – Fuse Alliance, a Member-owned organization of commercial flooring contractors, recently launched [Fuse Technical](#), a program aimed at helping interior designers and architects effectively solve flooring installation issues with the right technical information so that projects stay on track and on budget. The program is a professional courtesy for commercial interior design professionals.

In a recent survey, interior designers revealed that the top three problems they experience with flooring installations are improper installation, poor maintenance, and moisture-related product failures. In fact, these three issues account for 74 percent of their flooring problems. Additionally, interior design professionals are looking for more installation experts and more help with moisture and installation issues.

“Fuse Technical brings top-notch flooring installation expertise specifically for commercial interior designers,” said Geoff Gordon, executive director for Fuse Alliance. “Today’s projects are more complex than ever. They often include multiple flooring surfaces such as carpet tile, LVT, sheet vinyl, ceramic tile, and even polished concrete. Fuse members have the expertise to consult with the designer on transition materials as well as specific subfloor requirements that vary by product. And with the rise of moisture-related claims, our members are equipped to offer the right solution for the project.”

“Since three quarters of the issues that designers have are installation related it makes sense for the flooring contractor to help in the area that they best understand,” said Gordon.

Tom Marquardt, founder of Marquardt+ in Chicago said: “As a designer who has built my practice and expertise on learning from and working with contractors, fabricators and installers to push the outcomes of my designs Fuse Technical is just another way to more fully develop expertise in flooring work that engages every one of my projects. How could designers NOT use this resource?”

Fuse Technical is not meant to influence specifications but to assist in the assembly of the project specifications so that all flooring products work together and subfloor issues are defined prior to the job going out to bid. This will ensure that the end user, designer, and general contractor get fair quotes and that all bids cover the same scope of work.

Robyn Taylor, Associate Principal and Design Director of WESTGROUP DESIGNS, Irvine, CA said: “Having a single point technical resource for various flooring products and installation methods is an efficient, effective option for resolving

time-sensitive issues during the design development and construction phases, as well as a valuable resource for educating design and architectural professionals who specify these products.”

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About Fuse Alliance:

Fuse Alliance is a Member-owned organization of professional, commercial flooring contractors. With 110 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

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