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PRESS RELEASE

ATR Commercial Flooring Joins Fuse Alliance

July 2, 2020 – Fuse Alliance, a Member-owned organization of professional commercial flooring contractors, announced today that ATR Commercial Flooring has joined the network as a new Member.

“The Twin Cities are an important market for our network, and we’re very fortunate to add ATR Commercial Flooring to the Fuse representation there,” said Geoff Gordon, executive director at Fuse Alliance. “Known for their qualified technicians, unparalleled product depth, meticulous service, and complete customer satisfaction, ATR Commercial Flooring will be a huge asset to our organization.”

Since 1999, ATR Commercial Flooring has served the greater Twin Cities area in a wide range of commercial flooring segments, including multi-family, hospitality, tenant-improvement, and senior living facilities. Their product offering includes all commercial flooring categories as well as gypsum underlayment, moisture mitigation and leveling, epoxy, and floor polishing.

“Joining Fuse Alliance will help us better serve our customers because we will have access to resources and knowledge shared by the best flooring companies in North America,” said Elissa Merritt, owner and president of ATR Commercial Flooring. “Being a Fuse member will also enhance our relationships with our suppliers. We look forward to being part of the Fuse network.”

About Fuse Alliance:

Fuse Alliance is a Member-owned organization of professional, commercial flooring contractors. With 120 companies in more than 180 locations across the United States and Canada, the organization’s Member businesses represent approximately \$1.8 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