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PRESS RELEASE

Protect-All® Commercial Flooring Joins Fuse Alliance

October 15, 2020 – Fuse Alliance, a Member-owned organization of professional commercial flooring contractors, announced today that [Protect-All® Commercial Flooring](#) has joined the network as a new supplier.

“We are delighted to welcome Protect-All to the Fuse family. With its strong brand identity, sustainable and durable product offering, loyal customer following, and highly talented management team, Protect-All is a fantastic fit for our organization,” said Geoff Gordon, executive director of Fuse Alliance.

Manufactured by Oscoda Plastics®, Inc., and certified as a “high traction” product by the National Floor Safety Institute, Protect-All flooring is a commercial flooring solution that includes fully adhered vinyl sheets, loose-lay floor covers and interlocking tiles. Protect-All flooring derives its durability and slip-resistance from the specialized thermal fusion process that blends remnant industrial-strength vinyl together into one monolithic piece. Oscoda Plastics has recycled more than 40 million pounds of vinyl waste into Protect-All, keeping it out of our nation’s landfills. In 2014, Protect-All introduced Protect-All Rapid Weld™, a groundbreaking installation system that significantly reduces installation labor. Protect-All recently introduced new multi-color surface options made with the same durable materials as the classic series flooring.

“Our mission with Protect-All is to provide our customers with the best commercial flooring solutions and service,” said Jerry Lee, national sales manager for Protect-All. “We are excited to be able to advance that mission as a Fuse Alliance supplier and be a valuable, easy-to-use resource for the commercial flooring market.”

About Fuse Alliance:

Fuse Alliance is a Member-owned organization of professional, commercial flooring contractors. With more than 120 companies in 215+ locations across the United States and Canada, the organization’s Member businesses represent approximately \$2.1 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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