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PRESS RELEASE

Fuse Alliance Gains 3 Members

October 10, 2024 – Fuse Alliance, a national network of independent commercial flooring contractors, today announced the addition of three new members to its expanding network. [North Coast Floor & Tile](#), [Cal Coast Commercial Flooring](#) and [Ray's Flooring Specialists](#) bring a wealth of experience and expertise to the network, further strengthening its presence in the commercial flooring industry, according to the company.

[North Coast Floor & Tile](#) is a flooring and tile contractor based in Eureka, California. North Coast Floor & Tile offers customized solutions tailored to meet the specific performance and aesthetic needs of their clients. Serving all of Humboldt and Del Norte Counties, it specializes in a wide range of flooring solutions for commercial environments.

[Cal Coast Commercial Flooring](#) is an Irvine, California-based company specializing in occupied-office and commercial space flooring replacement. Cal Coast Commercial Flooring collaborates with developers, designers, architects, and customers to bring their flooring visions to life. According to the company, its seamless integration into flooring projects ensures maximum value and a positive experience.

[Ray's Flooring Specialists](#) is a family-owned and operated company in Albuquerque, New Mexico, founded in 1972. Ray's Flooring Specialists operates out of a 60,000-square-foot facility on Albuquerque's west side. According to the company, its unwavering commitment to customer satisfaction and quality installations has been a hallmark of its business for more than five decades.

"We are thrilled to welcome North Coast Floor & Tile, Cal Coast Commercial Flooring and Ray's Flooring Specialists to the Fuse Alliance family. These exceptional companies share our commitment to excellence and bring a diverse range of expertise to our network. Their addition further strengthens our position as the leading commercial flooring network," said Geoff Gordon, executive director for Fuse Alliance.

About Fuse Alliance:

Fuse Alliance is a member-owned organization of professional, commercial flooring contractors. With 178 companies in 265+ locations across the United States and Canada, the organization's member businesses represent approximately \$2.3 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.