

Press Release



**Formica
Flooring**

Formica Flooring • 810 Technology Drive, Barnwell, SC 29812 • Tel. (800) 777-5145 • www.formicaflooring.com

Contact: Meagan Bisher
Kronotex USA
mbisher@kronotexusa.com

Formica Flooring Adds Distributor Bayard Sales Corp. *Philadelphia-based distributor will service parts of the Northeast*

Barnwell, South Carolina, January 7, 2008 – Formica Flooring announces the addition of Bayard Sales Corporation to its distribution network. Headquartered in Philadelphia, Pennsylvania, Bayard will distribute Formica Flooring throughout, Delaware, Maryland, New Jersey, Central and Eastern Pennsylvania and parts of New York.

“We are very enthusiastic about welcoming Bayard into our distribution network,” said Ken Peden, Kronotex USA COO. “Their management is top-notch and they have a fine sales team who I’m confident will boost sales of Formica Flooring in their region.”

Bayard Sales has earned national recognition as one of the top selling laminate distributors in North America. As a leading distributor of quality floor coverings since 1943, Bayard serves Pennsylvania, Maryland, Delaware, DC Metro, New Jersey and the New York metropolitan areas.

Mike Havas, Formica Flooring’s northeastern regional sales manager can be reached at mhavas@kronotexusa.com. To contact Bayard Sales Corporation, call (800) 688-1861.

Kronotex is the exclusive licensee in North America for Formica® brand laminate flooring. Kronotex U.S.A., Inc., a wholly owned subsidiary of KronoGroup Switzerland, is one of the largest laminate flooring manufacturers in the world. As an integral part of the company’s worldwide strategy, Kronotex has recently constructed a modernized manufacturing facility in Barnwell, S.C. For more information on Formica Flooring, visit www.formicaflooring.com.

###