

Press Release



Formica
Flooring

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Formica Flooring Names New Midwest Regional Manager *Rich Salter will service All Tile, Inc.*

Barnwell, South Carolina, May 15, 2007 – Formica Flooring announces that Rich Salter has joined its sales team as Midwest Regional Manager, where he will provide sales support for Formica Flooring distributor All Tile, Inc.

Salter has over 14 years of experience in the flooring industry, with at least 10 years having been in sales. He has worked for companies including Wisconsin Flooring Center, FSC Flooring Distributors, All Tile, and most recently BR-111, as a regional sales manager.

“Rich has a professional background as a dedicated sales specialist,” said Ken Peden, Kronotex USA COO. “His wide-ranging skill set and extensive knowledge of the flooring industry will be invaluable to our distribution network.”

Salter resides in Madison, WI and can be contacted at rsalter@kronotexusa.com.

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.

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