

# Press Release



**Formica  
Flooring**

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

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Contact: Meagan Bisher  
Kronotex USA  
[mbisher@kronotexusa.com](mailto:mbisher@kronotexusa.com)

## **Formica Flooring Welcomes Ted Rocha** *Industry veteran will serve as key account manager*

**Barnwell, South Carolina, June 19, 2007** – Formica Flooring announces that Ted Rocha has joined the company as Key Account Sales Manager.

Rocha has over 16 years of experience in the flooring industry. He has worked for well-known flooring manufacturers including Mohawk, Quick Step, and most recently BR-111, as a Western Division sales manager.

“Ted has an impressive reputation of achievement in the laminate flooring industry,” said Ken Peden, Kronotex USA COO. “He was a part of the sales team who launched the Quick Step brand to success when it was relatively unknown to the industry. With the branding power of Formica Flooring and his potent, positive attitude, Ted will play a significant role with our key accounts.”

“I’m ready to duplicate the success we accomplished with the Quick Step brand,” said Rocha. “Formica Flooring has an incredible sales team, solid leadership and name recognition. I’m extremely excited to be a part of the organization.”

Rocha resides in Ladera Ranch, CA and can be contacted at [trocha@kronotexusa.com](mailto:trocha@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](http://www.formicaflooring.com).

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