

# Press Release



Formica  
Flooring

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

---

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

## **Formica Flooring Launches NRF Distributors** *Maine-based company joins distribution network*

**Barnwell, South Carolina, January 24, 2008** – Formica Flooring announces the addition of NRF Distributors to its distribution network. NRF, headquartered in Augusta, Maine will service New York, Vermont, New Hampshire, Maine, Massachusetts, Rhode Island and Connecticut.

“NRF is an excellent addition to the Formica Flooring network,” said Ken Peden, Kronotex COO. “Their passion and commitment to the brand will continue to elevate Formica Flooring in the Northeastern United States.”

“NRF is very excited that Formica Flooring has re-entered the flooring industry, and we are looking forward to our new partnership with them,” said Terry Gray, NRF’s executive vice president of marketing. “Our salespeople recently toured Formica Flooring’s manufacturing facilities and were quite impressed with the product’s quality and design. Formica Flooring’s beautiful flooring is a welcome addition to our laminate product lines, and we expect it to be very successful for both NRF and our retailers.”

Serving the Northeast flooring community since 1973, NRF Distributors is committed to providing outstanding customer service. Mike Havas, Formica Flooring’s Northeast regional manager will work closely with NRF to ensure exceptional service and retailer support.

To contact NRF Distributors, call 1-800-673-3478 or visit [www.nrfdist.com](http://www.nrfdist.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).

###