

Press Release



Formica
Flooring

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

Contact: Meagan Bisher
Kronotex USA
Ph (336) 225-5034
mbisher@kronotexusa.com

Formica Flooring Forms Agreement with Denver Hardwood *Denver-based company will service Colorado and New Mexico*

Barnwell, South Carolina, March 10, 2008 – Formica Flooring has added Denver-based Denver Hardwood to its distribution network. Denver Hardwood will provide dual distribution alongside Darant, distributing Formica Flooring in Colorado and also in New Mexico through its affiliated office, Rio Grande Flooring Distributors.

“We are very excited to have Denver Hardwood as a Formica Flooring distributor,” said Ken Peden, Kronotex COO. “Their past experience in selling laminate flooring is a real asset for our company. As one of the largest distributors in the Rocky Mountain region, they are able to sell to a very large customer base. In addition, their service is rated as one of the best by retailers we have spoken with.”

“I’m thrilled to be a distributor of Formica Flooring,” said David Rowe, General Manager of Denver Hardwood. “The combination of styling, design and product development makes Formica Flooring a phenomenal product to bring to the market. I look forward to a tremendous amount of success for both of our companies in the future.”

Built on the principles of value and excellence, Denver Hardwood prides itself in providing quality products and services to customers, while maintaining strategic alliances with manufacturers. Ray Johnson, Formica Flooring’s Western regional manager will work closely with Denver Hardwood to ensure exceptional service and retailer support.

To contact Denver Hardwood, call (303) 296-1168 or visit www.denverhardwood.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.

###