

# Press Release



**Formica  
Flooring**

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## **Formica Flooring Launches Bishop Distributing** *Michigan-based company joins distribution network*

**Barnwell, South Carolina, August 14, 2008** – Formica Flooring announces the addition of Bishop Distributing to its distribution network. Bishop, headquartered in Grand Rapids, MI will cover Michigan, Indiana and Northwest Ohio.

“Bishop is a well-established distributor with an influential presence in their region,” said Ken Peden, Kronotex COO. “Their focus and expertise support our vision and goals for Formica Flooring products.”

“Formica Flooring’s strong brand recognition and high purchase intent among consumers were important factors in taking on a new flooring line,” said Bill Morrissey, Bishop Distributing President. “Their commitment to the specialty retailer made them a good fit for our customers.”

Bishop is a full line floor-covering distributor with nearly 50 years in the flooring industry. They represent some of the strongest brand names in vinyl, resilient, laminate, wood, luxury tile, carpet, rubber flooring and flooring accessories. To contact Bishop Distributors, call 1-800-748-0363 or visit [www.bishopdistributing.com](http://www.bishopdistributing.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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