

Press Release



Formica
Flooring

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Darant to Distribute Formica Flooring ***Denver distributor will handle products in six Western states***

Barnwell, South Carolina, October 20, 2006 – Formica Flooring has entered into an agreement with Darant Distributing Company of Denver, CO in which Darant will handle distribution of laminate flooring in Colorado and neighboring states.

"We're happy to be working with Darant Distributing, which specializes in supplying its flooring retailers with laminate and hardwood flooring," said Ken Peden, Kronotex USA Executive Vice President. "This distribution agreement gives us the opportunity to reach consumers in Colorado and parts of New Mexico, Texas, Kansas, Nebraska and Wyoming. Darant's network of about 1,000 specialty flooring retailers is an important part of our sales strategy."

"Formica Flooring provides a number of benefits for our retailers, not least of which is the impact of the brand name," said Bob Grant, President of Darant Distributing Company. "We were also impressed by their elegant designs and features such as 10mm and 12mm thick planks and the six-foot-long Quintessa collection."

In addition to plank design and features, Grant also noted the manufacturing process as an incentive to carry the Formica Flooring product line. "Formica Flooring is vertically integrated, from boards to finished product, in their plant in Barnwell, South Carolina, which is another real selling point from the distributor's standpoint," said Grant. "I know they can deliver the goods."

Grant said that due to the importance of the Formica Flooring line, Darant has brought on a well-qualified Formica Flooring specialist, who will help place the product in retail stores.

To contact Darant Distributing Company, call (303) 289-2220 or visit www.darant.com.

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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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