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**PRESS RELEASE**

***Fuse Alliance Network Grows Stronger with Four New Member Additions***

*Contractors from Ohio, Texas, Canada, and Colorado bring diverse expertise and expand North American reach*

**February 28, 2024** – Fuse Alliance, a premier commercial flooring alliance, is pleased to announce the addition of four new members to its fast-growing network. Pennington Commercial in Carrollton, Texas; Red Deer Carpet One Floor & Home in Red Deer, Alberta, Canada; Cincinnati Mosaic in Cincinnati, Ohio; Element Contract in Loveland, Colorado, have all joined forces with Fuse Alliance, further strengthening the alliance's reach and capabilities. Each of these businesses brings unique expertise and a commitment to excellence in commercial flooring solutions tailored to meet the diverse needs of clients in their respective regions.

- **Pennington Commercial** (Carrollton, Texas): Pennington Commercial is a trusted flooring contractor offering a wide range of services including installation, maintenance, and renovation for commercial spaces. With a focus on quality craftsmanship and customer satisfaction, Pennington Commercial serves clients throughout the Dallas-Fort Worth Metroplex and surrounding areas.
- **Red Deer Carpet One Floor & Home** (Red Deer, Alberta, Canada): Red Deer Carpet One Floor & Home is a leading provider of commercial flooring solutions in Alberta, Canada. Offering an extensive selection of flooring products and services, Red Deer Carpet One Floor & Home is known for its exceptional customer service and expertise in catering to the unique needs of commercial clients.
- **Cincinnati Mosaic** (Cincinnati, Ohio): Cincinnati Mosaic specializes in innovative flooring solutions for commercial spaces in the Cincinnati area. With a strong commitment to creativity and quality, Cincinnati Mosaic offers a diverse range of flooring options to meet the specific requirements of each project.
- **Element Contract** (Loveland, Colorado): Element Contract is a premier commercial flooring contractor serving clients in Loveland, Colorado, and surrounding areas. With a focus on service and innovation, Element Contract delivers cutting-edge flooring solutions designed to enhance the aesthetic appeal and functionality of commercial spaces.

Geoff Gordon, executive director of Fuse Alliance, said, "We are thrilled to welcome Pennington Commercial, Red Deer Carpet One Floor & Home, Cincinnati Mosaic, and Element Contract to the Fuse Alliance family. Their

commitment to excellence and expertise in commercial flooring will amplify our collective capabilities, strengthening the power and reach of our network."

Gordon also commented on the remarkable growth of the Fuse Alliance network, remarking, "The addition of these outstanding contractors underscores the amazing growth and expansion of our network. We look forward to the opportunities ahead as we continue to strengthen our network and elevate the role of the flooring contractor in the commercial building industry."

***About Fuse Alliance:***

*Fuse Alliance is a member-owned organization of professional, commercial flooring contractors. With 171 companies in 250+ locations across the United States and Canada, the organization's member businesses represent approximately \$2.3 billion in sales and services. Fuse Alliance is made up of a unique network of flooring experts with a combined experience that spans flooring product knowledge, installation expertise, and a keen understanding of meeting the environmental requirements of today's market. Fuse Alliance's governing body is an executive Board of Directors made up of 12 member business owners. Through its member network, Fuse Alliance is dedicated to serving the North American market, and member businesses can be found throughout the United States and Canada.*