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PRESS RELEASE

Fuse Alliance Welcomes Eight New Members, Expanding Network Strength Across North America

Addition of Leading Commercial Contractors Reinforces Fuse Alliance's Commitment to Quality and Growth

October 20, 2025 – [Fuse Alliance](#), a leading network of commercial flooring contractors, today announced the addition of eight highly respected companies to its membership. This expansion significantly strengthens the network's presence and expertise across key markets in the Northeast, Southeast, Midwest, and Canada.

The eight new members are:

- **AJ Rose Carpets & Flooring** (Burlington, Natick, Lynnfield, and Needham, Massachusetts)
- **Circle Floors** (Everett, Massachusetts)
- **Floortrends, Ltd.** (Five Southeastern Ontario locations: Cobourg, Belleville, Bowmanville, Lindsay, and Peterborough, Canada)
- **Grigsby's Carpet, Tile & Hardwood** (Tulsa, Oklahoma)
- **Hadinger Flooring** (Naples, Florida)
- **Sarmazian Bros. Flooring** (Guelph, Waterloo, and Cambridge, Ontario, Canada)
- **Yates Flooring Center** (Lubbock, Amarillo, and Midland/Odessa, Texas)
- **Unity Flooring Solutions** (Huntsville, Alabama)

"We are incredibly pleased to welcome these eight outstanding organizations to the Fuse Alliance," said **Geoff Gordon, executive director of Fuse Alliance**. "Our strength as a network is directly tied to the quality of our members, and these companies represent the best in commercial flooring excellence. Their decision to join Fuse Alliance is a clear reflection of the value our collaborative platform delivers."

Gordon added, "This significant expansion—covering key growth markets in the U.S. and Canada—not only increases our collective footprint but also enhances the deep pool of shared knowledge and expertise available to every member. We look forward to working together to drive growth and set new standards of quality across the industry."

About Fuse Commercial Flooring Alliance

Fuse Commercial Flooring Alliance is a dynamic network of independent commercial flooring contractors. By leveraging collective resources and expertise, Fuse members benefit from enhanced business growth, increased profitability, and access to valuable industry insights. Through collaboration and shared best practices, Fuse members deliver exceptional flooring solutions to their clients. With 189 companies in 300+ locations across the United States and Canada, the organization's member businesses represent approximately \$2.3 billion in sales and services.