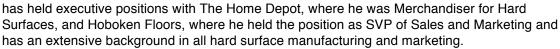# NOVALIS®
INNOVATIVE FLOORING

FOR IMMEDIATE RELEASE

Novalis® Announces Steve Ehrlich as New Vice President of Sales and Marketing

Formerly INVISTA Director of Hard Surfaces Global Business

TORONTO, January 16, 2018 – Novalis® Innovative Flooring announced that industry veteran Steve Ehrlich has joined its North American operations as Vice President of Sales and Marketing.

Ehrlich was most recently with INVISTA, where he directed new business activity for the STAINMASTER® brand in the hard surfaces flooring category. Prior to his post at INVISTA, Ehrlich has held executive positions with The Home Depot, where he was Merchandiser for Hard Surfaces, and Hoboken Floors, where he held the position as SVP of Sales and Marketing and has an extensive background in all hard surface manufacturing and marketing.

Steve added, "It is with great pleasure that I join Novalis®! They are one of the most innovative companies in our industry and are well matched to my abilities. I consider it a privilege to join the high caliber team and am looking forward to adding my capabilities to the TEAM!"

"We are extremely fortunate to find someone with Steve's qualifications and industry knowledge to take our brand to the next level," remarked John Wu, President and CEO for Novalis® Innovative Flooring. "He understands the LVT category and that expertise will be a real asset to our customers as we continue to grow our residential business."

Visit Novalis Innovative Flooring at SURFACES 2018 Booth 629.

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For more information, contact Julie Foster: 704-799-1111

Visit us at NovalisInnovativeFlooring.com and NovaFloor.us

About Novalis Innovative Flooring
Novalis is one of the largest producers of LVT flooring in the world. We make NovaFloor LVT, STAINMASTER® Luxury Vinyl, AVA® commercial LVT and other brands. Novalis was established in 1984 and distributes its LVT flooring in over 50 countries across six continents. All of our flooring is FloorScore® certified and carries Environmental Product Declaration®, Health Product Declaration®, Declare® labeling and GREENGUARD® Gold. Novalis is a member of NAFCD, the Resilient Floor Covering Institute, U.S. Green Building Council, World Floor Covering Association, MMFA and MLF.