



FOR IMMEDIATE RELEASE

Novalis[®] Innovative Flooring Announces 2017 NovaFloor[®] Distributor of the Year

***“Self’s Inc. has been one of our best NovaFloor[®] distributor partners.”
—Angie Alexander, National Sales Manager, Novalis Innovative Flooring***

TORONTO, February 12, 2018 – Novalis[®] Innovative Flooring announced at SURFACES 2018 that Self’s Inc., a Division of E.J. Welch Company, Inc., is its 2017 Distributor of the Year.

Self’s Inc. was established in 1938 with a mission “to be the nation’s best floor covering distributor.” Self’s carries the complete NovaFloor[®] LVT line throughout its Midwest service territory.

“We are fortunate to have a professional and dedicated distributor such as Self’s to represent our NovaFloor[®] line,” commented Mark Hansen, VP North America for Novalis[®]. “We owe much of our success to distributors like Self’s all across America.”

Shown in the photo are, left to right: Erik Landry, Territory Manager and Angie Alexander, National Sales Manager, Novalis[®]; Mitch Self and David Self; and Mark Hansen, VP North America, Novalis[®].



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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. AVA[®] is listed in mindful MATERIALS.