



FOR IMMEDIATE RELEASE

Novalis[®] announces E.J. Welch as a new NovaFloor[®] distributor

TORONTO, July 23, 2018 – E.J. Welch Company, a commercial and residential floor covering distributor founded in 1962, has added NovaFloor[®] by Novalis[®] Innovative Flooring. The distributorship offers flooring, installation supplies, tools and accessories to dealers and contractors throughout Missouri, Illinois, Indiana, and Wisconsin. Iowa, Kentucky, Kansas, and Oklahoma are covered by Self's.



E.J. WELCH COMPANY
SERVING THE FLOORING TRADE SINCE 1962

“We are very pleased to be represented by E.J. Welch throughout America’s heartland,” said Steve Ehrlich, VP of Sales and Marketing for Novalis[®]. “They are a leading floor covering distributor and it’s a great fit for our NovaFloor[®] line. We are excited about the potential for both our companies.”

“Whenever you talk about LVT, the one brand that keeps coming up is Novalis[®],” observed Michael Welch, President of E.J. Welch Company. “We like their quality and the range of LVT they have, from flexible to rigid core. This gives our dealers lots to work with in terms of LVT sales growth.”

For more information, contact Julie Foster: Julie.foster@novalis-intl.com

Visit us at NovalisInnovativeFlooring.com and NovaFloor.us

For more information about E.J. Welch Company, visit <https://www.ejwelch.com>

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[®] and SCS Indoor Advantage[®] Gold certified and carries Environmental Product Declaration[®], Health Product Declaration[®], Declare[®] labeling and GREENGUARD[®] Gold. Novalis[®] is a member of NAFCO, the Resilient Floor Covering Institute, U.S. Green Building Council, World Floor Covering Association, MMFA and MLF. AVA[®] is listed in mindful MATERIALS.