



FOR IMMEDIATE RELEASE

Novalis® Hires Kimberly Hill as New Director of Marketing and Creative Design

DALTON GA, January 28, 2019 – Industry leader Novalis® Innovative Flooring, recently named Kimberly Hill as Director of Marketing and Creative Design for its North American operations. Ms. Hill will be responsible for guiding all facets of marketing strategy for the Novalis® brand including retail, trade shows, media and social channels. Ms. Hill will report to the vice president of sales and marketing, Steven Ehrlich.



Ms. Hill has built a career in creative roles and brings with her more than two decades of industry knowledge. She is an experienced leader with an intuitive understanding of her customer and changing trends.

Most recently with Mohawk Home, she served as the creative director leading new product development for big box retailers like Target and Lowes. Prior to that, Ms. Hill has held leadership positions at Shaw Industries, Springs Global U.S. and Milliken & Company. She has a bachelor's degree in graphic design from LaGrange College in LaGrange, Georgia, where she graduated cum laude.

“We are excited to have Kim join our team as she will be an integral part of our company’s future,” said Steven Ehrlich.

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

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® and SCS Indoor Advantage® Gold 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.