



FOR IMMEDIATE RELEASE

## **Novalis® Selects Nate Hohenstein as Director of Strategic Accounts**

DALTON GA, February 4, 2019 – Industry leader Novalis® Innovative Flooring, recently named Nate Hohenstein as Director of Strategic Accounts for its North American operations. Nate will be responsible for guiding all facets of sales for NovaFloor® and other strategic accounts for Novalis®. Mr. Hohenstein will report to the vice president of sales and marketing, Steven Ehrlich.



Mr. Hohenstein's responsibilities will include working with Novalis® Regional Sales Managers to maximize and expand the NovaFloor® distributor network in North America.

Mr. Hohenstein joins Novalis® most recently from INVISTA® where he was responsible for the STAINMASTER® Hard Surface flooring product line. Prior to joining INVISTA® he also spent time at Armstrong Flooring and Newell Brands in positions of Sales Management, Trademark Licensing and Corporate Development.

"Nate brings extensive sales management experience to Novalis® and we are excited about him joining our team," said Steven Ehrlich.

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For more information, contact Julie Foster: [Julie.foster@novalis-intl.com](mailto:Julie.foster@novalis-intl.com)

Visit us at [NovalisInnovativeFlooring.com](http://NovalisInnovativeFlooring.com) and [NovaFloor.us](http://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.