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FOR IMMEDIATE RELEASE

TWO INNOVATORS IN CONCRETE PRODUCTS JOIN FORCES

Concrete Exchange to Offer the Full Schönox Product Array

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Concrete Exchange has partnered with HPS Schönox to provide the full line of Schönox subfloor products. Headquartered in the San Francisco Bay Area, Concrete Exchange will distribute Schönox moisture mitigation systems and primers, patching and smoothing products, floor leveling compounds, adhesives, and waterproofing materials. “Our design and innovation focus in the use of concrete for high-style décor elements has led us to consider other areas where that focus is of value for our customers,” explained Mike Heidebrink, CEO, Concrete Exchange. “The ability to support our customers’ flooring and subflooring projects via a partnership with Schönox was a natural and important extension of our business.”

Concrete Exchange was founded in 2002 by Fu-Tung Cheng, a designer and innovator in the creative use of concrete most notably with creative kitchen and bath countertops. From those beginnings, the company has greatly expanded and is now a full service supplier of materials to the decorative concrete restoration and resurfacing trades as well as concrete stains, sealers, overlays, and epoxy coatings. “Concrete Exchange is such a unique company combining the clear functional benefits of concrete products with an outstanding design focus that will fully address the subfloor challenges and design aspects of any flooring project,” commented Thomas Trissl, Principal, HPS Schönox. “The spirit of innovation in our two companies is a natural fit as Concrete Exchange expands its business opportunities and Schönox grows its West Coast distribution working closely together.”

“The Schönox self-leveling products will help our customers to start with a smooth, sound subfloor when completing a flooring project or when they are considering a creative finish without a floor covering at all,” explained Heidebrink. “We are expanding the creative solutions available in our marketplace forming a strong partnership with Schönox.” Concrete Exchange executives and technical staff have already visited the Schönox National Support Center in Florence, AL to exchange ideas with the Schönox team and to strategize business development ideas. “I am pleased to see the partnership of these two innovative companies coming together to support both the functional and creative aspects of the flooring industry,” commented Doug Young, Executive Vice President, HPS Schönox. “Concrete Exchange is really pushing creative boundaries in the décor sector and we are excited to work with them.”

About HPS Schönox

HPS North America, Inc., a division of TMT America, has partnered with Schönox[®] to be the sole importer of the complete Schönox product array to North America including primers & moisture mitigation systems, subfloor repair products, floor leveling compounds, adhesives, and waterproofing materials for installing all types of floor coverings. The trademark Schönox[®], with its unique problem solvers and product systems, was created for professional use.