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FOR IMMEDIATE RELEASE

SCHÖNOX IS EXPANDING PRODUCT DISTRIBUTION AND THE TECHNICAL RESOURCES TO SUPPORT IT

New Distributors and Technical Personnel Support HPS Rollout of Schönox Across North America

Florence, AL – June 18, 2012

HPS North America, Inc. (HPS) announced that they have added two new strategic distribution partners. Commercial Flooring Distributors in Debarry, FL and Hiline Unique Flooring in Minneapolis, MN are the latest distributors to join the Schönox product network that is growing steadily across North America. HPS is also making moves to support its growth with additions to its team of Subfloor Preparation Specialists. Russell Wright has joined this important team to help customers better understand the benefits of the full range of Schönox products. HPS has a rapid growth plan in place for distribution partners and technical assistance teams.

Commercial Flooring Distributors (CFD) joins the Schönox network with over 100 years of combined flooring experience, providing quality commercial flooring products and best-in-class customer service in the state of Florida. CFD has built its reputation on quality work, service, and consultation, but more importantly the trust it has developed with customers over the past decade. “The distribution partnership with HPS allows CFD to provide our customers with some of the most respected subfloor products in the world,” remarked Arden Kelly, CFD’s president. “I’m delighted that HPS has brought Schönox products to North America.”

Hiline Unique Flooring specializes in the A&D, interior designer, and contractor community making it a premier source for floor coverings. The strategic partnership with HPS now allows Hiline to expand its flooring offering to include subfloor products. “Providing Schönox subfloor products in addition to our other product offerings made strong business sense,” commented Steve Hagen, Hiline’s president. “The strength of the Schönox brand and its parent company, AkzoNobel, throughout Europe made this partnership the perfect choice for Hiline.”

“With all the excitement surrounding the Schönox entrée into the North American market, I am excited to welcome Hiline and Commercial Flooring Distributors to the Schönox and HPS family,” remarked Enos Farnsworth, National Sales Director for HPS North America. “I look forward to working with both companies closely to introduce Schönox innovative subfloor products into a market where we have seen little or no change in decades.”

Russell Wright joins HPS as its newest member of the Subfloor Preparation Specialist group. Wright has a strong background in providing support and consultation in the commercial flooring arena. “I’m delighted to join HPS and to work with Schönox products,” explained Wright. “The extensive research and development that goes into these products far exceeds the efforts going into competitor products in our category.” Wright joins a growing team dedicated to supporting the technical needs of Schönox clients in the field.

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“We are really excited by the enthusiasm, professionalism, and in-the-field expertise that Russell is bringing to our efforts,” commented Farnsworth. “He is just the caliber of individual that we want pulling up to a job site in an HPS vehicle.”

HPS North America, Inc. has partnered with Schönox® a global brand of AkzoNobel to bring a complete assortment of products to North America including moisture mitigation systems, primers, leveling compounds and adhesives for installing all kinds of floor coverings. The trademark Schönox®, with its unique problem solvers and product systems is created for professional craftsmen.