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FOR IMMEDIATE RELEASE

SCHÖNOX HOLDS 1ST ANNUAL STRATEGIC PLANNING CONFERENCE

Distributors from Across the US Gather at Schönox Support Center for Three-Day Event

Florence, AL – October 27, 2015

Schönox held its first annual conference for all of its distribution partners to discuss strategy and long term planning. Just as important to Schönox was the chance for distributors from all across the US to meet one another, discuss opportunities, share ideas, and build relationships that will help them as well as their customers.

“I was delighted to have the entire Schönox team and our business partners together to learn from each other, talk about how Schönox can best support what they are doing with their customers, and to better unify what we are all doing nationwide,” explained Thomas Trissl, Principal, HPS Schönox. “We are growing quickly together and with that growth strong communication and partnerships are both so important.”

Conference attendees participated in presentations regarding the flooring industry, growth sectors in the economy, trends inside and outside of the flooring category, marketing initiatives, and many other topics. “The conference was a unique opportunity to exchange ideas and plan for growth,” commented Tony Roberto, COO & Owner of CDC Distributors, Inc. “The momentum was strong; I wasn’t ready for the event to wrap up.”

In addition to the sharing of market research and strategic ideas, the attendees held discussions in small and whole group formats. “It was inspiring to spend time with a group of talented entrepreneurs, business owners, and professionals who are working to grow their businesses and support their customers in new and evolving ways,” remarked Kevin Jablon, President, Spartan Surfaces. “We are seeing strong growth prospects and pathways to work with Schönox and to work together.”

Celebrity John Ratzenberger spoke to the group and spent a day with attendees discussing his interests in workforce training and expanding opportunities as well as the need to foster and encourage entrepreneurialism in the US. “The preparation and support of a skilled American workforce that is ready to tackle sophisticated manufacturing careers and artisan-level trades are areas that are important to me,” remarked Ratzenberger. “I was impressed by the commitment that I heard expressed again and again at the conference regarding the critical importance of the hard working flooring installers and contractors with which the distributors work.”

Dean Thompson, President of the Resilient Floor Covering Institute (RFCI), presented a comprehensive overview of the steps that his organization is taking to support the rapid growth of the LVT flooring category as well as where strong opportunities will likely develop in the coming year. Attendees got a chance to tour the new Schönox Training Center, review new subfloor technologies, and get a look at Schönox products that are still in the research and development phase.

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“The combination of strong business partners, great products, and thoughtful planning geared toward better serving flooring contractors, installers, and end users was certainly the central theme of the Schönox conference,” explained Doug Young, HPS Schönox Executive Vice President. “Our thanks to all of our distribution partners, Dean Thompson, John Ratzenberger, and the Schönox team; we are already planning to get together much sooner than annually so our efforts can be coordinated and discussed.”

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.