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FOR IMMEDIATE RELEASE

FUSE ALLIANCE WELCOMES HPS SCHÖNOX AS A PREFERRED SUPPLIER

Full Line of Schönox Subfloor Products Now Available to Fuse Alliance Members

Aurora, CO - July 16, 2013

HPS Schönox is partnering with Fuse Alliance to supply their member-owned network of professional flooring contractors with a full line of subfloor products. The Schönox product series includes primers, repair mortars, floor leveling compounds, and adhesives. “We are very excited to add HPS Schönox as a preferred supplier to the Fuse Alliance,” commented Ron Lee, executive director of Fuse Alliance. “Their leadership understands the value of the professional flooring contractor, and how together we can mutually provide solutions to substrates we currently don't have available.”

The association with Fuse Alliance solidifies the working relationship with HPS Schönox to supply members with a full line of subfloor products engineered to achieve smoother floors with faster installation processes that save time for installers and facility owners alike. “Schönox is bringing state of the art subfloor products to the industry stemming from continuous research and development efforts,” explained Enos Farnsworth, president of HPS North America, Inc. Among the products generating the greatest interest are Schönox AP and APF, self-leveling compounds with enhanced characteristics not seen before in the flooring industry. Designed with renovation projects in mind, these unique products can go over many damaged, uneven, or critical substrates setting up at an incredible minimum compressive strength of 5400psi. Both Schönox AP and APF are synthetic gypsum based made from the by-product of the process used to purify emissions from power plants. Fortified using a special conversion method, synthetic gypsum is far superior to traditional gypsum-based products.

“Fuse Alliance has a strong environmental platform with its goal to eliminate waste going to landfills,” said Karen Bellinger, HPS Schönox Business Development. “Many times our products can turn demolition projects into renovation efforts, dramatically decreasing subfloor waste.” Schönox self leveling products are often applied over challenging substrates with residual carpet glue, damaged ordinary gypsum products, and cracked, uneven subfloors eliminating the need to remove and dispose of the subfloors that are in place.

“The partnership between Fuse Alliance and Schönox brings two organizations together with very similar strategic objectives,” remarked Farnsworth. “We both want to help flooring contractors to grow their businesses with technologically advanced products that will enhance each project they complete; our Schönox Roll and Go™ is a great example.” Schönox Roll and Go™ is a rollable acrylic adhesive for use with luxury vinyl tile applied from a standing position. The product comes as an integrated kit containing everything that is needed to use the product. Floor installation can begin fifteen minutes after application. Tiles are bound immediately, can be walked on right away, and bear loads immediately.

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HPS Schönox joins a select group of manufacturers currently part of Fuse Alliance that includes the industry's most recognized brands of commercial flooring, accessories, and installation products.

About HPS Schönox

HPS North America, Inc. has partnered with Schönox® a global brand of AkzoNobel to bring a complete assortment of products to North America including primers, repair mortars, floor leveling compounds, and adhesives for installing all types of floor coverings. The trademark Schönox®, with its unique problem solvers and product systems is created for professional craftsmen. If you would like more information about this topic, or to schedule an interview with Enos Farnsworth or Karen Bellinger, please call Dena Hagen at 855-391-2649 or email her at dhagen@hpsubfloors.com. Our corporate office is located at: 515 Wilhite Street, Florence, AL 35630. We welcome the opportunity to talk with you.

About Fuse Alliance

Fuse Alliance is a member owned network of professional commercial flooring contractors located throughout the United States. The organization's goal is to increase the flooring contractor's value in the supply chain, and ensure that these values are continually enhanced to support its customers and suppliers. The basic business principle is to provide its member owners programs, services and additional income unavailable as a standalone independent company. Example programs and services include marketing, advertising, cost management, recruiting and training. Fuse Alliance has Member Owners in all major, most secondary and some tertiary markets throughout the U.S. To learn more about Fuse Alliance, please visit www.fusealliance.com.