



For Immediate Release

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WILLIAM M. BIRD PARTNERS WITH FORBO FLOORING SYSTEMS

April 4, 2018 -- Charleston, South Carolina – William M. Bird announced it has entered into an agreement with Forbo Flooring Systems to exclusively distribute its natural linoleum floating panels and squares, Marmoleum® Click Cinch Loc, as well as other non-linoleum products. This landmark partnership is Forbo’s first venture into selling through professional, first tier distribution in the US.

Robert Hagood, president of William M. Bird said, “Forbo is the global leader in commercial flooring and we are honored they chose us to be their first distribution partner. We believe their longstanding presence in our market, along with our customer relationships, will secure Forbo as the foundation to our commercial specification sales efforts.” He continued, “We are excited that Forbo’s wide array of products will create many new sales opportunities for our customers.”

Denis Darragh, vice president of Forbo Flooring Systems stated, “William M. Bird is one of the leading flooring distributors in the nation and we are excited by the partnership that will bring greatly increased support in the market for our Marmoleum Click Cinch Loc product, as well as introduce additional options from our broad product portfolio to the market”.

Forbo will continue to sell Marmoleum Cinch Loc directly to its buying group partners, home centers, and internet partners, while William M. Bird will service all other customers with this product. In addition, William M. Bird will distribute Forbo’s heterogenous vinyl sheet, homogeneous vinyl, acoustic vinyl, and commercial loose lay vinyl products as well. Forbo products will be available to William M. Bird customers throughout the Southeast including: Virginia, North Carolina, South Carolina, Georgia, Alabama, Tennessee and the Florida panhandle.

Headquartered in Charleston, SC, William M. Bird has been providing customers with outstanding products and services since 1865. Today, William M. Bird distributes the best floor covering in the industry. The company is proud of its 150-year history of providing exceptional customer service, superior logistics, and innovative business solutions. For more information on William M. Bird, please visit www.wmbird.com.

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