



For Immediate Release

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WILLIAM M. BIRD ANNOUNCES PARTNERSHIP WITH BEAUFLO

March 16, 2018 -- Charleston, South Carolina – William M. Bird announced today that it will partner with Beauflor® to distribute its brand of residential and commercial vinyl flooring in the Southeast. The new product offering will be available throughout William M. Bird’s entire territory including Virginia, North Carolina, South Carolina, Georgia, Alabama, Tennessee, and the Florida panhandle.

Maybank Hagood, CEO of William M. Bird said, “We are proud to partner with Beauflor and align with a manufacturing company that shares our vision and values.” He continued, “We are very excited to offer our customers high quality, beautifully designed, and profitable new options in vinyl flooring. Our entire team is very impressed with the Beauflor line and we are confident our customers will be, as well.”

Beauflor USA is a division of the Beaulieu International Group (BIG), a family-owned, vertically integrated granule, technical textile and flooring manufacturer headquartered in Belgium. Beauflor, based in Cartersville, Georgia, is a leader in the US resilient market, and started manufacturing state-of-the-art fiberglass sheet vinyl, domestically, in 2016.

Johnny Barnes, General Manager of Beauflor said, “The partnership of William M. Bird and Beauflor will create a best-in-class sales, service and manufacturing relationship in the Southeast. We are aligned in our commitment to deliver high quality and beautiful resilient flooring solutions that provide value to our customers.”

In support of the new product launch, William M. Bird will provide merchandising, marketing materials, and product knowledge training to its customers. Beauflor is the first of many new partnerships that William M. Bird will be announcing over the next few weeks.

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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