



## For Immediate Release

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### **WILLIAM M. BIRD PARTNERS WITH AMERICAN BILTRITE**

**May 24, 2018 -- Charleston, South Carolina** – William M. Bird announced today it will partner with American Biltrite to distribute its UltraCeramic engineered stone line throughout the Southeast. William M. Bird will be launching UltraCeramic to its customers in June 2018.

Maybank Hagood, CEO of William M. Bird said, “We are extremely excited about this new partnership. Not only is UltraCeramic a high-quality product that will provide great value to our customers, but American Biltrite is a reputable company that enjoys a long history much like our own.” He continued, “We believe our customers will be greatly impressed by this high-performing, easy to install, and beautifully designed collection of engineered stone.”

Jean-Pierre Benoit, Vice President General Manager of American Biltrite’s flooring operation commented, “We are proud to be associated with William M. Bird. Their reputation speaks for itself. I am confident that our already successful UltraCeramic will benefit not only William M. Bird, but also their customers. We look forward to success with both the product and the relationship with William M. Bird.”

Founded in 1908, American Biltrite Ltd. has been owned and managed by the Marcus family for over one hundred years. In 1913, the American Biltrite plant in Sherbrooke, Quebec Canada opened its doors and continues to thrive with a team dedicated to the highest standards of quality and service. American Biltrite demonstrates a sincere commitment to consistently exceed expectations for quality while safeguarding the environment.

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](http://www.wmbird.com)

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