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AVAIRE™ CLOSES GAP IN NORTHERN US; MOVES INTO CANADA

With the addition of four new distributors, the Avaire porcelain tile system is now available across the entire northern tier of the United States as well as Canada.

“Our growth has been phenomenal,” says Vice President of Sales and Marketing Rob Tarver. “Avaire’s coverage in the US has grown to 85% since the beginning of 2009, and with the addition of Stevens Omni Inc and Buckwold Western, we now cover Canada.” .

All four of the new additions are leaders in flooring product distribution in their territories: Belknap White Alcco in New England and upstate New York; Wanke Cascade in Washington, Oregon, Idaho and Montana; Buckwold Western in British Columbia, Alberta, Saskatchewan and Manitoba; and Stevens Omni Inc. in Mississauga, Calgary, Montreal, Quebec and Nova Scotia.

Avaire has become increasingly popular with installers because it is a completely floating tile system, which makes it faster and more convenient than installing tile using traditional methods. Each tile is high-quality porcelain mounted on a plastic base with interlocking tabs on all four sides. The non-skid base is self-leveling and can be installed over existing hard surfaces. It also serves as built-in underlayment, and the tabs provide precise spacing for trouble-free, same-day grouting.

“Because the flooring industry is moving toward floating floors, more retailers are turning to Avaire,” says Tarver. “As the only floating tile system on the market, it has tremendous appeal for distributors, installers and end users alike.”

Located in Omaha, Nebraska, CoMc LLC is the manufacturer of Avaire interlocking porcelain tiles used in both residential and commercial structures. CoMc’s customers include major distributors, general contractors and flooring professionals. To learn more about Avaire, visit www.avairefloors.com.