



Fishman Flooring Solutions
6301 E. Lombard Street
Baltimore, Maryland 21224

Contact: Nicole Robinson
Phone: 410-387-8926
nicole.robinson@lfishman.com

Press Release

Fishman Recognized by Starnet

Members for Distribution Excellence

BALTIMORE, MD., January 9, 2024 – Fishman Flooring Solutions, a leading distributor of flooring and flooring installation supplies, has been recognized by Starnet as a top-10 distributor based on a recently completed, comprehensive Starnet survey. Fishman is the sole East Coast independent flooring and flooring installation supplies distributor in the Starnet top 10, according to the survey.

“This recognition by the Starnet members, who are many of the top flooring installation contractors in North America, is a validation of Fishman’s customer-centric marketing strategy,” said Greg Vale, Fishman vice president of sales and marketing. “The key to our strategy is to stock products in the majority of our 40 Fishman locations that are produced by our 19 vendors preferred by Starnet. This gives Starnet commercial flooring contractors across our footprint access to the flooring installation products they need when and where they need them, so that they can complete their installation projects on time and on budget.”

Recognizing the pivotal role that distribution plays in its members’ success, Starnet undertook its inaugural distributor-related survey in 2023 to better understand the dynamics of the distribution channel. The survey focused on the services provided by distributors and their value to flooring installation contractors in the marketplace. According to the cooperative, a total of 134 Starnet members participated in the survey, evaluating 74 distributors across the United States and Canada.

Starnet is a commercial flooring contractor cooperative with approximately 170 members serving markets across North America. It was founded in 1992 to enhance the success and profitability of its member companies. Starnet’s partnerships with top flooring manufacturers drive customer value and industry improvements, offering financial incentives to members for marketing effectiveness and sales success.

Fishman Flooring Solutions, headquartered in Baltimore, Maryland, is the “Solutions Provider” distributor of flooring and flooring installation products. It has approximately 265 employees and 40 branches serving Alabama, Delaware, Georgia, Indiana, Kentucky, Maryland, New Jersey, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Virginia, West Virginia and the District of Columbia. The firm, a division of L. Fishman & Son, Inc., distributes more than 26,000 products for more than 150 vendor partners. For more information, please go to www.lfishman.com.