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## Press Release

### **Fishman Flooring Solutions Names Rob Hoffman Regional Manager for the Midwest Region**

BALTIMORE, MD., January 3, 2018 – Fishman Flooring Solutions, a leading distributor of flooring and flooring installation products, has named Rob Hoffman regional manager for the its Midwest Region. In his new role, Hoffman is responsible for day-to-day oversight of nine business managers and 11 branch locations in Kentucky, Ohio and western Pennsylvania.

Hoffman was previously director of Fishman’s ADF team, whose members consult with architects, designers, facility managers and others to provide solutions to flooring project challenges. Hoffman will replace Jim Reisker, who becomes Fishman’s business manager for parts of western Pennsylvania and eastern Ohio.

“Rob Hoffman exemplifies the leadership qualities we focus on developing at Fishman,” says Bob Wagner, president and CEO of Fishman Flooring Solutions. “He has extensive experience in the flooring industry, is highly knowledgeable about our customer base and products, and understands our firm’s culture and the emphasis we place on delighting the customer. He’s the right choice to take our growth in the Midwest Region to an even higher level, filling the shoes of Jim Reisker, who has done an outstanding job managing the region for nine years.”

Hoffman joined Fishman in 2008, when the firm purchased Clark Flooring, where he was previously employed. He began his career in the flooring industry in 1982 with Graffam Floors in Pittsburgh, Pennsylvania. Hoffman is a graduate of the University of Innovative Distribution at Purdue University. He and his wife Terri reside in Pittsburgh, Pennsylvania.

Reisker also joined Fishman in 2008 with the Clark Flooring acquisition. He began his career at Clark Flooring in 1992.

*Fishman Flooring Solutions, headquartered in Baltimore, Maryland, is the “Solutions Provider” distributor of flooring and flooring installation products. It has approximately 215 employees and 35 branches serving Delaware, Georgia, Indiana, Kentucky, Maryland, New Jersey, 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 36,000 products for approximately 75 vendor partners. For more information, please go to [www.lfishman.com](http://www.lfishman.com).*