



Fishman Flooring Solutions
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Press Release

Fishman Flooring Solutions Adds Water-Resistant Laminate Floors to Landmark Interiors Line

BALTIMORE, MD., February 27, 2023 – Fishman Flooring Solutions, a leading distributor of flooring and flooring installation supplies, will add *Sawgrass* and *Tidewater* water resistant laminate floors for residential spaces to its Fishman Landmark Interiors family of products effective March 1, 2023.

“At Fishman, we emphasize listening to the needs of our customers and the end users of our products,” said Greg Vale, Fishman vice president of sales. “We learned that there was a need in the marketplace for water-resistant laminate flooring for spaces like kitchens, bathrooms, laundry rooms, and other indoor areas that may experience elevated levels of moisture. We think our *Sawgrass* and *Tidewater* laminate floors, which are durable; easy-to-clean; have improved acoustic properties; are priced competitively; and are made in the U.S.; will meet or exceed the expectations of the marketplace and set a new standard for water-resistant laminate flooring.”

Fishman introduced its Landmark Interiors line of branded products in January 2022 in response to research that showed that its customers wanted to buy more finished flooring from the company. The brand initially included the company’s lines of engineered hardwood flooring, luxury vinyl tile, and sports flooring for both residential and commercial markets.

The company is relying heavily on on-line marketing to reach customers. Its dedicated Landmark Interiors website, <https://landmarkinteriors.us/>, targets homeowners, retailers, builders, and commercial contractors with a dealer locator tool; a digital catalog of Landmark Interiors products; and expert installation and maintenance advice.

Fishman Flooring Solutions, headquartered in Baltimore, Maryland, is the “Solutions Provider” distributor of flooring and flooring installation products. It has approximately 265 employees and 39 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.