



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

Contact: Bob Wagner
Phone: 410-633-0066 x1502
Robert.Wagner@lfishman.com

Press Release

Fishman Flooring Solutions to Introduce

Fishman Landmark Interiors Branded Products

BALTIMORE, MD., November 8, 2021 – Fishman Flooring Solutions, a leading distributor of flooring and flooring installation supplies, will introduce its own line of branded flooring products at its virtual annual sales meeting January 18-20, 2022. Fishman Landmark Interiors will be the new umbrella brand for the company's lines of engineered hardwood flooring, luxury vinyl tile and sports flooring for both residential and commercial markets.

"We are strategically changing how we bring our exclusive flooring products to market," said Greg Vale, Fishman vice president of sales. "We believe decision makers in the residential and commercial marketplaces will associate Fishman Landmark Interiors products with the qualities and values that have been attributed to Fishman Flooring Solutions for more than 102 years: integrity, quality, reliability and dependability. Our goal is for Fishman and Landmark Interiors to be the ultimate destination for all of our customers' flooring needs."

Fishman research has shown that its customers want to buy more finished flooring from the company, according to Vale. To meet that need, the company will make its Fishman Landmark Interiors products readily available throughout its footprint, giving it a competitive advantage in today's fast-paced construction environment.

Fishman will rely heavily on on-line marketing to reach customers. It will have a dedicated website, *landmarkinteriors.us.*, which will feature a dealer locator tool; a digital catalog of Fishman Landmark Interiors products; as well as a tool to help end-users visualize how Fishman Landmark Interiors products will enhance the indoor spaces where they are used. The company will also actively market Landmark Interiors on social media and will place prominent displays at flooring retailers.

Fishman Flooring Solutions, headquartered in Baltimore, Maryland, is the "Solutions Provider" distributor of flooring and flooring installation products. It has approximately 245 employees and 38 branches serving Alabama, 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 26,000 products for more than 150 vendor partners. For more information, please go to www.lfishman.com.