



What You Stand On Is What We Stand For

METROFLOR ANNOUNCES 2021 DISTRIBUTOR PERFORMANCE AWARDS

NORWALK, CT, Feb. 10, 2022 – Metroflor Corporation has bestowed its annual Distributor Performance Awards, the “best of the best” accolades for 2021.

- President’s Award, to the distributor demonstrating the most loyal, supportive effort towards Metroflor’s products, sales and marketing initiatives– Reader’s Wholesale Distributors, Ltd.
- Visionary Award, who best embraced Metroflor’s brands and products with innovative marketing - Gary Rudebeck and Gene Corvino, William M. Bird, Inc.
- Genesis Distributor of the Year, for the largest total sales volume of Genesis Waterproof WPC – Tri-West, Ltd.
- Paramount Award, for the largest total sales volume across all brands – Tri-West, Ltd.
- Metroflor Dryback Distributor of the Year, for the largest total sales volume of traditional glue down LVT – Adleta Corporation
- Inception Distributor of the Year, for the largest total sales volume of Inception Waterproof SPC – Herregan Distributors
- Provident Rigor Distributor of the Year, for the largest total sales volume of Provident Rigor SPC floors – Ohio Valley Flooring.
- Eastern Region Sales Champion – Larry Truelove, William M. Bird, Inc.
- Midwest Region Sales Champion – Larry Roder, Herregan Distributors
- Southwest Region Sales Champion – Ken Clayburg, Reader’s Wholesale Distributors, Ltd.
- Western Region Sales Champion – Shari Makinodan, Tri-West, Ltd.

Said Metroflor President Russ Rogg, “We applaud all our distributor partners for their 2021 achievements especially considering the challenges with the supply chain resulting from the pandemic. They barely skipped a beat, and we applaud their resilience. As we recognize them for their achievements during 2021, we’ve collectively set the stage for what should be continued growth in 2022.”

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