



What You Stand On Is What We Stand For

## **WILLIAM M. BIRD BECOMES SOLE DISTRIBUTOR IN FLORIDA FOR METROFLOR**

NORWALK, CT, July 6, 2021 - Russ Rogg, president of Metroflor Corporation, announced that its longtime distributor William M. Bird & Co. will become the single source for all Metroflor products in Florida beginning July 19, 2021. This will expand the distributor's territory across most of the Southeast with increased customer service, sales and inventory for the state of Florida.

Said Gene Corvino, President of William M. Bird & Co., "I am extremely excited to expand our partnership with Metroflor into the entire state of Florida. Our sales leadership and entire sales and support teams are 'All-In' on delivering a truly exceptional experience for the Florida customers and the Metroflor organization."

According to Kevin Parker, Metroflor's District Sales Manager/Technical Sales, "We are enthusiastic about extending William M. Bird's logistics excellence into new territory for Metroflor within a key market for our mutual growth."

"Over the past number of years, William M. Bird has emphasized expanding Metroflor portfolio of products backed by deep inventories, exemplary sales support and a frictionless buying experience for their dealer audience," said Rogg. "We are excited to have them extend their coverage to the state of Florida. We believe this is good for Metroflor, for William M. Bird and also the dealers that wish to support Metroflor products throughout the Mid-Atlantic and Southeast Regions of the United States."

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