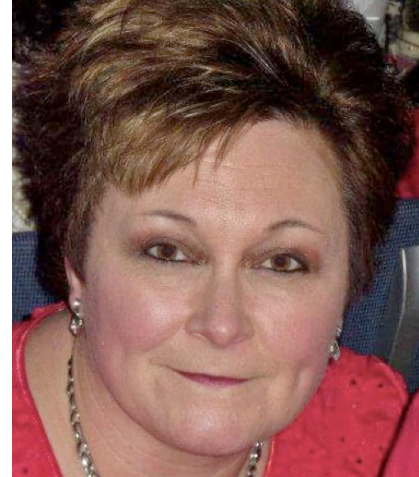


FOR IMMEDIATE RELEASE

Melissa Quick to head product development and marketing for AVA brand

TORONTO, Ontario, April 27, 2017 – Melissa Quick has joined Novalis Innovative Flooring as the new Commercial Product & Marketing Manager for the AVA LVT Brand.

“Melissa brings over 30 years of experience with an extensive background in national accounts customer service, relationships with designers across the country, brand marketing, and LEED expertise,” said Mark Hansen, VP North America for Novalis. “Our commercial customers will most certainly benefit from her tremendous depth of talent, leadership and experience.”



Ms. Quick will lead product and marketing development for AVA, the fast-growing Novalis brand targeted to commercial markets. AVA was introduced in 2015 and is adding more collections and expanding its reach in 2017.

“I am so excited about getting the opportunity to work for Novalis. They are a great company who has positioned themselves to make a major impact on the ever-changing market by offering quality products, great service and a selection of flooring beyond compare,” observed Ms. Quick.

More can be learned about AVA at <http://avaflor.com>

Visit our other websites:

<http://novalisinnovativeflooring.us>

<http://novafloor.us>

About Novalis Innovative Flooring

Novalis Innovative Flooring makes AVA® Commercial LVT, NovaFloor® LVT, STAINMASTER® Luxury Vinyl Flooring, and other brands. Novalis began in 1984 and is a true international specialist in LVT. Novalis products are distributed in over 50 countries across six continents. Novalis is a member of NAFCD, the Resilient Floor Covering Institute, U.S. Green Building Council, WFCB, MMFA and MFA. Its products have been certified by FloorScore, AgBB/DIBt (Germany), Emissions In The Air A+ (France), American Society for Testing and Material (ASTM), Conformite Europeene (CE) and REACH, and carry EPD, HPD and Declare labeling.