

## **Signature Sports Flooring Adds Hardwood Sports Flooring**

July 21, 2010, New York, NY –Signature Sports Flooring (<http://www.signaturesportsflooring.com>) one of the world's largest manufacturers of modular and resilient flooring systems, has introduced the SignaWood™ line of Beechwood hardwood sports flooring. This flooring installs in about one-third the time of a typical maple floor, is more environmentally friendly, and has a longer lifespan.

“We felt that to be competitive in today's environment, we needed to offer not just the latest in synthetic and resilient sports flooring, but also a complete line of the latest in hardwood flooring” said Seth Gordon, Director of Business Development at Signature . “We already have a complete line of modular and resilient flooring, it was only natural to enter the hardwood arena,” Gordon added.

Signature Sports Flooring offers poured flooring and rolled vinyl flooring for gymnasiums and multi-purpose rooms, black and multi-colored rubber flooring for weight rooms and other general purpose areas, traction flooring for wet areas and kitchens, and modular interlocking flooring for a variety of uses. SignaWood Beechwood sports flooring is the latest addition to Signature's sports flooring options.

“We want to be a one-stop-shop for our customer and now have the capability of addressing nearly any facility's complete flooring requirements” said Arnon Rosan, Signature's President and CEO. “We have a complete in-house installation team that travel's nationwide for installations. This ensures that installations meet our stringent quality standards and that the customer deals with a factory technician rather a subcontractor - who may or may not have the same level of experience” added Mr. Rosan.

Signature's hardwood line consists of flooring that is pre-finished using the highest quality finishing methods, thus ensuring a high quality and long lasting protective coat. SignaWood™ meets all relevant slip resistance tests for professional level play. The line includes a full range of thicknesses, colors, and finishes and games lines are directly applied using specialized paints developed exclusively for sports flooring applications. SignaWood™ is available with several different types of sleeper undercarriage systems that provide optimal shock resistance and ball bounce and that meet US and International standards.

“Signature Sports Flooring's experienced team will be with the customer from project inception until project completion and everything in between” said Eric Hochman, Signature's Senior Vice President. “We take pride in our personalized approach, developing the relationship with the customer, and ensuring that they are kept informed at every juncture” added Mr. Hochman.

“In the end, it’s about customer satisfaction over the long haul” said Seth Gordon. “We want to change the way customers interact with the manufacturer and allow them a more direct channel to both save money and improve the final product,” Gordon added.

Signature Sports Flooring and SignaWood™ are available nationwide directly from the manufacturer or through a series of factory representatives.

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