

MEDIA CONTACT:

Angie Law Marketing Director Signature

alaw@signatureflooring.com

706.270.5799, ext.5617

www.signatureflooring.com

SIGNATURE FLOORING CELEBRATES 25 YEARS

DALTON, GEORGIA – July 1, 2023 - Signature Flooring has a rich history of service, innovation and creativity. Since its founding in 1998, Signature has been providing client's properties with boutique custom broadloom carpet and rugs designed specifically for public space and guest room environments. Over the last 25 years, that focus has taken the company from boutique to nationally recognized brands offering the best in customer care and world class carpet design.

"Flooring and flooring design have always been our passions," says Angie Law, Director of Marketing. We combine these with a personalized approach and concierge-level of service with our customers - helping them create signature designs for extraordinary spaces. Our creative and collaborative culture motivates our people to offer exceptional service, which in turn creates a strong sense of community and loyalty among our employees and clients."

Along with the market, Signature Flooring has continued to evolve over the past decades, adapting ever-changing technology to match clients' needs. A major transformation occurred in 2001, when the rapidly growing company found the Peebles family who provided the additional investment needed to support the rapid growth and integrated Signature into their portfolio of businesses. This enhanced their legacy of leadership, community and customer focus Signature still carries today.

Signature's business continues to thrive because they readily adapt to the ever-changing world of technology. For example, Signature was the first in the industry to have a ColorPoint machine and worked closely with the tufting manufacturer to develop and commercialize this technology. ColorPoint ensures high definition and clarity with pattern detail and color while giving styling flexibility and cost savings to the customer.

In 2017, Bobby Berrier was named CEO & President of Signature. Bobby's leadership, extensive knowledge and experience in the flooring industry and his charisma for life made him the perfect fit.

In 2018, Signature rebranded through a discovery of what the brand should be and where they were going. With their strength in hospitality and senior living segments and the anticipation of flooring products to come, it was clear they would move from Signature Hospitality Carpets to Signature Flooring, repositioned them as a total solutions provider for their customers. As client's visions and expectations for

flooring has become more important in their own design story, in that same year Signature expanded its product portfolio to include LVT and carpet tile, and broadened their color bank in solution dyed nylon becoming a total solutions provider for their client's needs. This also brought about the rebranding and messaging of their new website and introduction of social media platforms to the business. In 2020, Signature launched an interactive design and color tool called Signature Spark that allows customers to create and visualize custom flooring for broadloom and carpet tile.

Because of a shift in design trends to hard surface flooring and meeting customer needs, Signature continued to lead in the flooring industry, with United Surface Solutions (USS), a Peebles family company. Signature was one of the first to have an LVT manufacturing facility in the USA, proving for further investment in the flooring industry and allowing them to satisfy their customers evolving needs.

For the hospitality, senior living and multifamily industries, Signature continues to introduce beautiful custom collections, curated/personalized customs, broadloom carpet, carpet tile, rugs, running line options, entryway systems, hard surface and their SignatureNOW program for time sensitive projects.

"From the beginning, Signature has been about "relationships." Knowing the importance of effective communication and constant collaboration, Signature finds these things create a strong sense of community and loyalty among our employees and our clients." Bobby Berrier, CEO & President Signature Flooring

Their creative and collaborative culture is customer-focused, motivating them to take pride in what they do - truly helping clients to see their design vision become reality. Signature's core philosophy centers on taking care of their clients and their people.

"We are a company not a corporation," explains Bobby Berrier, CEO & President of Signature Flooring. "Every order matters. Every customer matters and every person at Signature matters."

This month, as Signature Flooring celebrates its 25th year in business, they are reflecting on their remarkable journey and looking forward to finding new ways to do what they do best: deliver sophisticated products that fit customers' style, ignite their creative expression and meet their day-to-day needs.

About Signature

Signature Flooring is an industry leader focused solely on helping clients create extraordinary hospitality, senior living and multifamily spaces with unique flooring solutions that expand each client's vision. The vertically integrated manufacturer offers custom carpet, broadloom carpet, carpet tile, rugs, entryway systems, LVT and accessories. Through creative styling, excellent custom design capabilities, a spirit of innovation and the highest quality of service. Signature Flooring makes signature spaces a reality. For more information about Signature products, please call 800.809.7086 or visit www.signatureflooring.com