



FOR IMMEDIATE RELEASE

Stacy Garcia Studio and Signature Flooring Announce Exclusive Licensing Partnership to Revolutionize Hospitality Flooring

Dalton, GA — November 12, 2023 — Signature Flooring and Stacy Garcia Studio, proudly announces a groundbreaking multi-year licensing partnership. Stacy Garcia Studio, based in Nanuet, NY and Signature Flooring based in Dalton, Georgia. This collaboration marks a milestone in the hospitality design industry as it introduces a comprehensive designer flooring solution. The inaugural collection is set to make its debut at BDNY 2024 and will encompass public space carpet, guest room carpet, carpet tile, and hard surface flooring.

Stacy Garcia, Chief Inspiration Officer of Stacy Garcia Studio, expressed her enthusiasm for the partnership, stating, "Signing with Signature was a natural choice because they possess exceptional manufacturing capabilities, offering not only broadloom carpet but also carpet tile and hard surface SPC flooring. Their vast manufacturing capabilities will empower us to craft a truly unique and innovative holistic collection for the industry."

Stacy Garcia Studio is widely recognized for its trend-forward designs and innovative color stories tailored for the hospitality and commercial markets. With a reputation for producing cutting-edge and distinctive design solutions, this partnership will undoubtedly be a great benefit to the design industry.

Signature Flooring, a well-known name in the flooring industry, has long been known for its rich history of service, its strength in custom carpet design, and commitment to innovation. Bobby Berrier, President, and CEO of Signature Flooring, expressed his excitement about the collaboration, saying, "We're thrilled to join forces with Stacy Garcia and her Studio. This partnership allows us to combine our manufacturing capabilities with collaborative creative vision, redefining the boundaries of flooring design in the hospitality sector."

This pioneering collaboration represents the first of its kind for the Stacy Garcia Studio, as it endeavors to bring a fully holistic flooring collection to the Hospitality Design industry through a single partner. The partnership between Stacy Garcia Studio and Signature Flooring is poised to set new standards for excellence in hospitality flooring.



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The grand unveiling of this transformative designer flooring collection will take place at BDNY 2024.

About the Stacy Garcia Studio:

Founded in 2004, the Stacy Garcia Studio is a leading licensing, design and trend forecasting company with a collection of global lifestyle brands that add a well-traveled and sophisticated edge to the ever-evolving world of fashion and interiors. With roots in hospitality design, the Stacy Garcia Studio offers inspired product lines across several markets and categories including textiles, carpet, wallcovering, tile and more. The brands include Stacy Garcia Blue Label®, Stacy Garcia | New York®, Stacy Garcia Home®, Stay by Stacy Garcia, and their newest foray is in the world of e-commerce with a curated shop. The privately held company is led by Founder and Chief Inspiration Officer, Stacy Garcia. For more information visit stacygarciainc.com

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About Signature Flooring:

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

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