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Tandus Flooring Launches “I’m a Believer” Campaign to Highlight Hybrid Resilient Sheet Flooring

Campaign to include \$1000 monthly giveaway and 100 free mock ups

(Dalton, GA – April 24, 2012) Customers of Tandus Flooring’s Powerbond® believe so much in a hybrid resilient sheet flooring, the company is launching a two-pronged campaign to showcase the product’s unique attributes. The campaign rewards “Believers” of Powerbond with a chance to win \$1000 a month through an online submission form, and for those who are not yet “Believers”, the campaign offers a chance to qualify for a free classroom mock up.

The “I’m a Believer” campaign launched with Gaelynn Pippen, President of Edge Design, LLC in Chicago, the first of four featured “Believers”. Pippen’s message was promoted using print, email and web communication and it is clear..she’s a believer! Following Pippen, Tandus Flooring will feature other “Believers” that represent architecture, facility management and school administration. All self proclaimed “Believers” are encouraged to share their story simply by going to Powerbond.com to submit their photo and comments.

The Search for “Believers” officially begins on April 24, 2012 and is an ongoing campaign seeking to highlight Powerbond installations across the U.S. and Canada. Every Powerbond installation has a chance to win \$1000 which will be awarded monthly.

“For more than four decades Powerbond has been a performance powerhouse and in recent years has become a design medium to be reckoned with, and we are looking for installations that feature all the attributes of our hybrid resilient sheet flooring,” said Tom Ellis, Vice President Marketing, Tandus Flooring. “We have always believed in Powerbond and now we want to publically recognize the other Powerbond ‘Believers’ that have compelling and amazing Powerbond stories.”

The second facet of the “I’m a Believer” campaign seeks to make more “Believers” of those who have not yet experienced the unique attributes of Powerbond. Since Powerbond has been a strong staple of education settings with installations still performing since original installs dating back more than 40 years, this prong of the campaign will focus on this specific market segment.

Tandus Flooring will be taking applications requesting free Powerbond mock ups in K-12 classroom environments. During the course of the campaign 100 free mock ups will be installed.

“Powerbond has all the attributes demanded of flooring in K-12 learning spaces,” said John Sumlin, National Vice President of Education, Tandus Flooring. “This campaign is our way of



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making it easy for those who haven't experienced what Powerbond can bring to schools and I'm sure of the 100 mock ups we give away, we will make 100 Believers in our product."

Submissions and requests for both components of the "I'm a Believer" campaign must be made electronically. For the Powerbond Installation Search, visit [Powerbond.com](http://www.tandus.com), or for the free mock up request <http://www.tandus.com/content/design/education/believer>. The campaign is set to run through March of 2013. Log on for complete rules and details.

About Tandus Flooring

Tandus Flooring (www.tandus.com) creates innovative floorcovering solutions through our unique product line of hybrid resilient, modular, broadloom and woven products that work in tandem to enhance spaces for learning, working, healing and living. Through inspired design and leading-edge technology, Tandus Flooring offers its customers a single-source for innovative product design and technology, comprehensive services, and environmental leadership. For more than 40 years, Tandus Flooring has been examining all the ways to be a better corporate citizen and environmental steward — and then taking actions that lead to demonstrable, meaningful, quantifiable results.

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