



SHANNON SPECIALTY FLOORS™

YOUR TRUSTED PARTNER SINCE 1921

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barenaked floors™ launches Shannon Specialty Floors into PVC Free Market

MILWAUKEE, WIS. (September 30, 2015) – Shannon Specialty Floors, Inc., a high satisfaction, high performance manufacturer and supplier of flooring in the commercial market-segment, recently announced its debut into the PVC Free market with its new brand: barenaked floors™.

The entire **barenaked**™ brand will be free of any PVC, phthalates, polyurethane or halogens. The brand's two flagship products include CS Collection™, a resilient sheet product, and LT Plank Collection™.

barenaked™ – **CS Collection**™ **Resilient Sheet Flooring** offers 48 colors in both neutral and bright designs in a light chip pattern and nearly tone on tone appearance. The collection also features an ionomer-impregnated homogeneous construction that gives the material high resistance to shocks, indentations and wear as well as excellent stain resistance.

barenaked™ – **LT Plank Collection**™ features 11 styles of natural, warm and realistic wood designs in 4" x 36" planks made of 80% natural minerals and 20% Red List free pure polymers. The plank's unique heterogeneous construction eliminates any requirement for additional polishes and finishes while maintaining exceptional durability and performance.

Both CS Collection™ and LT Plank Collection™ offer 15 year warranties.

"We are thrilled to enter a marketplace that has become increasingly important in our industry." Said Jeff Collum, President of Shannon Specialty Floors. "We are confident that these products will match the performance, durability and design of our current collections while offering a clean and natural construction that is important to so many customers."

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About Shannon Specialty Floors

Shannon Specialty Floors, Inc. is a major manufacturer and distributor of flooring products with a strong focus on Healthcare, Senior Care, Government, Corporate, Hospitality, Retail and Education environments. Shannon supplied floors provide durability and state-of-the-art technology with a strong emphasis on no-wax, no-buff commercial resilient sheet flooring. Shannon Specialty Floors, Inc. also features safety flooring, recycled rubber floors and luxury vinyl planks/tiles. You can find more information at <https://shannonspecialtyfloors.com>.

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