

'A major market with long-term potential': Alloc boosts its commercial business

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Alloc says that its commercial business is well positioned to grow during the current economic climate. Though most of its sales volume has traditionally been in residential laminate flooring, Alloc said efforts that began three years ago to bolster its commercial business have led to the company "building a foundation that has readied the brand to tap opportunities in 2008's challenged economy."



The Art & Design Interiorstudio in Nykøbing, Denmark, features more than 550 square meters of Alloc Original



Alloc flooring has been used in commercial flooring installations throughout the world, including this one at the Hotel Olympic Suites in Barcelona.

Alloc Commercial sales team staffed by five commercial sales managers throughout North America. Additionally, the company has rolled out "a full battery of commercial-specific marketing materials and sales tools."

"The commercial segment of our business is extremely important," he said. "It is not a sideline endeavor; it is a major market with long-term potential. We want our

Mark Brunelle, Alloc's national manager, Commercial, said the company began strengthening its commercial business in earnest this year, establishing a dedicated

commercial clients to trust our knowledge and understanding of their needs. That is why we have the dedicated staff, resources and materials to support the market."

He said Alloc Commercial has grown more and more each year. "Alloc Commercial laminate has continued to grow in the U.S. market---10% in 2006 and 14% in 2007. 2008 numbers are already promising," he noted, adding "The market is responding very positively because Alloc commercial products are affordable alternatives that do not sacrifice style or durability."

He noted that one advantage of working in the commercial arena is the ability to create "progressive designs and adventurous colors and finishes that would simply not be practical for residential applications."

"Retail and hospitality design specifiers have an increased interest in more contemporary decors such as smoked finishes and variegated coloring," Brunelle

said. "For Alloc, our Original line features several dramatic new products like Cappuccino Oak and Washed Oak, as well as the new 'Trendline', available in Trendline Light, Trendline Natural, and Trendline Merbau. Each blends the timeless appeal of wood with very modern, trendy detailing."



Alloc Original flooring was used in a 75 square meter installation for the Zeba Hair Studio in Dublin.

Brunelle added that because many specifiers are looking for 'green' products, working in the commercial segment also heightens awareness of the company's environmental practices. "We at ALLOC have had a commitment to environmental practices since day one of operations," Brunelle said. "For us, it's just a matter of getting our 'green' message out into the market: our zero waste manufacturing, eco-friendly printing processes and 100% recycled aluminum and

packaging. Obviously, products with a 'green' story fare better in today's commercial specifications. Alloc products support green goals without compromising style or quality."