



METROFLOR APPOINTS SOUTHWEST DISTRICT SALES MANAGER

NORWALK, CT, Aug. 13 – Metroflor Corporation announced the addition of Matthew Salyers to the Metroflor team as Southwest District Sales Manager. He will be responsible for sales growth in this important marketplace, working closely with the company’s distributors within the region: Adleta Corporation and Reader’s Wholesale Distributors, Ltd.

With extensive knowledge of both commercial and residential flooring business, Matt has hands-on experience in helping retailers, architects and end-users find the right flooring solutions.

Said Rogg, “Matt is a welcome asset to our Metroflor sales team. His most recent account management duties working directly with the multi-family/education segments make him an ideal fit to help us achieve and grow our sales goals, especially in these sectors.”

Salyers commented, “I am excited to be working for a family-owned company that shares my values to drive their great products to the consumer.” He lives with his wife Kim and daughter Riley in Pflugerville, TX near Austin.

Contact Matthew Salyers, Southwest District Sales Manager, Metroflor Corporation, at msalyers@metroflorcorp.com; 512-517-3946.

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