

## **HMTX INDUSTRIES ANNOUNCES NEW DIRECTOR OF DESIGN**

NORWALK, CT, July 8, 2021 - Kevin Rausch, Chief Design & Technology Officer of HMTX Industries, announced the appointment of Natalia Smith to the HMTX design team as Director of Design. Located in Austin, TX and reporting to Rausch, Smith will also serve as the Director of Design for Metroflor Corporation. She will provide the primary design direction and design leadership for Metroflor products and product experiences, collaborating closely across the business and with customers and stakeholders to build and elevate the overall customer experience for the Metroflor and HMTX brands. By identifying trends that drive consumer behaviors and translating those insights to product experiences, she will develop winning product collections for Metroflor and HMTX that meet business objectives.

Prior to joining HMTX, Smith held several roles over her 14 years at Wilsonart, most recently as Design Manager. She also served as a Commercial Interior Designer at Carson Design Associates. She received her Bachelor of Science degree from Texas State University - San Marcos.

Said Rausch in welcoming the new team member, "Natalia brings palpable energy and professionalism honed by a passion and love for design and analytics that is the perfect combination to grow the HMTX/Metroflor business. She is the perfect fit and is already making an impact."

Smith commented, "The guiding light for HMTX is a strong dedication to design and quality, which made my decision to join very exciting. It is an honor to work for a company and with a team where design knowledge, inspiration, and solid business practices blend to provide great design for everyone."



HIGH-RES IMAGE AVAILABLE UPON REQUEST.



Passionate.  
Dedicated.  
Global.

## ABOUT HMTX INDUSTRIES

*HMTX Industries is a global manufacturer of building materials that serves a diverse cross-section of the construction marketplace. An \$800M family of companies, HMTX includes: Halstead, the leading supplier of resilient flooring to The Home Depot; Metroflor, its signature residential brand in North America; Teknoflor, the focused health-care and institutional brand; Aspecta, its high-end global contract brand for architects and designers; and Vertex, the supply-chain foundation of the HMTX family of companies that serves customers outside of North America with a full portfolio of resilient flooring products.*

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