



Signature Fencing and Flooring Launches Exhibit Flooring Solutions

New York, NY – April 10, 2008: Signature Fencing and Flooring, the world’s largest manufacturer of temporary flooring and fencing products, has launched a new division, Exhibit Flooring Solutions (www.exhibitflooringsolutions.com).

“Many of our modular flooring products were being used in exhibits and point-of-purchase displays and we were getting regular calls from exhibit builders and designers” said Mr. Arnon Rosan, Signature’s President and CEO. “We wanted to make sure we met this unique segments needs and as such launched a dedicated division just to cater to this market” he added.

“As the leading manufacturer of modular flooring for all types of special events, we are ideally positioned to design and manufacture customize flooring for all types of exhibits” said Seth Gordon, Signature’s Director of Business Development “We ourselves are exhibitors at over 20 trade shows and use our own products for our needs” he added.

“We offer a complete line of modular flooring for all types of exhibits. From simple exhibits to complex exhibits, EFS offers all types of solutions to the exhibit professional” said Mr. Hochman, Signature’s Senior Vice President. “From multicolored modular tiles, to real wood floors, and from raised exhibit floors to rolled sheet vinyl, we are a one stop shop for exhibit and trade show flooring” he continued.

“As a manufacturer, we can offer prices that are significantly lower than other players in this space” said Mr. Rosan. “Most of the other players are distributors, who group products from varying industries. We decided to offer our own products and to design new ones for the marketplace” he added.

“Our newest exhibit related product is our AlphaDeck raised flooring system. This product is completely modular and allows for electrical cables and plumbing to be run under exhibit floors. It can be raised and leveled as needed and decorative inserts allow this system to match nearly any theme” said Mr. Gordon. “At the recent Exhibitor show this was definitely our most popular and interesting new offering. Exhibit builders had never seen anything like it and we believe this will be one of Exhibit Flooring Solutions most popular exhibit industry products” he concluded.

Signature Fencing and Flooring (www.eventdeck.com and www.signaturefencing.com) and Exhibitor Flooring Solutions (www.exhibitflooringsolutions.com) operate out of 4 regional warehouses and manufacturing facilities. Its products are sold throughout the United States and around the world and have been used a prestigious events worldwide.

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