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For Immediate Release

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Basic Grows Sales Force

Basic, Toledo, OH – Consistent with Basic's commitment to provide quality field and technical support to wood flooring distributors and contractors, four new Regional Sales Managers have been added to Basic's sales team. Brett Miller will service Montana, Idaho, Wyoming, Utah, Colorado, and New Mexico. With California, Oregon, and Washington covered by Wayne Highlander. Jim Yoder will manage Ohio, Michigan, Indiana, Illinois, and Kentucky while Josh Frink will cover Tennessee, Mississippi, Alabama, and Georgia. All are dedicated to delivering quality customer service and growing the Basic brand. Each has an average of 22 years of experience in the wood flooring industry.

They will be responsible for day-to-day customer contact, providing training to distributors and contractors, and performing demonstrations of the Tykote® Dustless Refinishing System and Basic's equipment line. Their energy and wood flooring knowledge are sure to deliver great results.

Basic is a leading manufacturer of proven high-quality wood floor coatings, maintenance products, and floor care equipment for commercial and residential use. For more information about Basic Coatings or our products and services please call our Customer Service department at 1-800-441-1934 or visit www.basiccoatings.com.