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Basic Multiplies Sales Force

Basic Coatings, Toledo, OH – Consistent with Basic's commitment to provide quality field and technical support to wood flooring contractors, two new Regional Managers have been added to Basic's sales team. Sharon Smith will service the Mid Atlantic portion of the U.S. from Pennsylvania to South Carolina. She brings 6 years of wood flooring experience to the Basic team. The Northeastern region will be covered by Arnold Fancher. He's worked in the wood flooring industry for almost 11 years. Both are dedicated to delivering quality customer service and growing the Basic brand.

They will be responsible for day-to-day customer contact, providing training to distributors and contractors, and performing demonstrations of Basic's innovative products like the Tykote[®] Dustless Recoat System. 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.