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Farnsworth Joins the Basic Team as New VP and General Manager

Basic Coatings, Toledo, OH – As part of Basic’s continuing commitment to provide wood flooring distributors and contractors with revolutionary products and services, **Enos Farnsworth** has been appointed **Vice President and General Manager** by Greg Chesnutt, President and COO.

“Basic is the fastest growing brand in the rapidly changing wood floor industry. I share their vision and am excited about working with a strong distributor base in the achievement of the vision”, said **Farnsworth**.

In his new role, Enos will oversee all sales support functions and marketing initiatives for Basic’s wood floor distribution channels.

“With over 20 years of experience in the flooring category, creating and directing sales strategies for multiple floor covering businesses, Enos is an impressive addition to the Basic Team”, said Greg Chesnutt, President and COO.

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.