



Industry Veteran Joins Stauf Adhesives

MEMPHIS, Tennessee, April 7, 2009 - Bob Chananie, a 32-year veteran of the floor covering trade in the New England area, has accepted a position as Northeast Regional Sales Director for Stauf Adhesives, U.S.A., the company announced.

"Getting Bob to join our team is a real coup!" said David Ford, Stauf's Vice President, Sales and Marketing. "Bob knows the territory, knows all the key players there, knows how to sell, and is well-respected by everyone in the industry for his integrity, his hard work, and his skills. We are fortunate to have a man of his caliber and experience representing Stauf in that area. It will allow us to better service the many accounts who have found that our unique products meet their wood floor adhesive demands."

Chananie has a wealth of floor covering experience in retail, distribution, commercial and manufacturing areas. His resume includes successful service for manufacturers such as Coronet and Queen Carpets. He was vice president for Gardner Distributing for six years and most recently served as NE Regional Manager for the Elias Wilf Corporation. He has called on retail, commercial and contractor accounts throughout New England.

"I could not be more excited," said Chananie. "Stauf has excellent products with unmatched features that make selling fun. They are a world-wide company whose relatively short time in the U.S. gives them, and me, a great opportunity to grow the business. As a family-owned business, they are responsive to customer needs, agile and fun to work with. And they have a talented group of management and sales people. I look forward to introducing my many business friends to this great company and its products." Chananie is already in his territory and can be reached at 201.316.4964 or at bob.chananie@staufusa.com.

Stauf U.S.A., LLC, is part of the 185 year-old, family-owned Stauf Adhesives Company headquartered in Wilnsdorf, Germany. Stauf manufactures wood floor adhesives, floor prep products, cleaners, and sundry items. Unique products include SMP-960 One-Step which combines moisture and sound protection with adhesive in one application to meet STC and IIC sound code requirements in high-rise residential buildings. Stauf also offers its unique WFR-930 Solva-Mastic, an alcohol-based adhesive featuring easy spread and clean-up without the etching and cleanup complaints common to urethane adhesives.