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**For immediate release
March 5, 2010**

Mullican Flooring Celebrates 25th Anniversary in 2010

JOHNSON CITY, Tenn. – Mullican Flooring, an emerging leader in the development of “green” building products, is celebrating its 25th year as a manufacturer of quality hardwood floors during 2010.

The company was launched in 1985 with a single manufacturing site in Ronceverte, W.Va., and has since grown from a regional supplier of domestic wood flooring to an international competitor with manufacturing facilities in four U.S. states.

Riding the crest of increasing market demand for natural wood floors during the 1990s, Mullican added manufacturing sites in Norton, Va., in 1994; in Holland, N.Y., in 2002; and in Johnson City, Tenn., in 2003, where the company had previously (2000) located its national headquarters.

Mullican experienced rapid growth in the early years of the 21st century with new company President Neil Poland at the helm, guiding Mullican to unprecedented sales volumes and to a leading industry position as the nation’s largest producer of unfinished solid 3/4-inch hardwood flooring.

Aware that the market was changing and that consumers were demanding easier-to-install floors, Mullican shifted its mindset in 2003 and invested in prefinished technology at the Tennessee plant, where the company continues to manufacture most of its solid prefinished flooring. Diversification also gained momentum during this period, with Mullican introducing many new products, including engineered and hand-sculpted selections in 2004.

In recent months, Mullican has focused on developing Forest Stewardship Council (FSC) 100 percent-PURE certified floors – the company’s Green Haven line – to meet the building industry’s growing demand for “green” products. Mullican has been guided from its infancy by the fundamental precepts of forest sustainability and environmental stewardship. In 2007, Appalachian Hardwood Manufacturers, Inc. (AHMI) announced that Mullican’s prefinished domestic products could carry the AHMI verified sustainable logo, based on data from the U.S. Forest Service that Appalachian hardwood forests were being well managed and meet sustainability standards.

“Our Green Haven products reflect our long-held view that the nation’s forests should be protected and preserved for future generations,” says Brian Greenwell, Mullican’s vice president

of sales and marketing. “We will continue to broaden our range of sustainable products going forward.”

In December 2009, Mullican announced plans for a major expansion of its solid prefinished flooring process at its Johnson City site. During the first quarter of 2010, the plant will add a new production line, which will bolster the operation’s manufacturing capacity of solid prefinished flooring by 50 percent. The company also plans to increase its Johnson City workforce by more than 50 percent, with the addition of 75 new employees by 2012.

The expansion represents a \$6 million investment being funded partially through a Tennessee Valley Authority loan.

“This new production line signifies major growth in our company,” says Mullican President Neil Poland. “We have been fortunate to build on our strengths, despite having to weather a major downturn in the industry.”

In 2010, Mullican will be spotlighting several new additions to its existing FSC-certified 100 percent-PURE Green Haven line, including engineered and exotic selections. Last year, Mullican became the nation’s first hardwood floor manufacturer to offer a solid domestic FSC 100 percent-PURE flooring (certification No. SCS-COC-002109).

Builders find Mullican’s Green Haven products useful in meeting Leadership in Energy and Environmental Design (LEED) certification requirements that demand minimum inclusion of 50 percent FSC-certified wood-based materials and products.

More about AHMI

Appalachian Hardwood Manufacturers, Inc. (AHMI) is a 200-member trade association headquartered in High Point, N.C. AHMI is dedicated to the promotion of lumber products from the Appalachian Mountain region. For more information on AHMI and the “Verified Sustainable” program, visit www.appalachianhardwood.info.

About the Forest Stewardship Council (FSC)

The Forest Stewardship Council (FSC) is an international, not-for-profit organization established to promote the responsible management of the world’s forests. It provides standard-setting, trademark assurance and accreditation services for companies and organizations interested in responsible forestry. FSC is the only forest certification system supported by such major environmental organizations as World Wildlife Fund (WWF), The Nature Conservancy, National Wildlife Federation and Greenpeace. For more information, visit www.fsc.org.

More about Mullican

For more information on Mullican’s growing line of quality flooring products, visit www.mullicanflooring.com.