



## **METROFLOR ANNOUNCES SALES REORGANIZATION**

NORWALK, CT, Feb. 26 – Metroflor Corporation announced promotions, role changes and territory adjustments in its sales organization. Said Russ Rogg, president and CEO, “We are implementing these changes to grow our business, provide our distributors with better service, and achieve a more concentrated focus on our Traditional (Metroflor) and Commercial (Aspecta) businesses.”

### **Paul Eanes, Vice President of New Business Development**

In his new role as Vice President of New Business Development, Paul Eanes will discover new customers and channels of sale for Metroflor that could involve OEM customers as well as private label opportunities with new and existing customers. Said Rogg, “Paul was instrumental in the launch of Aspecta and its growth over the past four years. We are excited that he will now direct his unbridled enthusiasm towards new and alternative business opportunities for our company.”

With Paul’s transition, Metroflor promoted two individuals to lead its sales efforts for Metroflor and Aspecta brands.

### **Keith Kannapel, Director of Sales, Metroflor**

Keith Kannapel, formerly Midwest District Sales Manager, has become Director of Sales for Metroflor Corporation. He will be responsible for directing all sales efforts for Metroflor LVT, Artistek LVT, Konecto, Engage, Engage Genesis and Engage Inception brands. Kannapel will lead the District Sales Manager team and work closely with distribution to garner additional market share through promotional activities, sales training, merchandising placement, aligned dealer engagement and new product launches.

### **Alan Rowell, Director of Sales, Aspecta**

Alan Rowell, formerly Southeast District Sales Manager, was appointed Director of Sales for Aspecta, Metroflor’s commercial product range. Rowell will lead the Commercial Sales Manager team, working in concert with Aspecta distributors to focus on the right customers and ensure that salesforce.com and Reed Construction Data are used to their fullest capabilities. Said Rogg, “Alan has shown a keen instinct for our commercial business. Beyond sales, he will focus on ‘train the trainer’ initiatives to make sure that the specification and commercial sales teams are fully equipped to be effective ambassadors of the Aspecta brand.”

### **Kevin Parker, Southeast District Sales Manager**

Kevin Parker was promoted from his role as a Technical Specialist to the position of Southeast District Sales Manager, where he will lead sales efforts with William M. Bird, Mastercraft Flooring Distributors and L. Bornstein & Company. Said Rogg, “Many of you know Kevin on the technical side of our business. But in addition to that role, over the past two years he also worked with L. Bornstein & Company as their District Sales Manager, where he excelled in that capacity. We are pleased to extend his role to span the entire southeast sales district.”

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