



THE LVT SPECIALISTS

METROFLOR CORPORATION /HALSTEAD INTERNATIONAL APPOINTS CHIEF SUSTAINABILITY OFFICER

Flooring Industry Leader Rochelle Routman Joins Calhoun Team

Norwalk, CT, July 14, 2016 – Russ Rogg, president and CEO of Metroflor Corporation, along with Harlan Stone, Halstead and Group CEO, announced the appointment of Rochelle Routman, LEED AP, O+M, as the first Chief Sustainability Officer for Metroflor and Halstead International. Chosen for her reputation as an alliance-building and forward-thinking professional, Routman will oversee product development, customer service and regulatory aspects in a collaborative fashion to define the greatest potential for environmental leadership. She will be based at the company's Calhoun, GA campus.

Rochelle brings over 30 years' experience as a sustainability and environmental professional. At Lockheed Martin Aeronautical Systems, where she served as Pollution Prevention and Environmental Safety coordinator in the 1990s, she established a "green team" to focus on addressing environmental issues through proactive program initiatives rather than mere regulatory compliance: the precursor of what we now call sustainability. A longtime employee of the Georgia Department of Natural Resources, where she ultimately rose to Program Manager of its Sustainability Division, she then joined Georgia Power Company & Southern Company. As Chair of the Sustainability Working Group, she honed the company's sustainability program and culture development, external communications and partnerships.

Prior to joining Metroflor/Halstead, Routman achieved groundbreaking advances at Mohawk Industries as Director of Sustainability, where she developed a market-disruptive strategy with a focus on product transparency. She directed all product certification efforts and led the employee and executive sustainability engagement council. Promoted to Vice President of Sustainability, Routman became Mohawk's external spokesperson worldwide, establishing continuity in programs across the commercial, residential, international and hospitality business, including soft surface and resilient products.

A graduate of the University of Georgia with a bachelor's degree in Geology and the Georgia Institute of Technology with a master's degree in public policy, Routman was named one of the Top 10 Most Powerful Women Sustainability Leaders by *Green Building & Design* magazine in 2014 and is now the alumnae chair of that organization. She is a LEED AP, O+M (Operations & Maintenance), a Certified Hazardous Materials Manager, and a Registered Professional Geologist. As a Living Building Challenge Ambassador, she is part of a network committed to changing the way entire communities value sustainability, equity and prosperity by advocating for the most aspirational green building standard in the world.

Said Rogg, "Over the years, Metroflor and Halstead have made great strides in our environmental and sustainability endeavors, and we have an unwavering commitment to continue pushing the envelope in this area of our business. Rochelle Routman joining our group allows us to build on what we've started while also pursuing new, innovative and creative ways to expand our sustainability platform. Rochelle brings tremendous knowledge, experience, credibility and passion to our organization, and we are grateful to have her lead our global efforts in the field of Sustainability."

Routman commented, “Halstead and Metroflor have longevity and a very strong focus on constant innovation, both in product and organizationally. The company officers were looking for someone with a very strong emotional connection and passion for sustainability. I’m very fortunate to assume a leadership position here to guide the ship towards more creative ways to support both the business and the planet.”



###

PRESS CONTACT
Susan Bang PR
sbang@susanbang.com
917-991-9714

AT METROFLOR CORPORATION:
Gary Keeble, Director of Marketing
gkeeble@metroflorcorp.com
888-235-6672 ext. 3820