



## **METROFLOR PROMOTES GARY KEEBLE TO VICE PRESIDENT OF MARKETING**

NORWALK, CT, July 10 – Metroflor President Russ Rogg announced that Gary Keeble has been promoted to Vice President of Marketing for Metroflor. During his five years as Director of Marketing, Keeble has impacted all of the brand’s marketing efforts, from merchandising, advertising, sales collateral and website to trade shows and social media.

Moving forward, Keeble will additionally be responsible for crafting a new brand strategy for Metroflor, so all written, visual and verbal messaging is on-point for each of the company’s audiences: distributors, retailers, contractors and consumers. In addition to a tailored customer approach, he will also work to deliver the appropriate communication to vertical markets such as Multi-Family, Main Street Commercial and Single-Family Builders. Said Rogg, “This newly formed and consistent brand message will touch all of our outward communications to convey the undeniable value proposition that Metroflor delivers.”

Continuing to report to Rogg, Keeble will also work closely with Keith Kannapel, Vice President of Sales for Metroflor, to ensure that marketing is supporting the sales function and the sales team is collaborating with marketing to communicate what’s necessary to grow Metroflor’s business. He will work closely with the internal HMTX Industries team and other divisional marketing leaders to collaborate on trade shows and other external messaging to create a cohesive, forward-facing strategy.

Said Keeble, “I’m honored that Russ and HMTX management have the confidence in my abilities to elevate my position with Metroflor. I look forward to taking on new challenges and continuing to raise the bar for the development of merchandising, marketing tools and programs that positively impact sales.”

HIGH RES IMAGE UPON REQUEST.



PRESS CONTACT:  
Susan Bang PR  
[sbang@susanbang.com](mailto:sbang@susanbang.com)  
917-991-9714