



For Immediate Release

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Action Floor Systems Announces New Brand

New Look Better Reflects the Company's Commitment to Change and Growth

MERCER, Wis. – Action Floor Systems is showing a little more action today. The company has unveiled the new branding which uses a modern design while giving a nod to the company's long history in the flooring industry.

The updated logo features a more angular “A” and a streamlined swoosh. The colors have also been simplified and the fonts updated. These modifications bring a more current, cleaner look to the logo better representing their shift to becoming a larger, global flooring manufacturer.



Updated Action Floors logo.

The logo still features a maple leaf, which reflects Action Floor Systems' roots in the Northwoods of Wisconsin and its experience manufacturing maple wood flooring for athletic facilities and other commercial applications.

Founded in 1988, Action Floor Systems currently has 90 employees and manufactures quality flooring systems in its production facility in Mercer, Wisconsin. Although located in a small town, Action Floor Systems is anything but small, with a strong national and international presence and continual growth year over year.

“Our new branding truly reflects how streamlined we've become, with national and international dealers in our network,” Tom Abendroth, company president, said. “The logo especially represents movement and action, explaining the way we work and lead in our industry.”

The new Action Floor Systems branding is the first of many changes the company will experience over the next year. A new website will be launched in Dec. 2016, with features that make it easier to identify a system to best match specifications.

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About Action Floor Systems

Action Floor Systems® of Mercer, Wisconsin, has been providing “A System for Success” through its wide-ranging sports flooring options since 1989. Action Floor Systems has established itself as a trusted leader in the manufacturing of solid, hard maple permanent and portable floors complemented by its comprehensive selection of subfloor systems for beneath the wood. Action Floors also provides top-of-the line, synthetic floor systems for a variety of applications. Located in Northwoods of Wisconsin, Action Floor Systems has emerged as a sustainability leader in the flooring industry and is the only Maple Flooring Manufacturing Association (MFMA) accredited mill that meets all of the Carbon Negative certification's vital environmental and performance measures. For more information on Action Floor Systems and its international dealer network visit actionfloors.com or call 800-746-3512.



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