

Contact: Stephanie Adams
Loxcreen Flooring Group
5720 Ambler Drive
Mississauga, ON
L4W 2B1

Phone 905-629-4875
Fax 905-625-4249
E-mail:
stephanie.a@loxcreenflooring.com
Website: www.loxcreenflooring.com

**Loxcreen Flooring
Group**

Press Release

Loxcreen Welcomes Mayor Hazel McCallion on September 7th, 2012

Loxcreen: *A company looking to the future and building that future right here in Mississauga.*

Recently Bank of Canada Governor Mark Carney, urged corporations to invest in the future, "We all need to recognize that the durable, high-paying manufacturing jobs of the future will be located in companies that invest to equip and train their workers and which are fully engaged in the global economy." Governor Mark Carney could use Loxcreen as a model for innovation, development, forward thinking. A company looking to the future and building that future right here in Mississauga.

Loxcreen Canada is a successful Canadian subsidiary of The Loxcreen Company Inc. whose head office is in Columbia, South Carolina. The Canadian operation is self-supporting and runs independently of the US Company. In fact, the COO of The Loxcreen Company is also the President of Loxcreen Canada Ltd and a long-time resident of Mississauga. It's not often that US operations are directed from Canada!

From the onset, Loxcreen has invested heavily in this operation. Most recently, the expansion of the existing facilities, which Loxcreen has occupied for over 10 years, cost almost \$4 million dollars to complete. The addition is 35,000 square feet of high cube warehouse and is intended to allow Loxcreen to expand inventory and add more new products to better serve their North American customer base.

New product innovation is integral to Loxcreen's growth strategy and includes a full line of ProVa branded products for shower construction and waterproofing as well as the just introduced DISCUS Rubber Stair Tread and Tile program.

Besides adding space and constantly developing new products, Loxcreen is in the middle of a state of the art ERP (Enterprise Requirement Planning) system implementation. This new EPICOR system will integrate inventory, order entry, purchasing, scheduling, accounting and CRM to provide increased levels of customer service to Loxcreen's diverse customer base. The increased visibility provided will ensure shorter lead times and even better on-time delivery performance.

Investing in the Future? Yes we are. A new 35,000 square foot high cube warehouse; a new ERP system to better serve the growing market; proprietary technologies for Loxcreen processes; on-going new product development. All this investment and a focus on customer service designed to ensure long term employment for all of Loxcreen's employees, right here in Mississauga!

The senior management led by Joe Comitale, President of Loxcreen Canada Ltd, has a long, successful history with Loxcreen (since inception). His 30+ years in the industry provides stability, technical expertise and wide ranging industry knowledge that gives Loxcreen Canada a competitive advantage in its markets. Joe is very quick to point out that his only real accomplishment is surrounding himself with talented, hard-working individuals and providing a vision and common goal to work towards. The team did the rest!

Supporting the senior management team are a core group with countless years of experience such as Lewis Andrews, Manufacturing Operations Manager (since 1988,) and all the plant personnel and a group of new, key professionals too numerous to mention by name, provide balance and support that compliments the organizational structure. This dynamic combination leverages the best aspects of each individual's strength to build a strong team that will steer the course for many years to come.

It is important to note, that the City of Mississauga has played a significant role in the success of business in the area. Lead by Mayor McCallion, Mississauga has seen a steady growth of widely diversified manufacturing, distribution and business services. As a manufacturing hub, Mississauga offers all the services a growing company needs.

So it is with great pleasure that all members of the Loxcreen Team, including Mr. Wayne Parrish, company CEO as well as Joe Comitale, President, will be on hand to welcome Mayor Hazel McCallion to celebrate the opening of the newly built 35,000 square foot warehouse in Mississauga. An important event for the Loxcreen Team and for the community.

Loxcreen: a model of innovation, development, forward thinking!

• **For Immediate Release: September 1st, 2012**