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## **Magnetic Building Solutions (MBS)** **Expands Executive Team**

### ***Industry Veteran Michael Bennett Joins as Vice President of Sales and Marketing***

October 15, 2018 – Dalton, GA – Today, Scott Humphrey, president and chief executive officer, World Floor Covering Association (WFCA) and managing director of MBS, announced that Michael Bennett has joined MBS to head up global marketing and sales.

In his new role, which began September 1, 2018, Bennett took over managing all sales and marketing functions for the company. He is based in the MBS corporate headquarters in Dalton, GA.

Bennett brings 30 years of experience in the flooring industry into his new role with MBS. His background encompasses all levels of sales and marketing experience from manufacturing to retail to distribution. Bennett has held several high-level management positions at companies on many sides of the industry including: YSS Flooring North America based in Dallas, TX; RM Design in Greenville, SC; and Space Flooring in Atlanta, GA. For the past 10 years he has specialized in international sales management for several major manufacturers including Ekowood, Senda and others, as well as serving as Chief Executive Officer at Amorim Flooring North America from 2009 – 2015.

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“Michael cut his teeth in the flooring industry and brings over 30 years of solid experience spanning nearly every sector,” said Humphrey. “Most recently he held the senior most position at Amorim, one of the leading international resilient flooring companies. We feel very confident about our decision to put Michael at the helm where he will be overseeing the launch of MBS’ innovations and technology. Among his many professional and personal attributes is his ability to create ‘win/win’ outcomes. I have rarely encountered anyone with Michael’s level of professionalism and strength of relationship. We are thrilled that he has joined our team.”

“I have never been more excited to be a part of the flooring industry,” said Bennett.

“Magnetic Building Solutions is in a class all its own – filling a large gap within the industry and offering a seemingly endless array of applications. I am very excited to be on the ground floor with this technology as we have a nearly limitless horizon ahead that offers tremendous growth potential. We’ve already hit the ground running!”

For more information about Magnetic Building Solutions and MagneBuild™ (MBS) products please visit <http://www.magneticbuildingsolutions.com/>.

## ABOUT MBS

The Magnetic Building Solutions underlayment system, MagneBuild™, is a construction-specific building solution utilizing interchangeable magnetic technology. The magnetic platform simplifies manufacturing, providing a system that allows for unprecedented flexibility in product design. The MagneBuild™ system works across all flooring categories. In addition to the ease of use, interchangeability, and aesthetic flexibility, the most valuable benefit of the technology is the quantified time savings that MBS provides to the end user by allowing for very minimal impact on business flow. The underlayment is not only innovative, but also addresses key flooring concerns including the need for adhesives, a moisture barrier, and a crack isolation membrane. The MBS system utilizes industrial byproduct and has a large recycled material content. Magnetic Building Solutions, LLC is based in Dalton, GA. Visit [www.magneticbuildingsolutions.com](http://www.magneticbuildingsolutions.com) to learn more.

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