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FOR IMMEDIATE RELEASE

MagneBuild™ (MBS) Wins *Good Design* Award

Innovative magnetic attachment system honored in the 68th annual awards presented by the Chicago Athenaeum Museum of Architecture and Design.

January 14, 2019 – Dalton, GA – Today Michael Bennett, Vice President of Sales and Marketing, Magnetic Building Solutions LLC, announced that MagneBuild™ by Magnetic Building Solutions (MBS), a revolutionary new magnetic attachment system, which is partially owned by the World Floor Covering Association (WFCA), has received the *Good Design* Award. The annual awards began in 1950 and were founded by luminaries in the fields of architecture and design: Eero Saarinen, Charles and Ray Eames, and Edgar Kaufman, Jr.

Thousands enter each year for consideration. For 2018, over 900 new products and graphic designs were selected from over 47 countries. The 2018 Good Design Jury, held in New York and Los Angeles, was composed of renowned international specialists with wide design experience, guaranteeing the high quality and high level of the competition. The criteria for selection includes the innovation or the functional impact or even the ecological impact of each product selected. MagneBuild™ shares the honors

with a diverse swath of brands including the Museum of Modern Art, Snaidero USA, Honeywell Aerospace, Samsung Electronics, Kohler, and many more.

“This year’s historic 68th Good Design program,” states Christian Narkiewicz-Laine, Museum President, The Chicago Athenaeum, “recognizes the work of thousands of designers and manufacturers worldwide who have successfully undertaken the design challenge to produce the best and most outstanding design products across the globe to our large and expanding global consumers. Good Design represents the world’s critical mass of the design and manufacturing industry representing the best consumer design.”

“When we introduced the MagneBuild™ flooring underlayment system at The International Surfaces Event (TISE) last year, we were awarded the TISE Best of Technology Award. We are thrilled to receive this award and to be recognized as a global innovator,” said Bennett. He continued, “MagneBuild™ is a game changer for our industry and will have a significant impact on other industries in the future. This system allows an amazing amount of design flexibility: quicker installs, greatly reduced or eliminated construction waste, and decreases the use of potentially harmful materials and costly installation tools. There is nothing like it in the world.” Scott Humphrey, Chief Executive Officer, World Floor Covering Association, pointed out, “One of the largest benefits of this new technology in the flooring industry is that it alleviates many installation issues as floors no longer need to be ‘bonded’ and seams are a non-issue.” Humphrey forecasts that MBS will help to further strengthen the industry as WFCA continues its path forward focused on improving the issues surrounding the installation crisis.

For more information on 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. The MBS system has been issued a U.S. patent, US 10,189,236 B, for a system that eases installation of almost any top layer decorative product using a proprietary system component receptive layer (SCRM) and a magnetic underlayment platform. This system works across all flooring categories, as well as for walls. There are several patents pending for utilization of the platform's technology.

Magnetic Building Solutions, LLC is based in Dalton, GA. Visit www.magneticbuildingsolutions.com to learn more.

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