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Business Briefs

Teragren expands distribution network, adds to sales and marketing teams

BAINBRIDGE ISLAND, WA – **Teragren**, a manufacturer of environmentally-friendly bamboo flooring, panels and veneer, announced that it has secured four new distribution agreements in the United States.

The company has also appointed two industry veterans to roles within the company's marketing and sales teams, according to a release.

“Our existing distribution network is greatly enhanced by these new agreements—and our leadership team is stronger than it's ever been,” said Teragren President & CEO David Knight. “Despite the weakened economy, we're excited to be so well-positioned for future growth.”

Under the terms of the new agreements, The Wurth Wood Group, CPS/Garten Corporation, McKillican International and Darant Distributing Corporation will now offer products from Teragren's lines of bamboo flooring, countertops, panels and veneer through their respective distribution networks, according to the release.

Charlotte, NC-based specialty building product distributor and wholesaler The Wurth Wood Group will now offer Teragren's bamboo panels, veneer and countertops throughout its network in North Carolina, South Carolina, Georgia, Tennessee and Florida. CPS/Garten Corporation, distributors of architectural and design products for more than 30 years, will now offer Teragren's bamboo panels, veneer and countertops exclusively in the greater Los Angeles area.

Edmonton, Alberta-based McKillican International, one of North America's largest wholesale distributors of specialty building materials, will offer Teragren's bamboo panels, veneer and countertops to its vast customer base including millworkers, countertop companies, cabinetmakers and retail building supply companies in Washington, Oregon, Idaho, Texas, Arizona and Hawaii. Additionally, Denver, CO-based Darant Distributing Corporation will now offer Teragren's complete line of bamboo flooring, coordinating accessories, panels, veneer and bamboo countertops throughout Colorado, Wyoming and Western Nebraska.

Teragren also announced it has added to boosted its marketing and sales force with the appointments of John Austin and Mike Boshart. Formerly National Sales Manager (Canada) and Regional Sales Manager (Upper Midwest/U.S.) at Teragren, Austin has been named vice president of the company's Flooring Division. In his new role, Austin will be working closely with Teragren's regional representatives, flooring distributors and marketing team to drive sales worldwide.

Boshart was named Teragren's vice president of marketing, and will be responsible for key elements of the company's domestic and international marketing including new product marketing, positioning and merchandising, according to the release. Prior to joining Teragren, Boshart was General Merchandising Manager and corporate officer at iFloor, a multi-channel specialty flooring retailer with 35 stores and an e-commerce Web site.