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## **Teragren expands distribution network, strengthens leadership team**

Teragren, a manufacturer of environmentally friendly bamboo flooring, panels and veneer, has secured four new distribution agreements in the United States.

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

The company says it has also "significantly strengthened its leadership" by appointing two industry veterans to key roles within the company's marketing and sales teams.

John Austin, newly appointed vice president/flooring division, recently served Teragren as national sales manager (Canada) and regional sales manager (Upper Midwest/U.S.). In his new role, Austin will work closely with Teragren's regional representatives, flooring distributors and marketing team.

Assuming the vice president of marketing position is Mike Boshart. He will be responsible for "key elements of Teragren's domestic and international marketing including new product marketing, positioning and merchandising," the company notes. Prior to joining Teragren, Boshart served iFloor as general merchandising manager and corporate officer.