

*******FOR IMMEDIATE RELEASE*******

American Turf and Carpet Acquired by Signature Fencing and Flooring Systems

New York, NY (PRWEB) – 7/22/2008 – American Turf and Carpet, a leader in event turf and carpet to the tent rental and events industry was acquired by Signature Fencing and Flooring, the world’s largest provider of modular flooring systems for tents and special events.

The entire ATC team will be joining the Signature team and the companies will offer each others products and services through a network of 5 warehouses and manufacturing facilities.

“When we considered an acquisition in the turf and carpet space, American Turf and Carpet was the natural and obvious choice. We ourselves were customers of ATC and had worked with them for years” said Eric Hochman, Senior Vice President of Signature Fencing and Flooring. “By combining our event flooring products with their floor covering products and services, we now provide a one-stop-shop for every event customer’s need.” He added.

“American Turf and Carpet has been a leader in the tent rental industry for as long as I can remember. We are honored to have the opportunity to acquire this company and to work with such a talented team of professionals coast to coast” said Arnon Rosan, President and CEO of Signature. “The quality service and product that the industry has come to expect from American Turf will not change. In fact, we will strive to build on this strong brand and the long legacy of this company” he added.

“We are all looking forward to working with Signature to provide the best turf, carpet, and flooring line in the industry and are excited about the opportunity” said Walter Clyne, the previous owner of American Turf. “Our entire team shares its enthusiasm at the growth opportunity” he added.

“Our customers will benefit from the backing and support Signature can offer, as well as the breadth of products that we now can provide economically through our four strategically located warehouses” said Steve Olive, General Manager of American Turf’s California location. “From event turf to carpet and from dance floors to composite tent floors, we can now provide a full range of products to the industry” he added.

Signature is the world’s leading manufacturer of event flooring systems such as tent flooring, dance floors, and portable roadways. Its products are used worldwide at prestigious events, festivals, and concerts and are rented and sold nationwide.

American Turf and Carpet is the country’s leading provider of event turf and carpet to the tent rental industry. The company offers specialty products such as logo rugs, red carpet runners, and a range of turf and carpet offerings in custom colors and sizes. American

Turf and Carpet both sells and installs turf and carpet nationwide through a network of 3 strategically located warehouses.

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