

PRESS RELEASE

FOR IMMEDIATE RELEASE

WHAT: Artistic Finishes & MoldingsOnline Become One

WHEN: January 4th, 2017

Minneapolis, Minnesota based Artistic Finishes, Inc. is excited to announce our merge with MoldingsOnline. MoldingsOnline has been a division of Artistic Finishes, an industry-leading wood moldings and accessories manufacturer since 2007.

For over 30 years, customers have relied on Artistic Finishes' blending and finishing artistry to complement their wood flooring. From the very beginning, we have relentlessly pursued constant improvement in our product and efficiency. Although the soul of Artistic Finishes remains that of a craftsman, we are embracing modern technology and innovation to best serve our customers. By marrying the new technologies and processes of Moldings Online with our Artistic Finishes craft, we can reinforce our reputation of quality products that we have worked so diligently to build.

The fusion of Artistic Finishes and MoldingsOnline, now simply known as Artistic Finishes, creates an easier one-stop-shop for our customers. With this merge, we will continue to give our retailers and craftsmen the Artistic Finishes experience - The Perfect Finish. Every Time.

The combined company debut will be at The International Surface Event in Las Vegas January 18-20 at Booth #4765. Stop by to learn about the merge of Artistic Finishes and MoldingsOnline, as well as new products being launched this year!

"This brand transformation embodies where the company is today and our vision for the future of Artistic Finishes. Merging MoldingsOnline to the legacy company Artistic Finishes, reflects our foundational style of the credible quality our customers have been provided for over 30 years as well as our modern strategy going forward. By combining the two organizations it creates more efficient processes and allows for us to amplify new product innovation to better service our customers in the flooring market."

- Cassie Alverson, Director of Sales & Marketing