

Issue Date: 01/07/2005, Posted On: 12/7/2007

## Former WFI team launches Brandywine International Hardwood

Liz Switzer

[eswitzer@hearst.com](mailto:eswitzer@hearst.com)



Former Wood Flooring International employees have announced the launch of a new company - Brandywine International Hardwood, LLC. The new team includes industry veterans John Himes, Mike Tucker, Andy Gallo and approximately 10 additional former WFI staff members. William Jopling also plans on joining Brandywine after his official duties at WFI are concluded.

"What we have done is worked with all the former suppliers and former customers of WFI, Inc. to ensure that there will be no interruption in product continuity," John Himes said. "With the acquisitions of all brands and websites, it makes the transition seamless for the distributors and retailers that have

sold Wood Flooring International and Wood Floor Resource Group products. All current displays and samples can remain in place without any interruption. We really are so fortunate to have the caliber of distributors that we have. Starting the new business was really an easy decision when you look at a network that includes Butler-Johnson, CMH, Derr, Galleher, Golden State, Herregan, T&L and Wheeler."

With 2008 expected to be a "tough year" in the flooring business, Himes added, the company's proposition is strengthened. "We're able to specifically tailor products for each of our customers from anywhere in the world that will allow them to recapture many of the margin dollars that they may be losing from other lines," Himes said. "We've got several new items ready to be launched and will continue to offer an ever growing selection of environmentally friendly and FSC certified products. We really can't wait to get to Surfaces and show off all that Brandywine International Hardwood has to offer."

The new company has acquired the exclusive rights to all brands, websites and trademarks of WFI, Inc. including the WFI brand focused on residential, the Wood Floor Resource Group brand focused on commercial, and all other former WFI brands and programs including Wood Floor Exchange, COOL Flooring, Value Wood Flooring, Ecoflooring.com, Tesoro Woods, S4S Trading, WFI Global and WFI OEM. Also included are Bamtex and all product Collection names.

Officially formed on November 8, 2007, Himes said that Brandywine's focus will be in three key areas: targeted product development with full in-factory QC systems; professional marketing collateral for all product lines including displays, samples, and websites; and a clear mission to supply distribution with products and programs that provide superior bottom line performance.