



Hardwood Floors E-News
December 10, 2007
Issue: 330

Next issue published: December 26, 2007
Deadline for items: December 19, 2007
Send news to editors@hardwoodfloorsmag.com

Brandywine International Hardwood Launches

Following the demise of **Wood Flooring International Inc.**, several WFI veterans have launched **Brandywine International Hardwood LLC** (Burlington, N.J.). The new company has acquired the exclusive rights to all brands, Web sites and trademarks of WFI Inc., including the residential-focused WFI brand, the commercial-focused Wood Floor Resource Group and all other WFI brands and programs.

The new company includes President **John Himes** (previously president of WFI), COO/CFO **Mike Tucker** (previously COO at WFI), Wood Floor Resource Group Vice President **Andy Gallo** (previously vice president of sales at Wood Floor Resource Group) and 10 additional former WFI staff. WFI founder and CEO **William Jopling** will join Brandywine as CEO after WFI's voluntary liquidation has concluded, which is expected to be in late January or early February.

Brandywine was officially formed on November 8. "We knew we had to swing into action immediately, because the shelf life for a product line in jeopardy is extremely short these days," Himes said. "When we were able to secure and buy all the brands, all the Web sites and all the collection names from WFI and the bank, that made it perfect," he explained, adding that all WFI displays and samples can remain in place. Nearly all of the former WFI distributors are now Brandywine distributors. "Securing continuity of the product was the first goal, but the continuity of the brands and brand names was the thing that really makes it easy for those distributors," Himes said.

Himes anticipates a tough year for wood flooring in 2008 and possibly 2009, but, "We've got great suppliers and great customers, and the employees we've been able to keep on with the organization are just magnificent. With all those things together, it just deserves a chance, and it deserves to work," he said.

The new company can be reached at 856/764-2501 or visited online at www.wflooring.com or www.woodfloorrg.com.