



**GILFORD•JOHNSON**  
FLOORING

*Honoring the Past while Building for the Future.™*

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**FOR IMMEDIATE RELEASE**

**OCTOBER 25, 2017**

**GILFORD•JOHNSON FLOORING  
TO PURCHASE  
MASTERCRAFT**

*Jeffersonville, Indiana and Miami, FL, October 25, 2017* – Gilford•Johnson Flooring, a portfolio company of Blue Equity, LLC ([www.gilfordjohnson.com](http://www.gilfordjohnson.com)), announced today that it has purchased Mastercraft Flooring Distributors, one of South Florida’s leading floor covering distributors and a long-time fixture in the industry.

Gilford•Johnson Flooring is one of the industry’s largest business-to-business residential, commercial, and architectural flooring wholesale distributors.

Blue Equity, LLC ([www.blueequity.com](http://www.blueequity.com)), the majority shareholder of Gilford•Johnson Flooring, identified the potential synergies between the businesses and led the transaction. This is the third acquisition for Blue Equity in the sector. *“We are proud to announce the acquisition of such a prestigious and historically successful distributor with Mastercraft’s shared business philosophies and core values. We look forward to welcoming Mastercraft into the Gilford•Johnson Flooring family,”* said Jonathan Blue, Chairman and Managing Director of Blue Equity, LLC.

Gilford●Johnson Flooring is based in Jeffersonville, Indiana and provides exceptional flooring and high-quality service to its customers in Alabama, Florida, Georgia, Indiana, Kentucky, Ohio, and Tennessee, as well as parts of North Carolina, South Carolina, and Virginia. Partnered with the leading brands of hardwood, laminate, ceramic, and resilient flooring, Gilford●Johnson Flooring offers a full range of flooring options. Its product lines include Diamond Living hardwood and LVT, Earthwerks, Engineered Floors, Raskin LVT, FLEXCO, FloorMuffler, Inhaus, Tarkett's full product line including Johnsonite, IVC, PanTim, Somerset Hardwood, plus a complete suite of flooring accessories and sundries. Gilford●Johnson Flooring also distributes its own exclusive and established brands including *Vallaria* hardwoods, *HydraShield* WPC and Versini Hardwood. Scott Roy, President and CEO of Gilford●Johnson Flooring, said *"Mastercraft is the perfect partner for Gilford●Johnson. While in the same industry, Mastercraft fills out our southeastern reach with a full, complimentary range of products and services in the State of Florida. In addition, we are optimistic about expanding the Mastercraft territory into international markets beyond the State of Florida."*

For over 32 years Mastercraft Flooring, a family operated company, has been providing wholesale flooring distribution of hardwood, laminate, vinyl, carpet, and tile for residential and commercial customers exclusively within the state of Florida. Its product lines include Metroflor LVT, Johnson Premium Hardwood, Alloc Laminate and LVT, Natures Choice LVT and Laminate, Woods of the World Hardwood, Florida Lifestyles Carpet, Dri-Tac Adhesives, Future Foam and Natures Choice underlayment.

*"We are always looking for ways to improve the products and services we offer to our customers. By the joining of forces with Gilford●Johnson, we will have the tools to make our customers even more successful. I believe that the acquisition of Mastercraft by Gilford●Johnson Flooring will continue my legacy of dedication, hard work and commitment to offer the highest quality products and the best customer service in the industry and I will be staying on to oversee the integration as well as driving sales in the Florida market,"* said Harvey Johnson, President of Mastercraft Flooring Distributors, Inc.

The company's plans for the future are to expand the business with acquisitions, new partners and new product lines to become one of the leading distributors in the nation. CEO Roy stated *"this deal will enhance our product line exposure and greatly expand our customer base in contiguous regions."*

For more information, visit Blue Equity at [www.blueequity.com](http://www.blueequity.com) or [www.gilfordjohnson.com](http://www.gilfordjohnson.com)

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**BLUE EQUITY, LLC** ([www.blueequity.com](http://www.blueequity.com)) is an independent, private equity firm that invests in enterprises with solid developmental potential. We form partnerships with existing management teams to leverage the collective expertise of all involved. Our investment efforts and managerial capabilities are focused on the operation of a global and diversified portfolio including current and historical holdings in oil and gas, media, talent, sports and entertainment, spirit and wine manufacturing and retailing, hospitality and traditional distribution businesses. Blue Equity is dedicated to helping businesses grow by accelerating opportunity and driving innovation to the marketplace

**GILFORD●JOHNSON FLOORING** ([www.gilfordjohnson.com](http://www.gilfordjohnson.com)) Gilford●Johnson Flooring is one of the largest flooring distributors in the United States, with a significant presence throughout the Southeast and Midwest. Gilford●Johnson continually seeks to honor the past while building for the future. With clients who are independent retailers and to the trade, Gilford●Johnson offers complete lines of flooring and supports its customers with loyalty and display programs, promotions, educational seminars, special purchase opportunities and more.