

Montello, WI, 9/9/2023: Ort Flooring & Lumber LLC, a leading provider of high-quality wood lumber and flooring solutions, is thrilled to announce the appointment of Mr. Floyd Shelton as an independent consultant. With a remarkable career spanning nearly five decades in the gym floor industry, Mr. Shelton brings a wealth of expertise and innovation to the company.

Floyd Shelton's journey in the gym floor business began in the early 70's, after earning his Engineering degree. He started his career with a gym floor installation company that had roots dating back to the late 1800s. Over the years, he has made significant contributions to the industry, not only serving as the President of the Maple Flooring Manufacturers Association (MFMA) and Chairman of the technical committee but progressing from a salesperson working for others to becoming the owner of his own gym floor installation company.

Notably, Mr. Shelton served as the Sales Manager for a prominent gym floor manufacturer before venturing into entrepreneurship once again. He founded Superior Flooring, a gym floor manufacturing company that would go on to achieve remarkable milestones under his leadership. Superior Flooring not only produced over 3 million square feet of MFMA Maple for gym floors but also established itself as a global leader by selling numerous gym floors through a network of highly trained dealers worldwide. One of Mr. Shelton's most remarkable achievements is his role in training dealers to expertly install, maintain, and repair both wood and synthetic gym floors. His commitment to innovation led to the development of seven patented gym floor systems, making a lasting impact on the industry's standards. Mr. Shelton's expertise extends to gym floor inspection, where he is certified to represent owners and manufacturers, installers and Architects, when facing installation challenges. His insights and meticulous approach have earned him a reputation as a trusted authority in the field.

Upon joining Ort Flooring & Lumber, Mr. Shelton expressed his enthusiasm for the future: "I am excited to help Ort Flooring bring to market the highest quality products available. I believe that with the use of the newest technology, along with Gary Ort's deep understanding of the lumber business, Ort Flooring will fill a need that consumers demand."

Gary Ort, co-founder and President of Ort Flooring & Lumber, shared his thoughts on this significant addition to the team: "Floyd Shelton brings a wealth of knowledge to our team and can help us with our strategy and tactics, giving us the best chance for long-term success. We are honored to have him as an independent consultant, and we look forward to achieving great things together."

With Floyd Shelton's arrival, Ort Flooring & Lumber is poised to elevate its wood product offerings, customer service, and wood market presence. The combination of his extensive experience and Gary Ort's commitment to excellence is expected to set new industry standards and further cement the company's position as a leader in the flooring and lumber industry.

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