

November 1st 2022

Elias Wilf will distribute Responsive Industries branded SPC program in the mid-Atlantic region of the United States

The Elias Wilf Corporation is a 107 year old fourth-generation family-owned US flooring distributor. They have entered into a partnership with Responsive Industries, the leading Indian manufacturer of vinyl flooring. Elias will distribute Responsive branded SPC and LVT flooring programs in the mid-Atlantic region of the United States which comprises **Maryland, Virginia, Delaware, New Jersey, Pennsylvania, North Carolina, Eastern West Virginia, and New York including the 5 boroughs & Long Island.**

Responsive's SPC and LVT lines of Inspire, Elegance, Allure, Prestige, and Opulence are placed in **over 600 retail locations** serviced by Elias Wilf. **Examples of retail partnerships** include Atlantic Flooring Inc. Manteo, NC, Weaver's Floor Covering Harrisonburg, VA, Garvey's Carpet and Vinyl Northumberland, PA, Essis & Sons Lancaster, PA, Fox Floors Staten Island, NY, Carpet Fair Baltimore, MD, and Dunn's Floor Covering Seaford, DE.

Jeff Striegel, President, quotes, "Elias Wilf runs on its PSP philosophy – Great PEOPLE, World Class SERVICE and the right PRODUCTS. Our entire EW team (People), from sales to delivery is dedicated to our suppliers and the independent flooring stores alike, and we believe our 99.2% order accuracy rate (Service) is a testament to that dedication. Pairing that with Responsive Industries SPC and LVT lines (Product), our sales team has the highest level of expertise to pass on to retailers the confidence and product knowledge needed to create a cohesive partnership between the dealer, Responsive Industries and Elias Wilf"

Rishabh Agarwal, Chairman, Responsive Industries, "We thank the leadership team at Elias Wilf for their fantastic endorsements and look forward to a successful partnership. We are fully committed to our partners business model and will continue to provide strong support"

Product placements in retail stores

