

## Haines celebrates two milestones



From left: Mort Creech, chairman of the board; Bob Thompson, former CEO; Bruce Zwicker, president and CEO, J.J. Haines; Frank Ready, president and CEO, Armstrong North American Floor Products; and Lee Marston, shareholder, J.J. Haines.

## Top distributor is stronger than ever

By Emily J. Cappiello

[GLEN BURNIE, MD.] 2009 marked a huge year for J.J. Haines — it celebrated 135 years in business and 100 years as a distributor of Armstrong flooring products. The company celebrated both milestones with a picnic at its headquarters here on June 11.

In true Haines fashion, the company focused its business success on its customers, presenting an award to Floors Etc. by N. Ginsburg & Son, its oldest customer at 110 years. It also launched its 25-year club, a club for retailers that have been partners with Haines for 25 years or more. The members — there are more than 325 of them — will receive special deals and discounts from Haines throughout the year. “We’re here because of tradition; we’re here because we can stand on the shoulders of 135 years of people who came before us, and we stand here today with strong shoulders for others to stand on for our future,” said Bruce Zwicker, president and CEO, J.J. Haines. “We appreciate everybody and the part that [they] played in our

135 years.” The company is also running six months of promotions for all of its customers. “Although we are celebrating our 135th birthday, we are actually giving the gifts to our customers,” Zwicker added.

As for Haines’ relationship with Armstrong, both companies credit similar values and trust as the reasons why their partnership has stood the test of time. “The unique thing is to have two companies, both more than 100 years old, doing business together for 100 years,” said Mort Creech, chairman of the board of directors at Haines. “That is an amazing thing. There are a lot of things you can say but the key to me is trust. Armstrong and Haines each enjoy and acknowledge the strength of the other.”

Frank Ready, president and CEO of Armstrong, added, “You think about all the things that have come and gone and this relationship is still here. This relationship was founded on great people — smart, dedicated, energetic people who are committed to making the best products and servicing our customers the best way possible.”