



**SUPERIOR  
MANUFACTURING  
GROUP**

**CONTACT:** Ron Gustafson  
Marketing Director  
Superior Manufacturing Group  
(708) 458-4600

**Superior Manufacturing Group Announces New Brand Name  
for Teknor Apex Food Service Matting**

**New Division to be Called Apex™ Foodservice Matting**

Chicago, Illinois – October 2008 – Superior Manufacturing Group (SMG), announces the new brand name of Apex™ Foodservice Matting, formerly Teknor Apex Food Service Matting. SMG purchased the Food Service Matting Division of Teknor Apex January 2<sup>nd</sup>, 2007. With this acquisition, Superior Manufacturing Group became the industry leading supplier of floor matting to the food service industry. Superior also purchased the cutting board and hot water hose products to be offered as part of the Apex™ food service product line.

Peter Larkin, Director of Sales, Apex™ Foodservice Matting Division, explains, “For over 40 years, Teknor Apex has meant excellent quality, service and innovative products for the food service industry. Now known as Apex™ Foodservice Matting, this brand is the cornerstone of Superior’s Foodservice Matting Division.” Larkin continues, “With a new and improved product line and the introduction of the new catalog, we felt that now was the appropriate time to introduce the new brand name.”

“We now have two revolutionary brands, NoTrax® Floor Matting and Apex™ Foodservice Matting, coming together under one leading manufacturer, Superior Manufacturing,” states Vincent De Phillips, President of Superior Manufacturing Group.

To ensure a smooth transition, all Teknor Apex products will now be marketed under the Apex™ Foodservice Matting name, but will maintain the same product names, part numbers, warranties, and pricing schedule from Teknor Apex. In addition, the entire staff of Teknor Apex will now work under the Apex™ name. De Phillips adds, “Our top priority is to make this transition as smooth as possible. Simply stated, Teknor customers will continue to purchase the same products from the same people.”

Superior Manufacturing Group is headquartered in Chicago, Illinois with additional manufacturing and distribution facilities in Georgia, Mississippi, and The Netherlands. For over 60 years, Superior has been dedicated to serving the needs of floor matting dealers/distributors with quality products, customer service, and sales support. Superior’s NoTrax® family of floor matting products can be found in a wide variety of applications for the industrial and commercial markets.



News Release