



**SUPERIOR
MANUFACTURING
GROUP**

CONTACT: Ron Gustafson
Marketing Manager
Superior Manufacturing Group
rong@notrax.com
(708) 458-4600

**Superior Mfg. Group Launches Consumer Floor Matting
Product Line at International Home & Housewares Show 2009**

“Designs by NoTrax® Offers Commercial-Grade Products for the Home”

Chicago, Illinois – March 2009 – Established in 1948, Superior Manufacturing Group (SMG) is a pioneer in the manufacturing of high quality, performance floor matting for industrial, commercial, and food service markets. A family-owned and operated business for over 60 years, today Superior calls upon these years of manufacturing expertise and success in developing the Designs by NoTrax® line of quality matting products for the home. Designs by NoTrax® incorporate innovative manufacturing processes and state-of-the-art materials in a complete line of products for a variety of home applications.

“Our goal was to develop a line of products for the home, that offers the same quality, performance, and durability as the products we manufacture for industrial, commercial, and food service environments,” states Mary Newell, National Accounts Manager for Superior Manufacturing Group. “Addressing issues like fatigue and safety is not reserved only for industrial and commercial applications. Relieving lower back and leg discomfort and reducing slip and fall accidents in the home is of equal importance to us. The Designs by NoTrax® line is an affordable way for the home user to address these issues and provide a little aesthetic appeal in the process.”

The Designs by NoTrax® line offers products for a wide variety of home applications including:

- Kitchen anti-fatigue mats
- Doormats like the “Rubber Brush”, voted the #1 Rubber Entrance Mat by Real Simple magazine, March 2008
- Outdoor Living mats for the pool, patio, and grill
- Pet mats
- Restaurant quality NSF approved cutting boards

“With several ISO certified manufacturing facilities throughout the U.S., we can quickly adapt to market demands and respond to customer requirements, as well as offer greater flexibility and variety when it comes to styles, colors, and designs,” adds Newell.

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

(Images available upon request – rong@notrax.com)

Designs
BY NOTRAX



News Release