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AHF Products buys assets of Crossville, Inc.



[AHF Products](#), a leading manufacturer of hard surface flooring in North America, has purchased the assets of Crossville, Inc., from the Curran Group, a family-owned, privately-held company. This particular acquisition essentially catapults AHF into an industry-leading position in the fast-growing tile sector, with a comprehensive line of porcelain, ceramic, stone, and accessories. AHF Products supplies a wide variety of residential and commercial applications, which actually include: interior and exterior flooring, walls, and countertops.



With 15 distinct brands and dozens of product collections spanning hardwood, vinyl, laminate, and now tile, AHF

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has added to its stable of product offerings in the hard surface category, AHF President & CEO Brian Carson said he was drawn to Crossville for many reasons — namely, strong customer relationships; the U.S. manufacturing and product design strength; and, importantly, the company's winning culture. For Carson, acquiring Crossville adds a vital piece to AHF's strategic platform. It is an exciting development.



The future looks bright for AHF Products with this new addition. "[Crossville](#) is one of the most highly regarded brands in commercial and residential tile products, with widespread distribution, premium products, and a blue-chip customer base," said Carson. "Adding: a well-known and trusted brand like Crossville is a terrific complement to our legacy brands which include Bruce and Armstrong Flooring. Today, we are a more valuable supplier because we can package the high-touch service that our customers know us for with an even more diverse product offering." "We knew that AHF Products was the perfect fit, and the best path forward for our employees and customers. We looked for characteristics that aligned with our culture and core values."



Crossville is equally enthusiastic. "AHF and Crossville share a dedication to upholding the high standards and valued services that have shaped both of our businesses throughout the years," said [Greg Mather](#), President & CEO, Crossville, adding: "This is truly a win-win outcome for everyone involved."



Established in 1986 as America's first large-format porcelain tile manufacturer, Crossville, located in Tennessee, is a leading American manufacturer of beautiful, sustainable porcelain materials that advance the frontiers of tile design and performance. From producing the nation's first large-format porcelain tiles, to becoming the first and

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only net consumer of tile waste materials (meaning they recycle more than they produce), to developing cutting-edge performance innovations in surfacing solutions, Crossville has been at the forefront of innovation in the tile industry.

The Bruce logo is displayed in white, bold, sans-serif font on a dark blue rectangular background. The word "Bruce" is followed by a registered trademark symbol (®).

Notably, AHF Products has a long legacy of outstanding domestic production, which traces back to the year 1884 with Bruce® hardwood and even earlier with the Armstrong Flooring™ brand. As AHF Products continues to evolve, Carson said: *"the addition of the Crossville plants and 28 company owned Studios will strengthen our domestic footprint and grow our U.S. capabilities."*



This will be a seamless transition for customers. AHF Products and the Crossville team will invest in the Crossville brand to expand its product offering and reach. Carson added, *"Collectively, we will be a stronger, more capable organization with the ability to serve all our customers more effectively."* With five acquisitions in less than five years, AHF has increased its product and service offerings for residential and commercial markets, has built a world-class organization, and is investing in state-of-the-art manufacturing facilities. Headquartered in Mountville, Pennsylvania, with the acquisition of the Crossville assets, AHF now operates 13 facilities – 12 in the U.S. and one in Cambodia – and has grown to over 3000 employees.

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AHF previously acquired [LM Flooring®](#) in 2019, followed by the [Parterre®](#) and [American OEM™](#) brands in 2021 and then [Armstrong Flooring™](#) in 2022. The Crossville asset purchase is its latest, as it continues to grow both organically and through acquisitions; continuing a strategy of serving its customers through sought-after products, outstanding service, and innovation.



AHF Products is a leading hard surface flooring manufacturer in the USA with a family of trusted brands serving the residential and commercial hardwood and vinyl flooring markets. With decades of experience in award-winning flooring design, product development, manufacturing, and service, they continue create quality flooring that last for generations. This is achievable through their inspiring designs, innovation, and a deep commitment to outstanding customer service. Their residential flooring brands include Bruce®, Armstrong Flooring™, Hartco®, Robbins®, LM Flooring®, Capella®, HomerWood®, Hearthwood®, Raintree®, Autograph™, Emily Morrow Home™ and tmbr®. Their commercial brands include Bruce Contract™, Hartco Contract™, AHF Contract™, Armstrong Flooring™ and Parterre®. The company is headquartered in Mountville, Pennsylvania, with manufacturing operations located across the United States and in Cambodia. AHF Products employs over 3,000 dedicated team members at its locations.

ArmstrongFlooring™

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