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## **Floorguard® Opens New Franchise to Serve Delaware Communities**

**AURORA, Ill., April 1, 2007** – In an effort to bring garage flooring, storage and organization systems to cities across the U.S., Floorguard®, the largest and most trusted name in garage flooring technology, today announces the grand opening of its newest franchise serving various communities in the Delaware Valley.

The franchise is locally owned and operated by Wilmington-natives and partners, Dave and Nita Trexler. Its warehouse is located at 1217 Old Cooch's Bridge Road, Newark, Delaware.

Floorguard's proprietary materials and processes offer homeowners a complete garage system that includes a high-quality, stain-resistant, easy-to-clean flooring surface. Unlike paint that can peel or tiles that can come loose, a Floorguard coated floor permanently bonds to concrete. Floorguard additionally offers heavy-duty wall systems and finely-crafted cabinetry, all which add immense value to a home and create a well organized and clean extended living space.

“Nita and I are entrepreneurial-minded and we jumped at the chance to work with a company that has solid roots in the home improvement market. More and more homeowners in the Delaware Valley are looking for innovative ways to expand their living space and add value to their homes, and we believe that Floorguard offers a unique opportunity to do so,” says Dave Trexler, co-owner and co-operator of the Floorguard franchises in Delaware and Southeast Pennsylvania. “Floorguard stands by its products, which all have been carefully formulated and designed for maximum functionality, even in the difficult weather conditions faced by local homeowners. We are proud to put our names behind this company and our local franchise.”

Floorguard, founded in 1988, has been a staple in the garage flooring space in Chicago for nearly 20 years. The growing home improvement market has fueled the company's expansion efforts and nationwide appeal over the past several years and Floorguard continues to open new franchises around the country.

Gus Schuberth, the founder and president of Floorguard, says that the home remodeling market is hot and will continue to grow as people invest more resources into making their living spaces more aesthetically pleasing. “Every homeowner is looking to add value to their homes and we help them accomplish this and more. Every franchise serves as a conduit to bringing our proprietary products and processes to a broader audience. We wish the Trexlers well with their new franchise.”

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To schedule an appointment for a consultation in the Delaware Valley, please contact Dave and Nita Trexler at 302-351-4224.

**About Floorguard**

Floorguard® is the most respected and trusted name in quality, maintenance-free garage systems. Its easy-to-clean flooring, heavy-duty wall systems and finely-crafted cabinetry enable homeowners to customize their garage spaces to match their individual needs and styles. Floorguard has been at the forefront of the seamless flooring industry for almost 20 years and has developed a proprietary blend of materials and processes that result in garage flooring that continually looks beautiful and last for years, even in unfavorable weather conditions. Floorguard products have been endorsed by more than 15,000 satisfied customers and are available to customers in four metro areas nationwide, including its flagship office in Chicago, and three franchises in Delaware, Southeast Pennsylvania and South Carolina. For additional information or to learn about Floorguard's proprietary products and processes, please visit [www.floorguard.com](http://www.floorguard.com).

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