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FOR IMMEDIATE RELEASE

StaticStop Debuts Video Explaining Why the Holidays are Ideal to Install New ESD Flooring

AVON, MA — November 2020 — StaticStop, a division of SelecTech, Inc., and leader in the manufacture of innovative ESD flooring products that save time and money, today announced that Founder and CEO Tom Ricciardelli has shared a new video discussing end-of-year flooring projects during holiday closings. The video is available on the StaticStop YouTube channel at <https://www.youtube.com/watch?v=3SH-3beqlcY>.

Installing new flooring can mean production down time. To avoid this downtime, Ricciardelli explains that the holidays are a popular time for new flooring projects during facility closures. In response, StaticStop has stocked up its inventory. StaticStop's FreeStyle ESD PLUS, interlocking ESD tiles with a low-maintenance finish are the only ESD flooring products that are suitable for use over high-moisture, irregular and problem subfloors.



StaticStop conductive and dissipative flooring comes in 18.5 x 18.5" interlocking tiles. Made with a minimum of 20 percent recycled materials, FreeStyle ESD is 100 percent recyclable. FreeStyle ESD has lifetime guaranteed electrical properties, meets CA 1350 Indoor Air Quality and is MAS Certified Green. FreeStyle ESD and SelecTile ESD, as well as the Gluedown GroundFloor ESD tiles meet all ANSI 20.20 standards.

To request a sample of FreeStyle ESD or any other of their ESD flooring samples or information for their complete ESD Flooring line, please call 508-583-3200 or visit www.staticstop.com.

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About StaticStop

StaticStop is a division of SelecTech, Inc., which was founded in 1993 with the mission of creating valuable products from scrap plastics. The company is a leader in the manufacture of flooring products from recycled materials and uses one million pounds of recycled materials annually. Their FreeStyle ESD and SelecTile ESD products are made with recycled content and are 100 percent recyclable. Both FreeStyle ESD and SelecTile ESD are installed without adhesives making them some of the "greenest" and most cost-effective flooring products available. The unique interlock system on StaticStop's flooring products enable them to be installed at a much lower cost, without a lot of costly downtime, which provides significant value to customers. StaticStop

interlocking flooring tiles are the only ESD products available that have no disclaimers for high-moisture, irregular, and problem subfloors.

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