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FOR IMMEDIATE RELEASE

SelecTech Showcases Enhanced FreeStyle ESD PLUS at 2024 IPC APEX EXPO

AVON, MA — March 2024 — SelecTech, Inc., a leading manufacturer of innovative and sustainable flooring products, is excited to announce its participation in the **2024 IPC APEX EXPO**, where the company will unveil the enhanced version of its premium product, **FreeStyle ESD PLUS** in booth 2638. The **2024 IPC APEX EXPO** is scheduled to take place April 9-11, 2024 at the Anaheim Convention Center in California.

FreeStyle ESD PLUS has been a flagship product for SelecTech, known for its exceptional quality and performance. The latest iteration of this interlocking ESD tile boasts significant improvements in durability, thanks to a new surface treatment. SelecTech has reinforced the FreeStyle ESD PLUS, making it an even more robust and reliable choice for industries requiring superior electrostatic discharge (ESD) flooring solutions.

Designed for optimal functionality, FreeStyle ESD PLUS features a low-maintenance finish and is the ideal ESD flooring product for use over high-moisture, irregular, and challenging subfloors. The 18.5" x 18.5" interlocking tiles are conductive and dissipative, ensuring effective ESD protection in diverse industrial settings.



What sets FreeStyle ESD PLUS apart is its patented Glueless "zipper" interlocking system, allowing seamless installation over existing flooring with minimal subfloor preparation. This innovative design eliminates the need for messy and toxic adhesives, significantly reducing downtime during installation and enabling production lines to remain operational.

"We are excited to present the enhanced FreeStyle ESD PLUS at the 2024 IPC APEX EXPO. We've taken our premium ESD flooring product to the next level with improved durability and functionality. This innovation aligns with our commitment to providing cutting-edge solutions that meet the evolving needs of our customers," said Tom Ricciardelli, President at SelecTech.

In addition to its superior performance, FreeStyle ESD PLUS is environmentally friendly. Made with a minimum of 20 percent recycled materials, the flooring is 100 percent recyclable. The product has lifetime guaranteed electrical properties, meets CA 1350 Indoor Air Quality standards, and is MAS Certified Green. Both FreeStyle ESD PLUS and Selectile ESD, along with the Gluedown GroundFloor ESD tiles, adhere to all ANSI 20.20 standards.

SelecTech invites attendees of the 2024 IPC APEX EXPO to visit booth 2638 to experience the enhanced FreeStyle ESD PLUS and explore how SelecTech's flooring solutions can meet their unique requirements.

SelecTech flooring is available in a variety of colors for commercial use. For information before ordering samples, please call 508-583-3200 or visit www.selectech.com.

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About SelecTech, Inc.

SelecTech is a leader in the manufacture of innovative flooring products from recycled materials. Founded in 1993, the company takes the time to learn from its customers and create ESD, commercial, and residential flooring lines that integrate their needs with some of the “greenest” and most cost-effective products on the market.