

For Immediate Release

**January 29, 2021 at 12:01 AM EDT**

**Local Flooring and Commercial Floor Care Provider Names New Executive Leadership**

**Grand Rapids, Michigan - January 29, 2021** – Century announces the appointment of new executive leadership and the move of former Chief Executive Officer, Greg Hadfield, to lead expanded set of offerings through a new company, Flooralytics – an ANAB nationally accredited testing laboratory for both flooring and textiles.

Steve Jahr has been named President and Chief Executive Officer of Century, effective January 1, 2021. For the past five years Jahr has served as the company's Chief Operations Officer and Chief Financial Officer, helping to grow the residential and commercial flooring and commercial floor care services of the business. Jahr will focus marketing the company's values, extensive industry experience, and proven customer service across the state. The year 2021 brings a renewed effort to support interior designers and general contractor partners to bring projects to life.

"We will open the doors of a new showroom on Century Avenue in Grand Rapids this spring and want our customers and partners to treat the space as their own," says Steve Jahr of what's to come in Century's future. "For flooring, we have elevated our showroom to be a place where designers can collaborate with our team and their clients to select the perfect finishes for their home or commercial environment."

Former Chief Executive Officer Greg Hadfield will take his executive level leadership to Flooralytics, a new laboratory on the same property as Century, offering standardized testing services to flooring and textile manufacturers on a national level. Greg brings thirty years of experience in chemical, textile, and flooring companies, including his time formerly with Century and Applied Textiles. Flooralytics will bring honest partnership to the testing process to collaboratively work to solve initial product shortfalls and save manufacturers money in the process.

"West Michigan is home to market leaders in furniture, flooring, and textile manufacturing. Flooralytics is proud to create the opportunity for these enterprises to source the required analysis and laboratory testing of their products locally – in turn, conserving time, cost, and resources, and ultimately allowing them to expand their sustainability practices," says Hadfield.

Custer, West Michigan's leader in furnishings and interior environments, is a majority owner in both Century and Flooralytics. Second generation President and Chief Executive Officer, Todd Custer, is excited about the possibilities that these changes in leadership bring to the expanding capabilities of the Custer family of brands.

"Steve will bring renewed vision and energy to the legacy that Greg has helped build at Century," says Custer. "Flooralytics is a new venture with astounding capabilities with a true niche not just for Custer partner manufacturers – but furniture, textile, and flooring companies that need this service to bring their products to market, as well. Greg's team of experts are the best possible technicians to perform this work for the companies whose quality we trust."

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