

## **AlturaSolutions Communications Retained by Crown Mats and Matting**

*By AlturaSolutions Communications*

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*Sixty-five-year-old Crown Mats and Matting, a pioneer in the matting industry has retained the services of Chicago-based AlturaSolutions Communications to help promote the company's new matting systems.*

Fremont, OH – August 16, 2010 - Sixty-five-year-old Crown Mats and Matting, a well-respected pioneer in the matting industry as well as the professional cleaning industry, has retained the services of Chicago-based AlturaSolutions Communications to help promote the company's new Green and sustainable high-performance matting systems.

Headquartered in Fremont, OH, and a division of Ludlow Composites Corporation, Crown Mats has been one of the leading manufacturers of matting systems for decades and is often considered a trend setter in the matting industry.

The company is credited with introducing the industry's first walk-off matting system, developed by its founder, R.P. Johnson.

"Now more than six decades later, we have developed some of the Greenest and most sustainable matting systems on the market," says Christopher Tricozzi, vice president of marketing for Crown Mats. "We hired AlturaSolutions as part of our marketing program to help get the word out about these and other Crown products."

AlturaSolutions Communications is an 8-year old communications firm started by Robert Kravitz, specializing in the professional cleaning industry. Kravitz, an author of two books on the industry, formerly operated three building service contracting companies in California.

"Crown has such an excellent reputation in the industry we are proud to be affiliated with them," says Kravitz. "Although a large corporation, they still operate much as they did years ago, as a closely knit, mom-and-pop organization with strong ethics and family values."

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### About Crown Mats and Matting

For more than 60 years, Crown Mats and Matting has been a pioneer in the development and manufacture of matting products. Beginning with the invention of walk-off matting by the company's founder, R.P. Johnson, the company now has the most diverse matting product line offered in our industry. Crown sells matting through an extensive network of highly trained sales representatives throughout the United States and worldwide. These sales experts are familiar with the features and benefits of all matting systems and are able to help their clients find the right system for virtually any application.

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