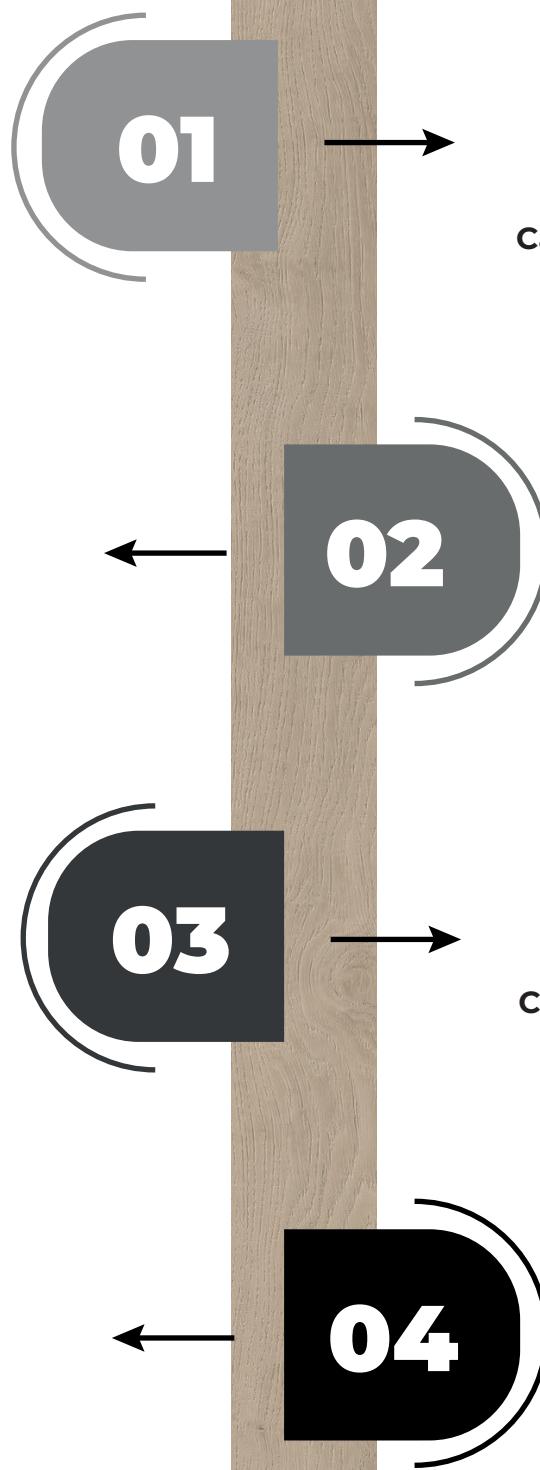


# Media Press Kit



[www.cpffloors.com](http://www.cpffloors.com) 

CPF  
**CPF FLOORS**  
FLOORING DISTRIBUTORS



## About CPF Floors

# The House of CoreProof



CPF Floors was born in November 2019 with a bold vision: to transform the way we experience our spaces. It was founded by Marcelo Gavotti, an expert with more than two decades of experience in the flooring industry. In a surprisingly short period of time, our company has experienced extraordinary growth.

What sets us apart is not only the exceptional quality of our products, which range from laminate to Rigid Core Vinyl flooring, but also our ongoing commitment to innovation and excellence. At CPF Floors, we strive to exceed industry standards, and these values are the foundation of everything we do.

Our story is a story of core values: integrity, innovation and collaboration. In just three years, we have achieved notable milestones, and we look forward to the future and the exciting opportunities that await us.

At CPF Floors, we communicate in a professional yet accessible manner, highlighting empathy, commitment and innovation. We deeply value our dealers, who are essential collaborators on our path to mutual success. As we move forward, we will continue to work together to achieve exceptional results and leave our mark on the flooring industry.

# Mission, Vision and Values



## Mission

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To be leaders in the flooring market, recognized for our innovation, quality and commitment to customer satisfaction. We aspire to be a trusted and respected brand that inspires creativity in the design and construction of spaces around the world."



## Vision

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Offer high-quality, innovative flooring solutions that exceed our customers' expectations. We strive to provide exceptional products and services that contribute to the creation of functional, attractive and long-lasting spaces.



## Values

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- **Passion to be better:** We constantly strive to improve and exceed our limits. We strive for excellence in everything we do and remain dedicated to continuous improvement.

- **Empathy:** We value our clients and their needs. We strive to understand your wishes and concerns to offer solutions that meet your expectations.

- **Impeccability:** We seek perfection in every detail. We maintain high quality standards in our products and services to ensure that everything we offer is of the highest quality.

- **Innovation:** We embrace creativity and innovation in all aspects of our work. We are constantly looking for new ways to improve our products and processes to stay at the forefront of the industry.

- **Collaboration:** We work together as a team, valuing individual contributions and leveraging diversity of skills and perspectives to achieve exceptional results.

## Company Spokes Persons

# Let's Click Together

### Company Spokes Persons



**Marcelo Gavotti**

CEO

[View More](#)



**Javier Aguilera**

Sales & Tech

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**Jorge Guerrero**

Growth Director

[View More](#)

### Industry expert



**Esteban Gavotti**

Regional Sales Director,  
South Florida

[View More](#)



**Chris Harris**

Chief Revenue Officer

[View More](#)

# Press Contact



**CPF**FLOORS



scan me

**LET'S CLICK  
TOGETHER**



[marketing@cpffloors.com](mailto:marketing@cpffloors.com)



[javier@cpffloors.com](mailto:javier@cpffloors.com)

At CPF we are passionate about communicating about the flooring market, its trends, innovations and our company. Our intention is to be multipliers of the information that the end customer needs to be up to date and make the right decisions in the laminate and Rigid Core Vinyl flooring market.

# Graphic resources



## Image Bank

Our image bank is just a click away. In it you can find real photos and mockups of our products.

[Download](#)



## Brand manual and graphic package

All resources are of high quality, available to use as indicated in the corporate identity manual.

[Download](#)



## Content Kit

Created for our allies, collaborators and sellers. You can find all the information about our products here.

[Download](#)

# Product Information



## Rigid Core Vinyl Flooring

Our Rigid Core Vinyl floors are designed to meet various needs and styles, ensuring durability and outstanding performance. With CPF, you get the best solution and competitiveness in the market.

[View More](#)

## Steps

Our steps provide innovative solutions. Whether you're looking for functional durability or a touch of elegance, our steps are the perfect choice.

[View More](#)

## Laminate Waterproof Flooring

We offer a wide range of laminated flooring options that are not only visually stunning but also highly water-resistant, ideal for high-humidity environments.

[View More](#)

# Quotes and Testimonials



Google

Reviews

4,8  
★★★★★

[View more](#)



**Walter Salas**

Review

CPF Floors services are simply exceptional. With an impressive range of styles and colors, they offer something for every home decor. The personalized attention and....



**Derek Clobes**

Review

They went above and beyond to ensure my client was moving in onto new flooring.. Communication was clear. The product looks amazing....



**Javier González**

Review

Hands down, one of the products with the best quality I've ever seen. After a long research I decided to go for CPF and I have no regrets at all. Don't hesitate to contact them



**David Varela**

Review

IT'S MY COMPETITION BUT THERE'S QUALITY



**Sophia Williams**

Review

Would recommend 100%, eyes closed! The quality is far superior to that of competitors.



**Douglas Ferreira**

Review

Fast attendance



**CPF**FLOORS

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