

Forbes Industries Expands Dance Floor Offering

Forbes Industries creates new Strategic Alliance with Event Equipment Sales (EES), expands Portable Dance Floor offering

ONTARIO, CA, USA, August 19, 2016 /EINPresswire.com/ -- Forbes Industries, industry leader in the manufacture of Hospitality and Food & Beverage Equipment, has created a new strategic alliance with Event Equipment Sales (EES), industry supplier of portable dance floors. As of July 1st, 2016, Forbes Industries will exclusively represent the Florlok®, Publok®, and Outlok® brands of portable dance floors to the hospitality industry.

“Hotels invest millions of dollars to create a dynamic event space, but are very limited to the choices of portable dance floor finishes available. Now, Forbes Industries will have the ability to offer a broad scope of new finishes that complement the hotel property’s investment, décor, and design. We will be pioneers of this sales technique to hotels and we feel this approach will change the future of how portable dance floors are purchased”, says Amy Yore, Vice President of Sales at Forbes Industries. “EES has a great respect for Forbes Industries and their reputation in the hospitality market. Both companies share similar core values and see the opportunity to immediately impact market share by having Forbes Industries represent our patented portable dance floors exclusively. Since we also own the manufacturing arm, we have the ability to research and develop new patterns and finishes that will ultimately change the way hotels purchase portable dance floors.” Says Douglas Crowe, Chief Operating Officer, Event Equipment Sales.

The goal of the alliance between Forbes Industries and EES is to provide the hospitality industry with quality portable dance floors and an expanded scope of finishes. The dance floor’s unique interlocking



New Publok Dance Floor in use



Store and transport your dance floor with ease!

system will substantially reduce event set up and strike times, while providing ongoing labor savings to clients. The new designs include 100% waterproof dance floors, which will finally provide

“ the ability to utilize the same floor in indoor and outdoor event spaces. Hotels invest millions of dollars to create a dynamic event space, but are very limited to the choices of portable dance floor finishes available.

Amy Yore, Vice President of Sales

Amy Yore
Forbes Industries
(262) 215.1994
email us here



Many different colors and finishes are available

This press release can be viewed online at: <http://www.einpresswire.com>

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