



Welcome, Nace Hentschell



Nace Hentschel

Product Development and Technical Services Director

Glitsa is proud to announce **Nace Hentschell** as Product Development and Technical Services Director. Nace officially began working for Glitsa on January 1, 2008, but he has been promoting Glitsa for years as the Vice President of Hardwood Flooring Distributors (HFD), a division of Goodfellow. Nace brings with him a wealth of knowledge and experience, having been in the flooring industry since 1980. His well-rounded career has allowed him to be in charge of almost all aspects including sales, customer service, management, budgeting and technical services.

Nace's vast experience will be an asset to Glitsa's Product Development Department. He will give a fresh perspective and continue Glitsa's commitment to bringing quality products to professionals from professionals. Customer support and technical assistance have always been a core competence. "The reward of fixing a job and helping the contractor to get paid are the best part of the challenge. Handling a tough fix that can be pulled off at the end of the day – Now that's a good feeling!"

Nace lives in Seattle, WA and operates out of Glitsa's Seattle headquarters. ♦

"We are pleased to welcome Nace to our team. He is a good fit with Glitsa. He has a strong background in technical, customer service and management in the flooring industry and a good familiarity with our company, products and the needs of contractors. He is the right man in the right place at the right time to grow with Glitsa as we face the opportunities and challenges of this market." – Duane Bartel, *President of Glitsa American, Inc.*