



# MERIDA

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## **FOR IMMEDIATE RELEASE**

### **ROXANNE HANNA NAMED CREATIVE DIRECTOR OF MERIDA MERIDIAN**

Boston, MA July 25, 2013 – Catherine Connolly, CEO of Merida Meridian announced today the appointment of Roxanne Hanna as Executive Creative Director, effective immediately. In this new position, Ms. Hanna will be responsible for leading all creative output, including product sold thru Merida’s 110 doors across the country and directly to architectural and Interior Design firms. A member of the Merida team for over 14 years, she has played a dynamic role within the organization including sales, marketing, strategic planning, licensing, and product development.

Connolly said, “There is not a better or more qualified person to run the creative team at Merida. Along with Roxanne’s incredible eye for design, she has extensive knowledge and relationships with leading designers, architects and other manufacturers. She possesses the incredible combination of intuition, passion and creative curiosity, which will enable her to lead in a meaningful way in her new role. Roxanne has been involved, played a role and/or witnessed some of the most well executed and professional interior design projects (both residential and commercial) in the US. Thru this she’s developed an innate capacity to evolve and respond to the market with Merida product.”

Connolly further states, “Over the past several years, we’ve invested heavily in our US manufacturing capabilities. Roxanne’s leadership will further strengthen our position not only in the categories Merida is known for, but wool and linen categories, as well.”

Hanna commented, “We have a legacy of creating high quality and innovative textiles for the floor. My goal is to continue with this path, elevate our design presence and become an advocate for our skilled artisans and craftspeople. Merida has a look and aesthetic based around natural materials and colors. We are known for our textures and innovative construction techniques with a fresh and current vibe. My aim is to push the boundaries from a design perspective making it more relevant and exciting.”



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Hanna will be based in Boston, MA. and the Fall River, MA. facility, where she will manage Merida's design team and will work closely with Catherine Connolly, CEO of Merida Meridian.

## **About Merida Meridian**

Merida Meridian opened its doors in 1978 and today is a leading rug and flooring manufacturer to elite designers, decorators and architects across the US. Headquartered in Boston and Fall River, MA, Merida is one of the few remaining US textile producers of this level. Outside of the US, they partner with leading manufacturers and suppliers who share their commitment to environmental stewardship and social and economic development. Merida believes the pursuit of beautifully designed rugs and flooring goes hand in hand with product that is durable and gorgeous. To that end, Merida has an in-house design team who work to stay ahead of the fashion and interior design trends. Their design, commitment to suitability, and beautiful durable products has helped Merida become a leader in natural fiber flooring industry.

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