**INTEX Expo booth #135**

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**ROCKFON adds Crystal Petersen to architectural sales team**

Chicago (April 2015)— Crystal Petersen joins ROCKFON’s North American team as an architectural sales manager serving the commercial design community in California. ROCKFON continues to expand its staff and products to provide customers with a comprehensive range of stone wool acoustic ceiling panels, specialty metal ceiling panels and ceiling suspension systems.

Petersen draws from 17 years of sales experience in architectural building products collaborating with architects, contractors, distributors, developers and designers to develop strategies and specifications. She most recently worked as a commercial account manager at California-based Emser Tile, the largest privately held designer and marketer of tile and natural stone products in the United States.

Previously, Petersen was a regional account manager serving seven Western states for Delta Faucet Company. Her prior positions also included working as a regional account manager at Catalina Carpet Mills Inc., as a Western regional builder manager at Mannington Mills, Inc., and as a sales representative at MonierLifetile LLC.

Throughout her career, Petersen has been an active member of numerous industry associations including the American Institute of Architects (AIA), the American Society of Interior Designers (ASID) and the Building Owners and Managers Association (BOMA). In 2013, Petersen was nominated as the HBA Supplier Sales Representative of the Year. She earned her bachelor’s degree in business management from the University of Phoenix and is pursuing her LEED® accreditation through the U.S. Green Building Council.

At ROCKFON, Petersen and her colleagues throughout North America also are members and participants in the AIA, the Construction Specifications Canada (CSC), the Construction Specifications Institute (CSI), the Institute of Noise Control Engineering (INCE), the International Interior Design Association (IIDA), the National Council of Acoustical Consultants (NCAC), as well as members in the Acoustical Society of America (ASA), the Association of the Wall and Ceiling Industry (AWCI) and the Ceiling and Interior Systems Construction Association (CISCA).

**About ROCKFON**

ROCKFON® is a leading provider of acoustic stone wool and metallic ceiling solutions and suspension systems.

With the acquisition of Chicago Metallic®, ROCKFON provides customers a complete ceiling system offering combining ROCKFON stone wool and specialty metal ceiling panels with Chicago Metallic suspension systems.

ROCKFON complete ceiling systems are a fast and simple way to create beautiful, comfortable spaces. Easy to install and durable, they protect people from noise and the spread of fire while making a constructive contribution towards a sustainable future.

ROCKFON is a subsidiary of Denmark-based ROCKWOOL International A/S, the world's largest producer of stone wool products. ROCKWOOL has more than 10,000 employees in 40 countries and is listed on the NASDAQ OMX Nordic Exchange Copenhagen. In North America, ROCKWOOL operates under the name ROXUL.

For more information, visit [www.rockfon.com](http://www.rockfon.com).

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