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BRZ Brands Announces North American Release of BRZ Floor Guards at the 2014 International Builders Show

(Orlando, FL – December 31, 2013) BRZ Floor Guards, a device that when stepped into applies a specially-developed eco-friendly film to shoes to protect tile, hardwood floors and carpet will be launched nationally at the 2014 International Builders Show in Las Vegas, Nevada.

BRZ Floor Guards were used for the first time in North America at the New Southern Home, built in conjunction with the Southeast Builders' Conference, and have been further developed in response to market demand.

BRZ Floor Guards are currently being used in high-end residences in Europe and Asia and are now available for North American markets. The guards are suitable for many other industries and applications, such as manufacturing clean rooms, hospitality environments, real estate open houses, facilities management, maintenance, remediation, and most other environments in which shoe covers are frequently used.

The Floor Guards are available in custom colors with logos or monograms. BRZ Brands President Brian Szott says business owners were very interested in the opportunity to differentiate themselves from the competition by carrying branded versions of the floor guards on their fleet trucks.

Crafted from recycled plastic, the devices feature a recyclable film and have a low cost per use, offering a green alternative to traditional shoe covers.

BRZ Brands is a product development firm focused on the home and life markets. For more information, email support@brzbrands.com, or visit Brzbrands.com.