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# Lititz Flooring Company Announces Key Leadership Positions Amid Sustained, Continued Growth of the AVA and Capri Collections Brands

As part of our ongoing restructuring to support the dynamic growth of Lititz Flooring Company, we are proud to announce two strategic leadership positions that reflect the exceptional talent within our organization.



## **Travis Whipple has been named Vice President of Sales.**

Travis has played a pivotal role in expanding our national presence, supporting over 100 sales reps across the U.S. and Canada. Known for his high energy and deep product knowledge, Travis brings a hands-on approach to leadership — balancing a demanding travel schedule while remaining fully accessible to our team and clients. His commitment ensures Lititz Flooring remains a trusted name in the commercial flooring and wall covering industries. “Travis has proven time and again that he’s not just a leader — he’s a catalyst” said Lititz Flooring Cofounder and President, Dave Cipalla. *“This position reflects the impact he’s already made and the direction we are heading.”*



## **Daniel Ortiz has been named Director of Technical Services.**

Daniel has long been a critical resource for both our team and our partners. With a background as a commercial installer and project manager, he brings firsthand job site experience to every phase of a project — from specification support to post-installation maintenance. Daniel will continue to lead technical training sessions at the Lititz Flooring Training Center and provide on-site support when needed. His ability to bridge product knowledge with real-world application makes him indispensable to our mission of delivering successful, lasting installations. *“Daniel’s technical expertise, work ethic, and deep understanding of our clients’ needs have made him an essential part of this company”* said Cipalla. *“This title simply reflects what we’ve all known — he’s a leader in every sense.”*

## **About Lititz Flooring Company**

Lititz Flooring Company is a leading provider of innovative flooring and wall covering solutions. With a commitment to sustainability, design, and service, our team supports commercial projects across the U.S. and Canada with an unmatched depth of knowledge and product expertise.