

# ABOVE VIEW MFG. BY TILES INC.

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## **ABOVE VIEW, MANUFACTURER OF ORNAMENTAL CEILING TILES AND FOAMATION INC., FAMOUS MAKERS OF THE CHEESEHEAD® HAT ANNOUNCE STRATEGIC LICENCING AGREEMENT**

*Long time Milwaukee architectural products manufacturer partners with Foamation to market Cheesehead™ Brand ornamental plaster ceiling tiles. The Cheesehead Nation celebrates!*

**MILWAUKEE -- August 4, 2015** – St. Francis, WI based Foamation, Inc. and Milwaukee, WI based Tiles, Inc - doing business as ABOVE VIEW, announced today a strategic licensing agreement whereby ABOVE VIEW will develop, manufacture and market Cheesehead® hat inspired ornamental plaster ceiling tiles and related products. Products will include a line of 2' x 2' ceiling tiles that can drop into any standard ceiling grid system as well as related novelty wall artwork.

“This strategic alliance with Foamation, Inc. is an exciting initiative for ABOVE VIEW” said Linda Wilhelms, Board Director. “ABOVE VIEW is moving into the 21st century with lines of custom ceiling tiles and other licensed and branded ornamental plaster products to serve popular niche markets. The licensed Cheesehead designs on tiles introduce exciting local and worldwide opportunities to provide fans with unique and loveable interior spaces that reflect their pride.” ABOVE VIEW also foresees opportunities in immersive retail environments, specifically as related to Wisconsin visitor and tourist destinations.

“We’re proud of our cheese!” said Ralph Bruno, Owner and ‘Chairman of the Cheese’ for Foamation, Inc. “Strategic licensing with quality firms like ABOVE VIEW extends our brand to create diverse and appealing products beyond our own foam based merchandise.”

Cheesehead Brand Tiles, by ABOVE VIEW will be introduced for sale at the 2015 Wisconsin State Fair in the Exposition Center, Booth # 1219. SEE YOU AT THE FAIR!

ABOVE VIEW was started in 1984 with the vision to produce artisanal quality ornamental plaster ceiling tiles on a commercial scale for commercial applications with installations in hotels, casinos, restaurants, governmental buildings and fine residences around the world. ABOVE VIEW products are manufactured from a patented, non-toxic, non-combustible, biodegradable plaster compound. Each ceiling tile has a UL Class A fire rating, zero flame spread, zero smoke spread and zero fuel contribution. Durable and stable, ABOVE VIEW’s tiles are superior to standard fiberboard, plastic or vinyl alternatives.

Foamation, Inc. was founded in 1987. Cheesehead brand products are shipped to consumers in all 50 states and over 30 nations around the globe. The variety of people enjoying the products is simply stunning. Some are transplanted Wisconsinites, some dedicated Green Bay Packer fans, and some - simply like cheese. With the new ABOVE VIEW ceiling tiles, commercial and residential spaces can now cover everyone with cheese!

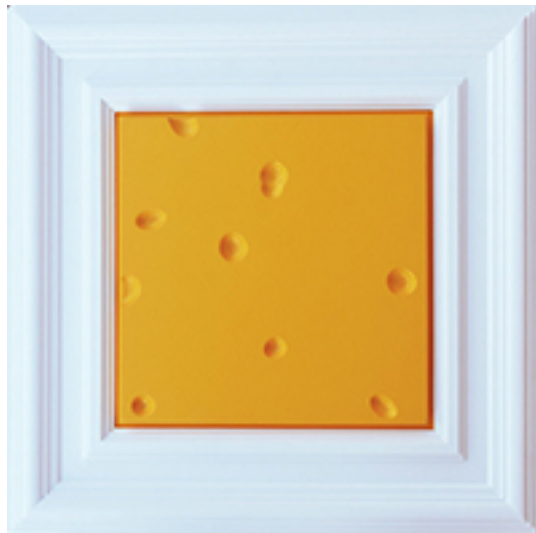
For more information, visit [aboveview.com](http://aboveview.com).

ABOVE VIEW MFG. BY  
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ABOVE VIEW + Cheesehead Brand =



CH-0002 Classic Cheese Tile  
One of 4 New Cheesehead™ Brand Tiles

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