Spartan ParentCo, LLC Announces the Appointment of Distribution Executive Roger Farmer as Chief Executive Officer for its Merit Distribution Group, Lancaster, and EJ Welch Businesses

Spartanburg, SC – October 23, 2025 – Spartan ParentCo (d/b/a: The Merit Distribution Group), LLC announced today that Roger Farmer will be joining the Company on October 27th as Chief Executive Officer. He replaces Geff Lynch, who is retiring.

Mr. Farmer brings over 30 years of experience in scaling complex, multi-location distribution businesses in the construction and building supply industry. Most recently, he was the President and Chief Executive Officer of Southeast Building Supply Interests, a regional lumber and building materials pro-dealer organization. Prior to that, Mr. Farmer was Executive Vice President of Swift Supply, a regional building materials and construction supplier and President of Bender Lumber, a regional materials supplier. Mr. Farmer previously served in senior Operations and General Management positions at American Building Supply, Hope Lumber, 84 Lumber and Talent Lumber.

Farmer said, "I'm honored to join The Merit Distribution Group as CEO. This is a company with a strong foundation, a talented team, and a clear opportunity to create meaningful impact. I look forward to working closely with our people, partners, and customers to drive innovation, accelerate growth, and shape the next chapter of success.

Geff Lynch said "I have been honored to lead The Merit Distribution Group as CEO and am proud to have worked with the most talented and committed team in the industry. Due to family health issues, I have determined that now is the best time to start my retirement journey. I am pleased that Roger Farmer has been selected as my successor, and I have no doubt he will continue to grow the legacy this team has built. I am confident in the bright future of this company."

About Spartan ParentCo: Spartan ParentCo, LLC, headquartered in Spartanburg, SC, is a leading distributor of paint sundries, flooring products, and installation supplies through its subsidiaries Lancaster, Lancaster Canada, Merit Supply and EJ Welch. Additional information can be found on the Company's websites:

https://www.lancasterco.com/

https://www.ejwelch.com/

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