

## IN THIS ISSUE

**WFCAs announces 2017 Gold Standard winners**  
PAGE 3

**Warren Buffett addresses Shaw Flooring dealers**  
PAGE 21

**Moldings, accessories made to match**  
PAGE 24

### AWARD OF EXCELLENCE



#### Cast your ballots now

Cast your votes in FCNews' Award of Excellence competition. Log on to fcnews.net and click on the Award of Excellence link or visit our Facebook and Twitter pages.



Scan this QR code with your smartphone to link to our featured site.

## Resilient Floating Floor Guide



# WPC EVOLUTION, STRENGTH OF LVT DRIVE SEGMENT

By Ken Ryan

The emergence of the overarching WPC segment that some call rigid core or multilayer or waterproof flooring, coupled with the still-hot LVT segment, has changed the face of the resilient flooring category and ushered in a flood of entrants.

The leading players, as well as some newcomers, are seizing the opportunity with products that promote dimensional stability and ease of installation—all while being marketed as being 100% waterproof.

FCNews takes a look at some of the latest offerings in the resilient floating floor category. Coverage starts on page 10.

## Laminate: State of the industry

# Focus shifts from Asian exodus to U.S. production

By Reginald Tucker

Heading into 2016, many laminate flooring manufacturers, distributors and retailers were dealing with the fallout of the 2015 “60 Minutes” Lumber Liquidators report about excessive levels of formaldehyde in laminate flooring planks imported from China. The end result was the palpable departure of many laminate flooring products imported from Asia combined with a simultaneous and dramatic influx of shipments from Europe.

While the dust has largely settled from that episode, industry observers say they are still feeling the tremors as it pertains to the rising domestic production along with newfound capacity from produc-

ers from Germany and elsewhere.

“That dynamic continues to spill over in 2017; however, it has significantly moderated,” said Dan Natkin, vice president, wood and laminate, Mannington. At



**Kronospan is continuing to build its domestic production capabilities. Shown is its factory in Shippendale, Pa., one of several U.S. plants.**

the same time, he sees U.S. capacity continuing to expand. “Many are investing in newer technolo-

Continued on page 8

# Alliance Flooring marks 20 years of growth

By Ken Ryan

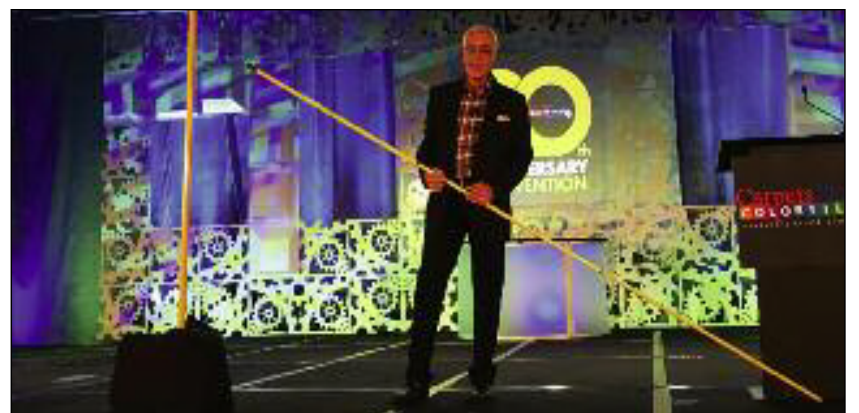
ATLANTA—This year's Alliance Flooring conference coincided with a significant milestone: 20 years in the business. But the event also provided a glimpse into what's shaping up to be a promising future for the nearly 400-member group.

“We know who our team is,

what our core is,” Ron Dunn, co-founder and co-CEO of Alliance Flooring, told CarpetsPlus, Color Tile and Carpetland members during his keynote speech. “We are going to grow. This room is going to get bigger, and we are going to grab more market share.”

While Ron Dunn and Jon Logue, the co-founders and co-CEOs, are the current leaders, the next generation—Ryan Dunn and Kevin Logue—has been actively involved in running the business for years and is poised to carry the baton in the future.

“Our members can rest assured the future leadership is already in place—no other buying group can say that,” said Ryan Dunn, co-COO and vice president of sales. “We have



**Ron Dunn, co-founder and co-CEO, holds a pole vault in his hands to demonstrate the point that Alliance Flooring is going to 'raise the bar.'**

many second-generation businesses in our group—probably 35% of our members are second generation. Kevin and I are second generation so we have grown up together with many of our members.”

Raising the bar was a major theme at the conference. To illus-

trate the point, an actual pole vault apparatus was set up on stage. Interestingly, Jon Logue was a pole vaulter in high school and he took the stage to make a mock attempt at clearing the bar. Touching on that theme, Ron Dunn asked members, “We have

Continued on page 20

# A New Class of Hard Surface Flooring

**SOLIDTECH**  
STRENGTH. STABILITY. VERSATILITY.



A breakthrough innovation  
from Mohawk:

- Waterproof
- Odor Proof
- Easy to Clean
- Scratch Resistant
- Lays Flat, Stays Flat



CARPET ▪ RUGS ▪ HARDWOOD ▪ LAMINATE ▪ TILE ▪ STONE ▪ VINYL

Have it all by contacting your local  
Mohawk representative today.

MohawkToday.com/Solidtech | 1-877-ASK-MOHAWK (275-6642)

  
**MOHAWK**

## IN THE NEWS

## MSI updates, expands showroom, warehouse

HAYWARD, CALIF.—M S International (MSI) has updated and doubled the size its Bay Area showroom and distribution center.



The expanded facility boasts a 5,600-square-foot showroom and almost 160,000 square feet of total warehousing space.

The redesigned showroom includes new seating areas and worktables, and is designed to host seminars and various industry events. The facility also includes a spacious conference room that provides a comfortable space for designers, fabricators and staff to meet with customers.

"We doubled the warehouse size, thereby significantly increasing our overall stocking capacity for all of our product lines including flooring, countertops and hardscaping," said Raj Shah, president of MSI. "In addition, we installed four more cranes—bringing the total number to eight—to improve operational functionality and fill orders more efficiently."

## DriTac appoints veteran regional sales managers

CLIFTON, N.J.—DriTac Flooring Products recently announced two new sales managers: Brett Butler was named Southwest regional sales manager and Jeff Feller was appointed Midwest regional sales manager. Both Butler and Feller come to DriTac with over 20 years of experience working with manufacturers, distributors and contractors in the flooring industry.



Butler has worked for several wood flooring coatings manufacturers, and Feller has served in sales roles with various prominent domestic and international flooring producers. They will be responsible for sales and service to all DriTac customers in their respective territories.

"Brett and Jeff bring a wealth of experience and industry knowledge to the DriTac team," said Chuck Hall, senior vice president of sales. "They are a great fit for our valued customer base and will have tremendous success growing sales of our expanding line of flooring installation solutions."

## Innovations4Flooring hires new licensing director

WILLEMSTAD, CURAÇAO—Innovations4Flooring (I4F) has named David Song licensing director. A Chinese national with vast global flooring industry experience, Song spent close to eight years managing Unilin's licensing operations in Asia.



During his time with Unilin, Song held the position of chief representative for China. He made strong contributions to Unilin's present IP position in the country and throughout Asia. Song comes from Ocean Works International, where he served as vice president with responsibility for strategy and acquisitions.

"We are delighted to welcome David to I4F," said John Rietveldt, CEO. "His deep understanding of Asia and insights into China will be invaluable as we ramp up our licensing activities in this market."

## WFCA selects 2017 Gold Standard Award winners

DALTON—THE World Floor Covering Association (WFCA) recently announced the 2017 Gold Standard Award winners. The program recognizes member stores that have created an outstanding consumer retail experience.

For 2016 WFCA expanded the format of the Gold Standard Awards program to give more retailers of varying sizes greater opportunities to shine. The winners are now broken down into two categories: over \$10 million and under \$10 million.

Sergenian's Floor Covering based in Madison, Wis., took home top honors in over \$10 million category. According to Scott Humphrey, CEO of the WFCA, Sergenian's was an instant standout for



Sergenian's Floor Covering started the first and only comprehensive carpet reclamation program in the state of Wisconsin.

the first-place prize in the over \$10-million group because of its commitment to second-to-none customer service and the company's aggressive efforts on the environmental stewardship front. The retail-

er has been committed to, and involved with, sustainable efforts and organizations within Madison for more than 80 years. In fact, in 2007 the company started the first and only comprehensive carpet reclamation program in the state of Wisconsin. Through this initiative Sergenian's guarantees that no carpet removed will end up in a landfill. To date, Sergenian's has recycled over 12 million pounds of carpet.

Classique Floors & Tile, based in Portland, Ore., prevailed in the

under \$10-million category. Classique Floors & Tile has continually demonstrated company growth as well as a total commitment to customer satisfaction.

Continued on page 18

## Mohawk's Zoellner calls it a career after 40-year run

CALHOUN, GA.—Mike Zoellner, vice president of marketing services, Mohawk Industries, has announced his retirement ending a successful 40-year career in the flooring industry.

With dual degrees in applied math and computer science, Zoellner started working as a software developer for Cort Furniture Rental, then owned by Mohawk Industries. In 1982, he transitioned to the flooring industry, serving various roles in operations at Mohawk ranging from customer service, samples, production planning, supply chain management, sales and, eventually, the leader of information services. "Operations gave me a solid foundation and vast understanding of the business," he recalled.

Zoellner changed gears and began working in the marketing division at Mohawk Industries in 1996. The next 20 years would be a period of growth in the company's history that saw the acquisition of venerable brands such as Horizon, Karastan, Bigelow, Galaxy and Aladdin, to name a few. As the newly appointed director of marketing for Mohawk,

Zoellner played a leading role in the integration of these companies into Mohawk, including the Floorscapes launch in 1999. His unique ability to create a collaborative, team-centered work environment transformed Mohawk Marketing.

Today, as the vice president of marketing services, Zoellner leads associates in the strategy and implementation of the organization's award-winning training, digital lead-generation and retailer support services. His team has consistently ranked in *Training* magazine's Top 125 and most recently earned Google certification.

"Not only is Mike Zoellner an all-around inspirational person, but he has made significant contributions to the Mohawk organization over the years as well as the flooring industry in general," said Karen Mendelsohn, senior vice president of marketing. "On behalf of Mohawk Industries, I'd like to thank Mike for his years of dedicated service."



Mike Zoellner

Over the years, Zoellner also has offered his time and valued expertise to multiple industry organizations. He has sat on the boards of the Carpet & Rug Institute (CRI), World Floor Covering Association (WFCA) and Floorcovering Consumer Credit Association (FCCA).

Despite his retirement, Zoellner still plans to contribute to the industry. "The most rewarding aspect of my career has been mentoring others and watching them accomplish more than they thought they could," he explained. "I can see myself coaching others in this next chapter of my life."

Zoellner will also continue playing the sports he loves. An avid runner and cyclist, he has completed more than 200 races and logged thousands of miles. He and three friends set a world record when they biked from California to Georgia in six days. Zoellner has qualified for six U.S. triathlon teams and participated on four. In 1996, he had the honor of carrying the Olympic torch at the start of the Atlanta games. And in 1999, 2000 and 2005 he participated in the Ironman World Championships.

## SNAPSHOT

## Carpet One names Shaw Supplier Partner of the Year

PHOENIX—For the seventh year in a row, Shaw Industries received the Supplier Partner of the Year Award from Carpet One Floor & Home. According to the retail buying group, Shaw has been very supportive in supplying exclusive product lines such as Tigressá Soft Style, Cherish and H2O. In addition to the supplier's collaborative efforts on some of Carpet One Floor & Home's best-selling product lines, Shaw excels in its execution of these programs. The award was presented during Carpet One's winter convention. Here, Randy Merritt, president, accepts the award on behalf of Shaw.





**my take**

**A holy 'Alliance'**

It had been a number of years since I last attended an Alliance Flooring/CarpetsPlus Color Tile/Carpetland convention. No slight to the group. It was always just a matter of timing. After Carpet One and Flooring America and Shaw Flooring Network and Surfaces and Abbey, by the time late February rolled around, I was spent. Plus, I try to save my weekends for...me.

But this year was different. Alliance was celebrating its 20<sup>th</sup> anniversary. We had published the special supplement for the group that rides along with the issue you are holding. It was in Atlanta, which is not too far from some of the industry's major manufacturers. And last but not least, the group asked me to speak. Consider it the perfect storm.

On top of that, after having dinner with and getting to know Ron and Ryan Dunn better than I had, I knew there would be an element of fun. And I was curious how the members of this group as well as the event itself would compare to the Carpet Ones and Abbeys and Flooring Americas of the world.

As the final curtain fell on day three of the show, to say I came away both surprised and impressed would be an understatement. It's a different feel, a different flavor than the other retail group events. It's by far and away the least regimented

event, and the members appreciate it.

Ryan Dunn and Kevin Logue, sons of the respective founders Ron and Jon, want to inject more fun than some of the speakers you're accustomed to seeing at retail buying group shows. Ryan and Kevin are young and energetic. Much of their presentation style is off the cuff rather than teleprompter perfect. Yet somehow, the message comes across just as professional. And if a presentation goes 15 minutes longer than scheduled, or if members linger on a break 10 minutes longer than it should, or Ryan Dunn wants to speak from the heart for 5 minutes more, so what? No one seems to mind.

The average member is smaller than the typical Carpet One, Flooring America or Abbey member. Ron Dunn told me the average member does about \$1.8 million. Certainly not chump change by any standard. But what sets this group apart is a family feel on the part of members unlike anything I have seen before. Group leadership is family, and that feel trickles down to the smallest member.

With that family feel comes networking opportunities. When it came to instances where members sought help from fellow members, more owners were able to cite the specific person and related issue where they sought and received guidance.

The other unique aspect is autonomy. No product or program is mandatory. Members get to pick and participate in as much as they want or as little. Its showroom concept, dubbed Destination, is as impressive as any private-label display out there. This year, Ryan Dunn announced the number of members who signed up for Destination more than doubled the total heading into convention.

And like any other group there were breakouts on web, social media, marketing, etc., which members said make them more professional than they ever would have been on their own.

And then you have Ron Dunn's Drive Across America, where for the last six years he and his wife, Sandy, pack up the RV and visit 18-35 members two or three times a year. At last count only 54 have not yet had the pleasure of a visit, something Ron hopes to rectify this year. It's that closeness between leadership and member that stands out.

It's hard to believe this group was born in a 10 x 10 booth in the basement of Surfaces 1997. They've certainly come a long way.

Steven Feldman

**floorcoveringnews**



**michael blick**  
president/ceo  
mike@fcnews.net



**steven feldman**  
publisher/editorial director  
steve@fcnews.net



**dustin aaronson**  
associate publisher/  
advertising director  
dustin@fcnews.net

editorial



**reginald tucker**  
managing editor  
reggie@fcnews.net



**ken ryan**  
senior editor  
ken@fcnews.net



**lindsay baillie**  
assistant editor  
lindsay@fcnews.net

art/production



**frank notarbartolo**  
art/production director  
frank@fcnews.net

sales associate



**nadia ramlakhan**  
nadia@fcnews.net

founder

**albert wahnnon** 1920-2011



correspondents

**leah gross**

**k.j. quinn**

**nicole murray**

columns

**jim augustus armstrong** marketing mastery

**lisbeth calandrino** lisbiz strategies

**david romano** dear david

**scott perron** retailer2retailer

**roman basi** financial

**fcica** installments

**nafcd** distributors' view

headquarters

550 w. old country road, suite 204  
hicksville, ny 11801

tel: 516.932.7860 fax: 516.932.7639  
cnews.net, website: fcnews.net

Copyright 2017 by Roel Productions, Inc. All rights reserved. Printed in the U.S.A. Material in this publication may not be reproduced in any form without written permission from the publisher. The opinions expressed by columnists do not necessarily reflect the views of management. Single copy \$2 U.S. subscriptions \$25/yr. Canadian subscriptions \$50 U.S./yr. Foreign via air \$200 U.S./yr. Foreign via surface \$100 U.S./yr. Printed in the U.S.A.



postmaster

Send address changes to FLOOR COVERING NEWS, subscription Dept., 151 Fairchild Avenue., Ste. 2, Plainview, NY 11803 Floor Covering News (ISSN-10794174) is published biweekly by Roel Productions Inc., 550 W. Old Country Road, Ste. 204, Hicksville, NY 11801. Periodicals postage paid at Hicksville, NY, and additional mailing offices.

**Getting social with fcnews**

**IN THE NEWS**

# Armstrong recognizes wholesaler partners for 2016

## NAFCD announces 2017 board members

CHICAGO—The North American Association of Floor Covering Distributors (NAFCD) has announced the organization's board of directors for 2017.

They are as follows: Heidi Cronin, The Cronin Co., Portland, Ore., president; David Powell, Erickson's Flooring & Supply, Ferndale, Mich., president-elect; Steve McKenna, McKenna Distribution, Regina, Saskatchewan, Canada, vice president; Geoff Work, The R.A. Siegel Co., Mableton, Ga., treasurer; and Torrey Jaeckle, Jaeckle Distributors, Madison, Wis., immediate past-president.

Distributor directors are: Steve Rosenthal, All Tile, Elk Grove Village, Ill.; Dunn Rasbury, A&M Supply, Pinellas Park, Fla.; Scott Roy, Gilford-Johnson Flooring, Jeffersonville, Ind.; and David Schmelzer, Lanham Hardwood, Louisville, Ky.

Supplier directors are: Dave Darche, Bona U.S., Aurora, Colo.; Sean Swanson, Kährs International, Altamonte, Fla.; Rich Willett, United States Gypsum, Chicago; Zack Zehner, Mannington, Salem, N.J.; Russ Rogg, Metroflor, Norwalk, Conn.; and Tom Downey, Halex, Havre de Grace, Md.

## Galleher adds manufacturing capacity

SANTA FE SPRINGS, CALIF.—Galleher has acquired the production assets of the Copper Plank Mill in Phoenix. The acquisition will accelerate Galleher's growth plans and entry into new markets with its expanded custom manufacturing capacity.

Galleher has invested heavily in product development, design and custom manufacturing, and now offers a comprehensive suite of wood flooring products for commercial and residential applications. With this acquisition, Galleher will have five fully operational prefinished wood lines, an integrated custom engineered flooring plant and the ability to produce custom solid flooring, reclaimed flooring, moldings and stair parts. Galleher now operates 23 facilities in the western U.S.

"We believe the addition of this significant manufacturing operation will allow Galleher to greatly expand our sales efforts around the country and better serve our customers by allowing us to improve the lead times and quality of what our custom hardwood flooring program is doing today," said Jeff Hamar, president.

LANCASTER, — Armstrong Flooring honored its top distributor partners with the inaugural Thomas Armstrong Awards. The program recognizes distributors that exemplify integrity, resilience and dedication to customers.

The recipients, who were honored at a special awards event at the International Surfaces Event in Las Vegas, are as follows:

- Wood Distributor of the Year: Haines.
- Residential Resilient: Ohio Valley Flooring.
- Residential Distributor of

the Year: Shnier.  
 • Commercial Distributor of the Year: FlorStar.

• LVT Distributor of the Year: FlorStar.

• Distributor of the Year: Belknap White Group.

"Armstrong Flooring is proud to recognize these partners and anticipates many years of success together," said Joe Bondi, senior vice president. "The winners are reminders that successful and sustaining growth is only possible through a shared commitment and sustained action."



Armstrong Floors CEO Don Maier, second from right, and Dominic Rice, senior vice president, right, present the Commercial Distributor of the Year Award to FlorStar chairman Wade Cassidy, left, and Scott Rozmus, president and CEO.



Life should leave memories, not marks. And for pet parents, those memories should happen in every room of their home. STAINMASTER® PetProtect™ luxury vinyl provides peace of mind against scratches and odors—so pets are free to play in any room. It's another exciting innovation in the PetProtect™ portfolio, and another way for you to drive business results.

Help pets and their people live more freely in their homes with STAINMASTER® PetProtect™ luxury vinyl:

- Made with a claw shield to help resist scratching
- Resists odors from liquid accidents
- Pet accidents won't stain

Learn more at [STAINMASTERLink.com](http://STAINMASTERLink.com) or contact your STAINMASTER® Strategic Account Manager



STAINMASTER!



\*Metrol, America's Pet Owners - US, August 2016

© 2017 INVISTA. All Rights Reserved. STAINMASTER and the STAINMASTER family of marks and logos are trademarks of INVISTA. 007582

## educating the industry

# Sharpening your selling skills

BY LISBETH CALANDRINO



**Y**ou can learn a lot about the art of negotiating by watching the TV show “Shark Tank.” If you’ve never watched the program, here’s a brief synopsis: Fledgling entrepreneurs pitch their business ideas to a panel of self-made millionaires or “sharks” on a reality TV show. The entrepreneurs negotiate with the sharks to obtain money in exchange for a piece of their new company. In addition to working capital, the business owner has access to the sharks’ valuable connections and insight.

Hard-hitting and serious, the sharks go in for the kill, asking numerous questions about the entrepreneur’s business. Questions range from estimated sales projections to net profit and start-up capital. Conflicts often ensue when the sharks ask pointed questions business owners can’t answer. (Why aren’t they better prepared?) Far too many entrepreneurs cave in, forgetting why they are on the show while being grilled. Most owners have an unrealistic value of their business, expect more cash than the business is really worth and don’t know their actual sales numbers.

The common denominator and part of the show’s appeal is both entrepreneurs and sharks want to make a deal. Each episode focuses on key questions such as: Who do you think is believable and why? How are power and influence expressed? What behaviors indicate strength and a true understanding of negotiation?

Each episode has an important lesson. Floor covering RSAs and business owners stand to gain insight from those probing questions and others, including: What is missing in the entrepreneur’s pitch? Do the entrepreneurs understand basic terms such as net profit vs. gross profit? Do they know if they’ve actually made any money?

Furthermore, what does body language, a powerful indicator,

tell you about the presenters? Can they stand still during their presentation or are they fidgeting? Do they maintain eye contact? During a sales presentation it’s important to hold the attention of the buyer. What is inhibiting a successful outcome for the entrepreneur? How does it relate to your personal presentations?

Other questions: How important is likeability in the negotiation? Do likeable entrepreneurs get more offers? Is likeability more important than expertise?

Does it get you a better shot at closing the deal?

Is the seller being greedy? The seller often walks away after he decides he’s

giving too much away. Is it better to hold on to 100% of something going nowhere, or 80% of something with an influx of needed working capital and a good possibility of getting to the marketplace? Or perhaps it is better to take the deal and get to market before someone knocks off your product and you’re left with nothing.

Is the seller hard to work with? In the end, many of the deals are ditched by the sharks because the owner is difficult, and it’s clear they won’t take direction from the investor. The investors have solid track records, but if the entrepreneur isn’t willing to listen then what’s the point? Who wants to invest substantial sums of cash with someone who won’t listen? The expertise of the sharks is a least as valuable as the investment.

The show demonstrates why it’s so important to remain cool during the negotiation process. It’s easy to get rattled when faced with sharks.

For those contestants who don’t win the sale, there are still valuable takeaways. For example, where did the negotiation go wrong? Was it the right deal for both parties? More importantly, what do you think could have been improved to achieve the desired outcome?



AL'S COLUMN



Lisbeth Calandrino has been promoting retail strategies for the last 20 years. To have her speak at your business or to schedule a consultation, contact her at [lcalandrino@nycaprr.com](mailto:lcalandrino@nycaprr.com).

## RETAILERS REACT

### Will you be hiring in 2017? If so, what positions are you looking to fill



As business improves, some flooring retailers are looking to hire RSAs in 2017.

“We will most likely be looking to expand our staff on the management end to help facilitate growth. This potential move will allow our current management team to narrow their focus and increase productivity in their respective departments.”

—Billy Mahone III, Atlas Carpet One  
San Antonio

“Benchmarkinc is currently recruiting for two open sales positions at our Big Bob’s Flooring Outlet location. We are also looking for qualified installation technicians for all types of flooring.”

—Brad Millner  
Flooring America Yuma  
Yuma, Ariz.

“We will not be hiring in 2017 unless we have some unforeseen circumstances. We have a seasoned and tenured sales staff, and we made two new hires last year in our outside sales division so we are well covered for what we hope will be a big year.”

—Dan Mandel  
Sterling Carpets & Flooring  
Anaheim, Calif.

“No, we will not be hiring this year because we made three new hires in Q4 of 2016. We finally started our own crews for installation and started a fabrication department as well. We also added a salesperson to replace someone who retired. We are ready for 2017 at this point; let’s hope it will be a good decision.”

—Sam Presnell, The Rug Gallery  
Cincinnati

“I hired an operations manager in January to help with all the installation logistics and warehouse. It’s a position I have wanted to create for years. After having a strong year last year I decided this was the year to add help.”

—Josh Elder, Gainesville Carpets Plus Color Tile  
Gainesville, Fla.

## CALENDAR

March 8-9

**Gilford-Johnson**  
Spring meeting, Belterra Casino Resort & Spa, Florence, Ind.  
Contact: 812.288.7900;  
[marketing@gilfordjohnson.com](mailto:marketing@gilfordjohnson.com);  
[gilfordjohnson.com](http://gilfordjohnson.com)

March 14-15

**CFI Flooring Installation Training & Certification** (Hardwood, Laminate and Residential Carpet)  
Hosted by EJ Welch, Elk Grove Village, Ill.  
Contact: 816.231.4646;  
[cfiinstallers.com](http://cfiinstallers.com)

March 14-16

**NWFA Intermediate Installation + NWFACP Installation Testing**  
Hosted by Galleher Hardwood San Jose, Calif.  
Contact: Tricia Swindoll,  
800.422.4556; [member.nwfa.org](http://member.nwfa.org)

March 28-30

**NWFA Intermediate Installation + NWFACP Installation Testing**  
NWFA Training Center, Chesterfield, Mo.  
Contact: Tricia Swindoll,  
800.422.4556  
[member.nwfa.org](http://member.nwfa.org)

April 4-6

**NWFA Basic Installation**  
Chattahoochee Technical College Marietta, Ga.  
Contact: Tricia Swindoll,  
800.422.4556  
[member.nwfa.org](http://member.nwfa.org)

April 4-7

**Coverings**, Annual conference Orlando Convention Center, Orlando, Fla.  
Contact: 800.424.5249  
[coverings.com/register](http://coverings.com/register)

April 11-14

**NWFA Expo – 2017**  
Phoenix Convention Center, Phoenix  
Contact: 800.422.4556;  
[nwfaexpo.org](http://nwfaexpo.org)

## REMEMBER WHEN...



The year was 1997. Back then CarpetsPlus was known as CarpetsPlus of America. The retail buying group would later shorten its name and become part of the Alliance Flooring group. That first year membership grew rapidly—roughly five per week—with 128 members in the fold by October. Jon Logue and Ron Dunn, co-founders/co-CEOs, celebrated the group’s 20th anniversary last month in Atlanta.

# Shaw Floors Is Leading The Way In Resilient

Offering a comprehensive assortment of all resilient flooring options, Shaw Floors continues pushing the envelope with tremendous commitment to investment, innovation and design excellence. No matter the product need, we make it easy to do business—all from the name you trust.

For more information, contact your Shaw Floors sales representative.



Resilient Solutions Center



Array™ Easy Avenue, 203



Quarry™ Explorer Tile, J41



Floorté™ Alto HD, 136



5th & Main™ City Lights, 135



Far left, **Shaw Floor's** newest collection, **Repel**, features advanced water-resistant technology to better compete against rival hard surface products.

Manufacturers see benefits in developing distinct products and collections for specific end-use channels. Roger Farabee, senior vice president, laminate and wood at Mohawk, shows off **Quick-Step's Veriluxe**, a specialty retail product.

## State of the industry

Continued from page 1

gies to deliver even higher levels of performance and visual differentiation. Some domestic manufacturers have expanded production capacity as well."

Other industry observers are gauging the impact of the rise in domestic laminate production and investment over the past year and into 2017. "The trend of this pullback was readily evident last year, but the day-to-day operating in this new climate continues," said Derek Welbourn, CEO of Inhaus. "There was an increase in European and domestic supply with less interest and volume from the market for Chinese-made goods. This trend is continuing and has become firmly entrenched with greater competition among the producing sectors that displaced the Chinese production volume."

One company that is investing heavily in stateside production of laminate flooring and its components is Kronospan USA. The company recently completed the construction of a laminate facility in Oxford, Ala., in a move to add more capacity to feed distributor and retailer demands.

This comes on the heels of its 2015 purchase of Shipperville, Pa.-based Clarion Boards and Clarion Laminates, which produces medium-density fiberboard (MDF) and high-density fiberboard (HDF) panels as well as laminate flooring at the same site. This acquisition supplements the production coming out of a separate facility in Eastaboga, Ala., a site where Kronospan manufactures MDF and HDF for manufacturers of laminate flooring, furniture, store fixtures, moldings, doors and other architectural applications.

"Capacity, technology and vertical integration is aiding U.S. manufacturers who are investing by lowering costs and producing a more desirable product for the consumer," said Mike Babula, chief marketing and sales officer. "We see more focus on higher-end, thicker products that yield better margins for the retailer and manufacturer."

Other industry watchers believe the Chinese retreat continues to create opportunities for U.S. and European producers. Case in point is Swiss Krono, which has a significant presence in both markets. According to Travis Bass, executive vice presi-

dent of sales and marketing, Europe-based suppliers have also enjoyed the benefit of the eroding exchange rate. On the plus side, he believes consumer interest in higher-end laminate flooring seems to be growing. "The market is becoming more competitive with growing capacity and relatively flat demand—though we do see a positive shift in product mix."

Not everyone, however, believes the full impact of all this additional capacity is being felt at present. Some industry experts feel the biggest ripples are yet to come. "It really hasn't had an impact yet because most of that new capacity has not yet come online," said Roger Farabee, senior vice president, laminate and hardwood at Mohawk, which counts the Quick-Step brand among its assets. "We're certainly seeing companies putting more capacity in the U.S., going after all the big box customers in particular. This will continue as that capacity comes online."

In some cases, this new capacity simply displaces product that had previously been made in Europe by those same companies that are now producing domestically, Farabee stated. This phenomenon, he believes, will put pressure on the remaining producers both in the U.S. and in Europe to be able to compete not only on price but also in terms of product performance and visuals. "It will be interesting to watch because there's a lot of new capacity coming online in a category that's not really growing. However, we do expect some price pressure."

### Onslaught of LVT, WPC

Competing laminate manufacturers, as it turns out, are not the only threats suppliers are facing these days. The well-documented success of waterproof core floors, LVT and the like is also forcing laminate suppliers to adjust their strategies or—at the very least—pay more attention. "There is no doubt these hot categories have stolen growth from

the laminate category and others," Welbourn said. "However, laminate is in a much better cost position than these plastic-based categories and is able to deliver some of the best value in the flooring business. This fact, along with continued innovation in the laminate category, has kept it competitive."

As consumer preferences shift toward more hard surfaces being incorporated into the home, resilient flooring has seen an uptick in market share. The challenge for laminate flooring, executives say, will be its ability to improve upon water-resistant technology. "Today's consumer demands functionality without sacrificing style or comfort, and water-resistant flooring is a top concern of many active households," said Carr Newton, vice president, hardwood and laminates, Shaw Floors. "Our latest laminate collection, Repel, has been specially designed to take laminate to the next level in water-resistance technology and is the hottest revelation to hit the laminate industry in a decade."

Laminate suppliers agree the water-resistance story has boosted the category's value proposition, as evidenced by the various performance demonstrations conducted at Surfaces 2017. Although this story is not new (the innovations that originally created the laminate sector was improved performance in regards to moisture and general everyday use), suppliers say enhancing these features certainly has created greater value for laminate flooring. "Additional focus on design continues in laminate with further enhanced textures and high-definition printing continuing to create the best designs the laminate category has ever been able to offer," Welbourn added.

Laminate, like other flooring products, has indeed ceded some share to WPC, which targets one of laminate's key selling points—its rigid structure, but without the susceptibility to moisture from laminate's fiberboard core.

But from the consumer's perspective, according to Morgan Hafer, product manager, Armstrong, laminate is a great product that's relatively inexpensive and offers great styling, design and amazing performance. "Our premium laminate business is strong, driven by our cutting-edge designs, realistic looks and great performing products. Buyers love our laminates because they are able to get premium hardwood visuals—not necessarily available as an option in natural woods either due to cost or impracticality—and they can make a personal design statement in their homes."

### Managing channel conflict

In terms of the category's internal battles, laminate flooring manufacturers must still contend with the issue of feeding competing supply chains—namely the specialty retailer sector vs. big boxes. While suppliers have certainly become more adept at appeasing these diverging market sectors, it's still a challenge impacting their respective product development and go-to-market strategies.

"We've always tried to create differentiated products in terms of style and performance so those products can compete with one another in the marketplace," Farabee explained. "So far that strategy has worked pretty well. We've not only been able to do that with respect to the quality of the product itself but also with respect to our brands that have meaning to the consumer and the trade. It is a challenge, but that's why we have so many products in the pipeline. We want to make sure the key features are available in all the brands we offer, although we might utilize them in different ways."

Armstrong is taking a similar approach. "We are committed to continued innovations in performance and design to not only compete but also give specialty retailers more products that can't be shopped at the big boxes," Hafer said.



## Installation Scheduling

**ROLLMASTER**  
YOUR FLOORING ISH-BELL SOFTWARE PARTNER

*Re-Imagined!*  
RollMaster Install/Web Calendar

The **RAM Web Calendar** steps up the entire game of installation data information and integrated work processes between office, field, and customer. Whether you're in front of a computer or on your smart phone, the **RAM Web Calendar** delivers 24/7 access to your job schedule, while providing seamless information to your staff/installers in the field. This not only makes it efficient and informative, but FUN to be so interactively involved.

The **RAM Web Calendar** is an add on feature to the RollMaster Business Management Software System.

info@rmaster.com | Ph: 866-822-4904 | www.rmaster.com



Worry-free waterproof flooring from Germany





<b>Manufacturer</b>	<b>Armstrong</b>	<b>Beauflor</b>	<b>Congoleum</b>	<b>EarthWerks</b>	<b>Forbo</b>
<b>Product/collection</b>	AlternA Engineered Stone; Pryzm	Pure; Parkway	Triversa; Triversa ID (Innovative Design Series)	Parkhill EIR; Sherbrooke	Marmoleum Click Cinch Loc
<b>Floating floor type</b>	Quiet Comfort underlayment	Click	Cork back and Congoleum's SmartLock clic [Unilin] system	2G FD Click WPC	Floating linoleum with 5G locking system
<b>Retail price range</b>	Contact the company	Contact the company	Triversa, \$2.79; Triversa ID, \$3.49	Parkhill, \$2.99; Sherbrooke, \$2.65	\$4.49-\$5.99

**About the product**

AlternA can now be installed as a floating floor with the Quiet Comfort (S-1841 and S-1840) underlayment from Armstrong Flooring. Quiet Comfort underlayment further reduces sub-floor prep, reduces footfall noise and provides a built-in moisture barrier.

Pryzm offers premium protection from dents, water, scratches and stains. The product features a commercial grade VisionGuard AC4 wear layer on top and cork underlayment. Pryzm can be installed over irregular subfloors with no acclimation time needed for most installations.

Pure is Beauflor's 5mm multi-layer LVT that comes with a 16 and 22 mil wear layer. The product features the company's patented 360 locking system allowing mechanics to install the product in patterns, borders or quarter-turn the material from one room to the other without the need for transitions.

Parkway is a 3.4mm, 12-mil rigid floating click product. The unique makeup of the product brings added durability and performance to the floating click category.

Triversa is a phthalate-free waterproof flooring that brings the natural looks of hardwood, stone and tile to any room. Its triple-layer construction includes a 20 mil wear layer with urethane for durability, a high-density rigid core for stability and a natural cork base for versatility and sound absorption.

Triversa ID features larger-scale formats like an 18 x 36 Carrara marble slab, enhanced edge treatments and mixed-width planks to amplify the unique character of each board.

EarthWerks' Parkhill Premium waterproof core collection is now available in six additional SKUs featuring embossed in register planks as well as six new 12 x 24 tiles. This complete collection is suitable for any décor—residential or commercial—and features Tuff Shield for superior performance.

Sherbrooke is adding six new stylish colors in this 7 x 48 WPC collection; there are now 12 unique styles offering 2G fold-down installation and Tuff Shield technology.

Marmoleum Click Cinch Loc linoleum laminate flooring features natural linoleum on water-resistant HDF with a cork backing for a warm, comfortable, quiet flooring solution. Marmoleum Click Cinch Loc is made primarily from renewable resources, including linseed oil, pine rosin and wood flour. These natural ingredients imbue the product with naturally occurring antistatic and antimicrobial properties that repel dust and dirt, making it easy to clean and reducing exposure to allergens, while inhibiting the breeding of harmful organisms.



## Water-resistant flooring that repels dust, dirt

Creating beautiful, custom floors is easy and fun with Marmoleum Click Cinch Loc. This naturally healthy, water-resistant flooring is made primarily from renewable resources, including linseed oil, wood flour and pine rosins. These natural ingredients provide Marmoleum Click Cinch Loc with inherent anti-static properties to repel dust and dirt, making it easy to clean, reducing exposure to allergens and contributing to better indoor air quality. The flooring clicks together for an easy, glue-free installation. These features make Marmoleum Click Cinch Loc an ideal floor covering for people with asthma and allergies. Marmoleum Click Cinch Loc also features antimicrobial properties that halt the breeding of harmful microorganisms, including MRSA and C. difficile.



**Forbo's Marmoleum Click Cinch Loc features antimicrobial properties that halt the breeding of harmful micro-organisms.**

Not only does Marmoleum Click Cinch Loc

help create a healthy environment, it also creates a beautiful indoor environment. Available in a palette of 28 versatile colors, including seven organic wood-look panels, Marmoleum Click Cinch Loc makes it easy to create inviting spaces that are unique to the consumer's home and lifestyle. Marmoleum Click Cinch Loc provides beauty, durability, warmth and comfort underfoot, and is ideal for kitchens, living rooms, hallways, bedrooms and offices.

Marmoleum Click Cinch Loc features natural linoleum on water-repellent HDF with a cork layer backing for an ecologically and acoustically sound solution. The panels and squares easily click into place using the Valinge 5G locking system for a secure, glue-free installation. The panels are approximately 12 x 36 and can be used alone or in combination with the 12 x 12 squares.



## Floors that are truly 'Better to the Core'

Germany is a place synonymous with precision engineering and innovation — and Sono floors are the perfect example of both. Created by the Classen Group, the Germany-based pioneer and world leader in laminate, Sono floors represent a true breakthrough in waterproof flooring.

With its innovative ceramic-based core, Sono offers a whole new range of benefits in flooring: superior stability, commercial-grade durability, acoustics that make the floor quieter underfoot. These are just a few in a long list. Add to it Sono's stunning HD direct-to-surface printing and the advantages of this floor become even clearer to see.

With the positioning of "Better to the Core," Sono promises both a better floor and one that is better for the homeowner. Built on the belief that nothing is more important than the

health of your family—and the one place you should feel safest is at home—Sono floors are 100% free of



**Sono uses proprietary, high-definition printing technology to achieve realism.**

PVC, formaldehyde, phthalates and plasticizers.

Not only do Sono floors look amazing, they're also completely safe for the whole family.



**SolidTech combines the strength and rich visual of real hardwood with the style, durability and cleanability of LVT or laminate. Pictured is Revella.**



### SolidTech sets standard for greatness in luxury vinyl

Mohawk's new SolidTech represents a new generation of luxury vinyl tile that allows consumers to enjoy elegant style, durability and cleanability in one easy-to-install product.

"For elevated style that can handle everyday life inside your home, Mohawk SolidTech sets the new standard for greatness in luxury vinyl flooring," said Tammy Brogan, director of hard surface brand. "In fact, it's a completely new, revolutionary class of flooring. SolidTech combines the strength and rich visual of real hardwood with the gorgeous style, durability and cleanability of luxury vinyl tile or laminate. It's a totally unique product."

SolidTech's fashion-forward color selections and sophisticated textures allow homeowners to create bold, innovative floors and unforgettable rooms. Wider planks and low-frequency pattern repetition give SolidTech a natural hard surface visual.

SolidTech is engineered to perform in any room, from kitchens to living rooms to mudrooms. One of the most impres-

sive aspects of SolidTech's superior engineering is the ability to be easily installed at all angles for flawless results. Uniclic MultiFit technology allows for true DIY ease of installation with quick, professional results.

Uniclic's advanced locking system creates an impenetrable lock between planks that makes SolidTech floors waterproof, odor-free and easy to clean—ideal for active homes with kids and pets.

With a thick, rigid construction, SolidTech planks look and feel just like real hardwood. They are 50% denser than average composite core flooring so SolidTech planks will not telegraph visual imperfections of the underlying surface. SolidTech planks also resist scratches, scuffs and indentation and maintain dimensional stability under heat and extreme temperature change.

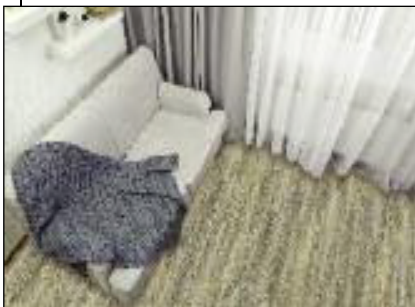
SolidTech is backed by Mohawk's All Pet Protection and Warranty, which covers all pets and all accidents.



### Proven technology offers easy, fast installation

Raskin Industries offers award-winning designs and ease of installation with its highly successful lineup of loose lay flooring, including the original Elevations, Interwoven, Loft and its made-in-the-U.S. FloorNation Glory collection.

All of Raskin's Elevations products include a seven-layer construction featuring its proprietary fiberglass sheet layer. Elevations planks and tiles are waterproof and cover most subfloor



**All of Raskin's Elevations products include a seven-layer construction. Pictured is Elevations Prima.**

irregularities. In addition, G88 ceramic-infused coating protects all Elevations products for easy maintenance. Elevations can also be easily installed as a perimeter loose lay or glue down.

Elevations' Loose Lay collection includes 18 selections in 7 x 47 wood designs, 13 12 x 24 tile designs and a new stone/wood visual called Tusk, which is notable for its embossing.

Elevations Interwoven is a phthalate-free, woven loose lay tile that is fray proof. The woven top layer is fused together with high heat and pressure on a thick LVT substrate providing a very strong bond.

Loft is now available in a 12 mil wear layer with a seven-layer construction, 18 colorations in 7 x 47, 9 x 59 and 12 x 24 formats, and is domestically made. FloorNation Glory, meanwhile, is available in five colorations, 4mm thickness, 20 mil wear layer and 9 x 59 size.

# A PREMIUM PERFORMANCE TO THE

# CORE

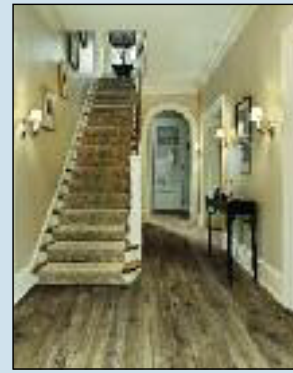
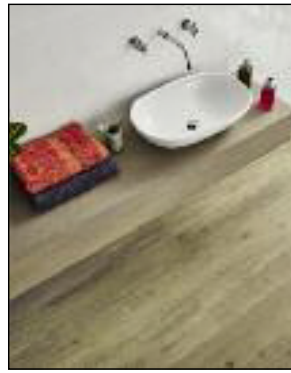
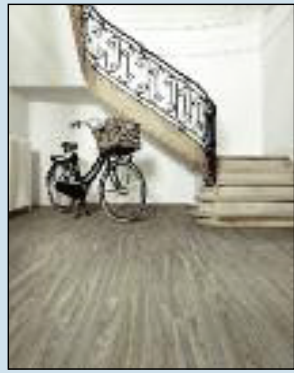
IN REGULAR

# AND X-LARGE

Learn why our WPC flooring is the only High Performance Core (HPC) luxury vinyl you'll find and how it will set your sales to new performance heights. Call us today at 704-799-1111.

Only with

#ThePlaceForLVT Visit us at [NovaFloor.us](http://NovaFloor.us)  
\*NovaCore™ uses licensed technology from UNIKIT and USRack®



Manufacturer	Inhaus	IVC	Karndean	Marquis	Metroflor
Product/collection	Sono	Moduleo LVT; Flexitec sheet vinyl	Korlok; LooseLay Longboard	Charleston; Williamsburg	Engage/Genesis; Aspecta Ten
Floating floor type	Push2Loc angle-drop locking system	Moduleo Click; Flexitec loose lay	Korlok, Clic; LooseLay Longboard, loose lay	Unilin locking system	Click
Retail price range	Under \$5	Moduleo, \$2.59-\$3.09; Flexitec, \$1.11-\$2.66	Korlok and LooseLay Longboard, \$4.59-\$5.29	Charleston and Williamsburg, \$2.99	Engage/Genesis, \$2.89-\$5.49; Aspecta Ten, \$5.75-\$6.25

### About the product

Created and manufactured in Germany, Sono is based on Ceramin, a ceramic-like composite. Inhaus' parent company, Classen, was looking to develop a product that was waterproof, highly stable and specifically designed to be a floating floor. Sono has achieved Greenguard Gold Indoor Air Quality Certification as its core is made without harsh, toxic chemicals and contains no PVC, formaldehyde, phthalates or plasticizers. Planks can be scored and snapped for a dust-free installation. Sono is available in 26 colors, including three tile formats.

Moduleo LVT and Flexitec sheet vinyl are made in the USA, 100% waterproof and resistant to stains, scuffs, scratches, mold and mildew. The products feature IVC's signature fiberglass core that provides maximum dimensional stability and eliminates buckling and curling. Moduleo LVT, suitable for residential or commercial installations, features chic designs and realistic embossing textures. Flexitec is the style leader in both residential and Main Street; its cushioned PVC backing adds warmth and comfort underfoot.

Korlok, a new rigid core locking floor, is available in 12 premium wood designs and features the proprietary K-Core technology that provides water resistance, superior dimensional stability and passes the ASTM test for indentation resistance. Korlok uses Karndean's K-Guard+ surface protection for a durable, easy-to-clean wear surface.

The 12 wood designs in LooseLay Longboard are the latest additions to this collection. LooseLay Longboard's innovative friction-grip K-Wave backing and 59-inch length make this Karndean's fastest and easiest product to install.

Charleston is a new "super dense" solid PVC core, one of the densest click floating floors with a density rating of 1,600. This product is finished with a 12-mil ceramic bead wear layer.

Williamsburg is a new WPC floating floor constructed with a 4mm core and 2mm LVP top with a 20mil ceramic bead wear layer. This product has a core density of 950, which prevents against indentation and comes in four distinct barnwood colors.

Engage Genesis—the next evolution of Metroflor's best-selling Engage line—was developed with Isocore, a patent-pending technology. Isocore is an extruded, closed-cell PVC structural gray core that delivers rigidity and strength to the product while making larger formats easier to install through DropLock 100 locking technologies.

Aspecta Ten comprises 24 planks and 10 tiles designed for a wide spectrum of contract specifications with a 28mil wear layer. The rigid core composite provides waterproof, sound insulating and antimicrobial qualities.



## Total flooring solutions for any subfloor scenario

Karndean Designflooring offers premium products to cover any subfloor scenario across glue-down, loose lay and rigid core formats. These total flooring solutions allow for the installation of a Karndean quality design in a variety of environments.

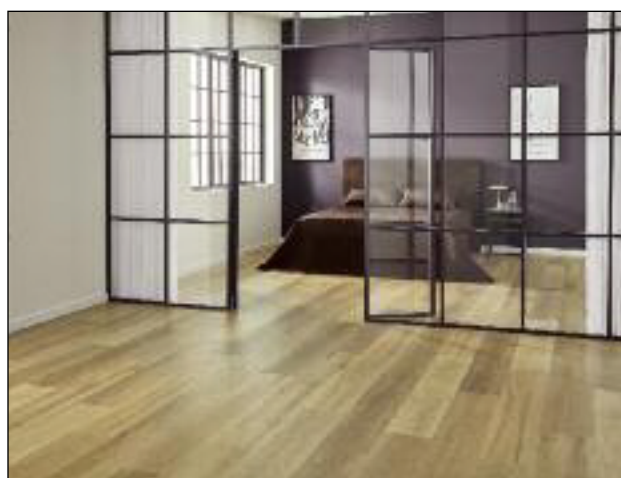
### Glue down ranges

Karndean has defined design for more than 43 years, sourcing inspiration from natural woods and stones to produce original designs. Its six glue-down ranges offer the widest selection of designs, colors and embosses across a wide spectrum of technical specifications. Incorporate Karndean's design components—strips, borders or special cuts—to create a unique floor design in any setting.

### Floating floors

Karndean's floating floors—Karndean LooseLay, LooseLay Longboard and Korlok—offer premium alternatives in environments where a glue-down floor is not suitable. Each of these floors reduces noise transfer to rooms below and are suitable for environments with an RH up to 95%.

Karndean LooseLay and Longboard are anchored in place by Karndean's friction-grip K-Wave backing, requiring only the use of a perimeter adhesive in most cases. What's unique to LooseLay is the product's ability to be picked up,



**Karndean's Korlok, a new rigid core floor featuring a 5G drop, is the company's most acoustically friendly product. Pictured is Warm Ash.**

transported and installed in a completely different setting, making this product ideal for renters or pop-up shops.

### Korlok

Korlok is the revolutionary new rigid core locking floor complete with a 5G drop lock. With an IIC rating of 62, Korlok is Karndean's most acoustically friendly product and passes the ASTM test for indentation resistance.



## The 'LVT Specialists' target rigid core market

During the "Golden Age" of luxury vinyl tile, the LVT Specialists at Metroflor have heightened their focus on developing new technologies that offer end users innovative, multifaceted solutions for residential and commercial environments alike. In the modular multilayer arena, two bold products have made their debut following four years of rigorous R&D: Engage Genesis and Aspecta Ten Commercial.

The foundation for these products—Isocore Technology—establishes a new standard for rigid core quality. The highly engineered, closed-cell extruded PVC excels when compared to other multilayer solutions. Its unique composition allows it to be strong and rigid—yet lightweight, 100% waterproof, unaffected by water, spills and moisture. Manufactured from 100% virgin resins without any wood, plasticizers, phthalates or formaldehyde, Aspecta Ten and Engage Genesis Isocore are FloorScore certified for indoor air quality standards.

Always on the lookout for advances in technology that improve the overall experience with its floors, Metroflor has embraced the new DropLock 100 locking technology in Engage Genesis and

Aspecta Ten. Beyond outstanding technology and performance, Metroflor's portfolio continues to forge a bold and



**Metroflor's Aspecta Ten is a floating floor that provides waterproof, sound insulating and antimicrobial qualities due to the Ultra-Fresh treatment.**

beautiful design narrative where form meets function in flooring.

Metroflor's LVT Specialists constantly strive to evolve and explore the possibilities. Find out more about the expertise and passion of the staff in a new series of videos representing their diverse functions—from design, shipping and customer service to sales, technical proficiency and sustainability. [youtube.com/watch?v=uG2j9cDABck](https://www.youtube.com/watch?v=uG2j9cDABck)

# ACRYL

SOLID SURFACE WATERPROOF FLOORS

**WATERPROOF**  
EXTREMELY STABLE  
NO BUCKLE WITH DIRECT SUNLIGHT  
3X MORE IMPACT RESISTANT  
WILL NOT TELEGRAPH MINIMAL SUBFLOOR PREP



**RASKIN**

CALL TOLL-FREE: 1-855-3-RASKIN or visit [gorillafloors.com](http://gorillafloors.com)



Manufacturer	Mohawk	Novalis	Quick-Step	Raskin	Shaw
<b>Product/collection</b>	SolidTech Revella; SolidTech Vershire	NovaCore/NovaCore XL; Abberly By NovaFloor	Quick-Step luxury vinyl flooring	Acrylx; Elevations	Floorté Alto HD; Floorté Alto Mix
<b>Floating floor type</b>	Clic	NovaClic Fd locking system	Uniclic MultiFit locking system	Acrylx, Click; Elevations, Loose lay	Fold-n-Tap
<b>Retail price range</b>	\$4-\$5	NovaCore, \$1.99-\$2.29; Abberly, \$2.24-\$3.29	\$3.99 to \$4.49	Contact the company	Alto HD, Alto Mix: \$4.49-\$5.49

**About the product**

Mohawk's new SolidTech ushers in a new generation of luxury vinyl plank that allows consumers to have elegant style, durability and cleanability in one easy-to-install product. The Revella collection brings rooms to life with a touch of class found in eight alluring colorways including Brownstone, Sandstone and Burnt Ember.

The Vershire collection showcases the widest plank design for enhanced elegance, along with inspired color selections and tremendous design potential.

NovaCore is a rigid LVT made with a waterproof, high-density vinyl, high-performance core (HPC). It carries limited lifetime residential and 10-year light commercial warranties and comes in 6 x 48 and 9 x 60 (XL) plank sizes.

Abberly is designed for both residential and Main Street applications such as retail, hospitality, cafes and shops, and is available in 18 x 36 tiles and 9 x 48 planks. It features limited lifetime residential and 10-year heavy commercial warranties.

Quick-Step's luxury vinyl flooring is a fashion-driven product line offering rich, sophisticated premium looks and textures in tandem with dimensional stability, resistance to wear and tear, ease of installation and low maintenance—in a waterproof floor. These luxury vinyl floors are also resistant to heat and sunlight.

Acrylx, a solid surface waterproof flooring, is available in three collections: Premier Home, Premier XL and Premier G-Core XL. Made of pure materials and minerals that tightly bond with polymers to create a solid core for greater impact resistance, Acrylx will not telegraph or buckle under direct sunlight.

Elevations features a non-skid, gravity-grip, loose lay waterproof technology and a sound absorption layer to achieve high IIC ratings. Elevations features a 5mm gauge in varying formats.

Floorté enhanced vinyl plank bridges the gap between cleanability and beauty. Featuring the latest technology in resilient flooring, Alto HD is offered in four high-definition visuals. The embossed-in-register treatment provides superior realism and unique beauty.

Floorté Alto Mix, an extension of the popular Floorté Alto collection, addresses the current consumer trend of longer and wider planks. Available in six new styles, Alto Mix boasts multiple lengths and widths, and now features an antimicrobial attached pad for a healthy dose of noise reduction.



**Styling comes to WPC**

Novalis Innovative Flooring brings its legendary styling to the WPC category with NovaCore, its high-performance core (HPC) product. NovaCore delivers a rigid waterproof flooring option with superior realistic wood looks and is protected with the Nova Floor CeramGlaz durable urethane coating system. NovaCore installs easily and securely with the NovaClic Fd locking system and is protected by limited lifetime and 10-year light commercial warranties. NovaCore comes in 16 SKUs and in two sizes: 6 x 48 and extra-large 9 x 60 planks. Novalis' acoustical underlayment is also available for an even quieter installation, along with matching trims for that finishing touch.

With Abberly, Novalis matches concrete looks and wood-style plank accents to classic ornamental patterns creating an exciting contemporary statement in LVT. Abberly is designed and engineered for the demands of Main Street restaurants and retail settings with easy maintenance and lasting good looks. It is available as a floating floor with the NovaClic Fd 5G locking system and comes with limited lifetime residential and 10-year heavy commercial warranties.

Abberly tiles are 18 x 36 and planks are 9 x 48 with a micro beveled edge design. NovaFloor CeramGlaz durable urethane coating and matching trims are also available.



**Abberly is designed and engineered for the demands of Main Street restaurants and retail settings with easy maintenance and lasting good looks.**

Learn more about Abberly and the complete Main Street LVT line by visiting [NovaFloor.us](http://NovaFloor.us).



**Taking it to the next level—again**

Pioneering, yet again. In 2017 USFloors will be expanding its collection with more waterproof decors than ever before.

USFloors is proud to announce the introduction of COREtec Plus XL Enhanced, offered in 18 beautifully detailed hardwood decors with an embossed grain pattern, an attached cork underlayment and a four-sided enhanced bevel edge for the look, feel and detail of real hardwood floors. The patented COREtec technology allows easy handling and installation making COREtec Plus XL Enhanced a great alternative to glue down LVT, locking LVT or laminate flooring. The rigid core platform made from recycled wood and bamboo dust, limestone, and virgin PVC provides a 100% waterproof floor that can be installed in wet areas and will never swell when exposed to moisture or excessive amounts of water. COREtec Plus XL Enhanced is bigger, better, bolder—Enhanced.

The USFloors COREtec Plus Enhanced collection features a variety of planks and tile decors with a four-sided enhanced bevel. This bevel simulates the look of genuine wood and tile, making this collection the next revolution in luxury vinyl flooring. All products are created with the patented



**USFloors' COREtec Plus is a great alternative to glue-down LVT, locking LVT or laminate flooring.**

USFloors COREtec technology, which ensures easy installation and a 100% waterproof floor. With both modern and rustic visuals, these decors guarantee timeless elegance that lasts a lifetime.

All COREtec Plus products are Greenguard Gold Certified. With the comfort of cork, the luxury of vinyl and the look of real wood, this is the flooring to enhance the consumer's home.



### US Floors

COREtec Plus XL Enhanced; COREtec Plus Enhanced

Floating Angle-Tap Installation

XL Enhanced, \$5.49; Plus Enhanced, \$4.49

XL Enhanced offers 18 detailed hardwood decors with an embossed grain pattern, an attached cork underlayment and a four-sided enhanced bevel edge for the look, feel and detail of real hardwood. The patented COREtec technology allows easy handling and installation making Plus XL Enhanced a great alternative to glue-down LVT, locking LVT or laminate flooring. The Plus Enhanced collection features planks and tile decors with a four-sided enhanced bevel. This bevel simulates the look of genuine wood and tile.



### Wellmade

Nouveau En Vogue vinyl plank

Uniclic locking system

\$2.99-\$4.99

Wellmade's co-extrusion process seamlessly molds vinyl wear layer, high-density plastic composite (HDPC) core and vinyl backing into singular planks. Its rigid core construction floats easily over most existing hard surface floors. The product is waterproof and dimensionally stable in the most demanding environments. Nouveau En Vogue offers exceptional visuals that rival the look and texture of natural hardwood.



### Wicanders

Wicanders Hydrocork

Floating and clic

\$4.99

Hydrocork offers a low thickness floating solution with all the benefits of floors with Corktech, a technology that helps create the innovative core board made of composite cork. The product is water resistant and dimensionally stable while maintaining the resilient properties and unmatched comfort brought by cork. Hydrocork is available in 10 wood looks, suitable for home and commercial environments, and features a 0.55mm wear layer.

## guest column

# Upgrading your store's location

(First of two parts)

I have visited hundreds of flooring retailers, and the impression I keep leaving with is location is the difference between a thriving store and one that is flailing. Where you are situated is just as much a factor as inventory, payroll and other line items on your financial statement. With the economic outlook brighter than it has been for years, there is no better time than the present to upgrade your location or to even add new locations.

First, look at your current situation. If you don't own or have an opportunity to buy your real estate (option to purchase, first right of refusal), you are missing out. You can keep lining your landlord's pockets all day or you can begin to put your hard-earned profits to work for you. The rents landlords charge represent a multiple of the cost



VINNIE VIRGA

chase with 10% down; SBA will finance 40% at a great fixed rate for 20 years and the 50% balance is financed by a local bank with conventional terms which includes a five-year balloon and a 20-year amortization.

Once you have secured the financing, the next step is to find the best location. There are typically two types of locations that have been shown to perform well repeatedly. The first is a store in close proximity to a town that has a major interstate or highway. It is vital to have visibility to store signage from that highway. What a great way to ensure brand awareness. (For instance, our Auburn location is visible to 220,000 cars per day.) Stand-alone buildings are best, and area required depends on your business model. For example, a sample-only mid to upper satellite store will need around 3,000 square feet, while a satellite stocking store will need around 8,000 and a main store (stocking or warehouse and retail showroom) will require 8,000 to 12,000 depending on your volume or volume potential.

If you are in an area without a major highway, look at the center of town. Major retail centers are a great draw. Ask your realtor for demographic data to make sure you are picking an area that has significant retail traffic. Studies show most retail floor covering stores get 80% of the business from a 12-mile radius. (In rural areas it's 18 miles and in urban areas it's about five miles.) You want to be close to people who own their own homes with incomes of \$75,000 or more—again, adjust up or down based on your part of the country.

In my next column, I will discuss rental options as an alternative to buying outright.

## ASK YOUR REALTOR FOR DEMOGRAPHIC DATA TO MAKE SURE YOU ARE PICKING AN AREA THAT HAS SIGNIFICANT RETAIL TRAFFIC.

of acquiring the building and keeping it in good condition. His goal is after 15 or 20 years to own the building outright with the tenant having paid not only all the cost associated with buying the building, but also at least a 6% return on the actual cash they had to invest initially. Which begs the question: Why don't you do it instead?

Owning their own real estate is what sets apart the most successful flooring retailers from the rest and is the primary source of their wealth. It pays to invest some time talking with multiple bankers and your accountant. For example, check out the SBA programs. Big Bob's Flooring Outlet is preapproved by the SBA nationally and qualifies for special financing programs to acquire real estate. There are great programs the SBA offers, such as the 504 program. If you have been in business for at least two years, the 504 program allows you to pur-

VS
THEM

	MILL ALIGNED	BUYING GROUP "A"	FLOORS & MORE	BUYING GROUP "C"
Private Branded Products	✓	✓	✓	✓
Free Online Education			✓	
Free Custom Website			✓	
Free Social Media Tools			✓	
World Class Conventions	✓	✓	✓	✓
Free BI-Weekly Webinars			✓	
Free HD Advertising			✓	
Rebates		✓	✓	✓
Full K&B program			✓	
Full Décor Program			✓	

Dare to compare, and then pick the obvious choice. Call us at (844) 639-6362 or email us at [info@floorsandmore.org](mailto:info@floorsandmore.org) to get things started. We look forward to growing with you.

# JOIN US

THE BUYING GROUP THAT GIVES YOU MORE...

...MORE VALUE ...MORE ATTENTION ...MORE SATISFACTION

AND ADD 5% OR MORE TO YOUR BOTTOM LINE\*

FLOOR to CEILING

1 (844) 639-6362 • [INFO@FLOORSANDMORE.ORG](mailto:info@floorsandmore.org)

[WWW.FLOORSANDMORE.ORG](http://WWW.FLOORSANDMORE.ORG)

You will ♥ being a part of Floors & More - Guaranteed\*\*

\* \*\*See our website for details

Vinnie Virga is managing partner and president of Big Bob's Flooring Outlet and Floors & More buying group. His experience includes management of various CCA Global Partner retail groups, including Flooring America.

# Using Instagram to find new customers

**By Ayme Sinclair,  
Stanton Carpet**

If you look at the top 100 brands in the world, 90% of them have an Instagram account. More importantly, customer interactions with the brands that are on Instagram are 10 times higher than Facebook, 54 times greater than Pinterest and 84 times higher than Twitter. Statistics prove Instagram is by far the best platform for staying connected with your customers.



Using at least one hashtag (or keyword) increases the likelihood of these connections, making them an important feature to use on this platform. Users can tag their images with keywords to describe things about the photo to make them searchable. These keywords can be a variety of things such as the name of the park where the photo was taken or the type of animal being shown.

But how would this help a retailer? Dealers can use these

keywords to find customers who are looking to make renovations. It's a great tool to help you identify users who have visited a nearby furniture or big box store. The beauty of the hashtag is it also works in reverse. Users can search hashtags, and if you use them properly they will find you. Once

you identify and start using the correct set of keywords, your customer will easily find your Instagram page and see the images you're sharing.

However, utilizing social media isn't just about sharing photos. It's a platform that allows you to talk and interact with potential customers to help you build a relationship with them. Remember, hashtags will only increase these interactions. For example, Stanton Carpet recently helped one of its retailer partners develop an



Statistics prove Instagram is the most effective platform to use to stay connected with your customers.

effective set of keywords. At the start, Cove Carpet One Floor & Home, based in Summit, N.J., was receiving about 10 "likes" each time it posted a photo on

## THE BEST PART ABOUT USING SOCIAL MEDIA MARKETING IS YOU CAN SEE THE RESULTS IMMEDIATELY, AND ALL THE INTERACTIONS ARE DOCUMENTED.

Instagram. Stanton was able to boost this number to 68 after using the hashtags in only a single post. That represents an

increase of nearly 600%. But what's more important than the sheer number was the quality of the audience. Reports show 30% were designers or contractors with another 30% comprising home improvement enthusiasts; 10% were real estate professionals.

"We connected with more people in this post than we've ever had before," said Donna Dwyre, president, Cove Carpet One Floor & Home. "The results were not only fantastic, but they

were instant. It helped us start conversations with customers who had not been in the store for months."

Which leads me to my last point: The best part about using social media marketing is you can see the results immediately, and all the interactions are documented. These interactions, also known as engagement, are golden nugget leads that your sales associates can use to follow up and get new and returning customers back into the store. And the best part is it can all be done for free.

*Ayme Sinclair is the marketing director at Stanton Carpet. Her innovative social media programs in the home industry have provided explosive growth and revenue-generating leads prompting case studies from companies like Architectural Digest and General Electric. For more information on how to use social media to grow your business, join the Stanton Retailer Facebook group: facebook.com/groups/stantonretailers.*

**NEW FOR 2017**

**STANTON | B2B**  
BUSINESS TO BUSINESS SITE



## REVOLUTIONIZING THE WAY YOU ORDER RUGS!

Our **CREATE-A-RUG** function allows you to design and order a custom rug right on the website. Now you can get a preview of your customer's rug and an instant quote in seconds.

### ADDITIONAL CREATE-A-RUG FEATURES INCLUDE:

- Save multiple rug quotes
- Built in MSRP pricing to show customers in store
- Compare Sq Yd to Sq Ft pricing
- The ability to order carpet and many more unique features designed to make it easier than ever to do business with Stanton!
- Easy to Use interface

TO SIGN UP FOR EXCLUSIVE ACCESS CONTACT: [CS@STANTONCARPET.COM](mailto:CS@STANTONCARPET.COM)

[STANTONCARPET.COM](http://STANTONCARPET.COM) | [ANTRIMCARPET.COM](http://ANTRIMCARPET.COM)

[ROSECORECARPET.COM](http://ROSECORECARPET.COM) | [CRESCENTCARPETIMPORTERS.COM](http://CRESCENTCARPETIMPORTERS.COM)





**Alto Mix as the latest addition to Shaw's popular Floorté collection. The new line comes in multiple lengths and widths and is designed for easy installation.**

### Floorté leads the way in technology, design and variety

Thanks to the increased success and tremendous retail acceptance of Floorté, Shaw Floors has added Alto HD and Alto Mix to its popular Floorté collection. Alto HD is available in four high-definition visuals. The embossed in register treatment provides superior realism and unique beauty. With hand-scraped detailing and rustic shading, each collection was designed to blend effortlessly with varying design aesthetics.

Shaw is also introducing six new styles in the popular Alto Mix line, which boasts multiple lengths and widths in each carton for extreme realism for the consumer and easy installation for the retailer. Featuring the latest technology in resilient flooring, Floorté now comes with an antimicrobial attached pad offering providing enhanced noise reduction in the following styles: Classico Plus, Premio Plus and Alto Mix Plus. Easy-to-install, strong and durable, these new introductions offer versatility and



leading performance characteristics, including Floorté's innovative waterproof feature.

Shaw's Floorté collection is a 100% waterproof enhanced vinyl plank (EVP) boasting an extremely durable construction coupled with a stunning wood-like visual. Floorté is also flexible in nature, meaning the product will not adhere to subfloor imperfections saving the retailer and consumer alike both time and money with less subfloor prep requirements. The collection's Fold-N-Tap locking system is precision-engineered with the most advanced technology possible—making it one of the easiest to use, strongest and most durable products on the market today.

Floorté is supported at retail through Shaw's Resilient Solutions Center display system, including a dedicated Alto component that allows consumers to easily see the product's impressive size and visual quality.

### Metroflor ramps up marketing campaign

NORWALK, CONN.—Metroflor is resuming its namesake "Meet the LVT Specialists" campaign for 2017—a follow up to its promotional initiative launched last year. The program has evolved to include a series of videos accompanied by digital ads spotlighting the expertise and passion of its staff, with members discussing their roles as LVT specialists. A total of 10 videos representing diverse functions will unfold throughout 2017.



**Harlan Stone, owner and CFO, Metroflor, taping video for a YouTube series.**

"These new videos explain exactly why and how we are the LVT Specialists," said Gary Keeble, Metroflor's director of marketing. "Each person featured brings something unique to the table, which adds value and credibility to our position as the category's product authority. We expect this 360-degree view of our company and talented professionals will build even more confidence and trust among consumers, retailers and distributors alike."

The series' first episode will feature Harlan Stone, owner and CFO of Metroflor, describing how the company's focus on innovation drives the company to constantly pursue the next innovation in LVT.

The videos will be spotlighted across the company's social media platforms, website, the Metroflor LVT YouTube channel and on Metroflor's blog, The Vibe.

**81 PRODUCTS**

In the world of rigid core LVT, Metroflor® delivers more. With 81 distinct products, our Engage Genesis™ line featuring ISOCORE Technology® provides more options and better profit opportunities. All brought to you by Metroflor® and our valued distributor partners.

**More choices. More features. More sales.**  
Courtesy of The LVT Specialists.

**11 DISTRIBUTORS**  
ACLETA CORPORATION, APOLLO DISTRIBUTION CO., HERRIGAN DISTRIBUTORS, L. BOIMSTEIN & COMPANY, MASTERCRAFT FLOORING DISTRIBUTORS, OHIO VALLEY FLOORING, READERS WHOLESALE, TITAN WEST LTD., THE CHONIN COMPANY, WILLIAM M. BIRD & COMPANY, TIERRA SOL.

**7 WEAR LAYERS**  
5/8" MILL 12MILL 20MILL

**2 GAUGES**  
5.5 MM 7 MM

**100% WATERPROOF**

**5 AUTHENTIC SURFACE TEXTURES**  
IN-REGISTER, BARNSIDE, NATURAL TIMBER, SAW CUT, HANDSCRAPED

**0 MOLD & MILDEW**  
ULTRA-FRESH TREATMENT ON THE SURFACE AND UNDERLAYMENT  
At Metroflor, we're committed to providing the highest quality products and service.

**11 COLLECTIONS**  
GENESIS 800, GENESIS 800, GENESIS 1200, GENESIS 1200MM, GENESIS 2000, GENESIS 2000AL, GENESIS 2000MW, GENESIS 2000XP

**PRE-ATTACHED UNDERLAYMENT**  
PRE-SOUND MITIGATING PAD

**METROFLOR ENGAGE GENESIS™**  
Featuring ISOCORE Technology®  
metroflorusa.com

## Gold Standard

Continued from page 3

In addition, Classique offers a highly organized and easy-to-navigate showroom floor that helps streamline the buying process for customers. The company is also committed to ensuring each customer who walks through its doors receives top-notch service from the same salesperson throughout the entire selection and installation process. The retailer has also identified innovative ways to facilitate the design and selection process by integrating access to digital content from various online sources through screens mounted in the showroom.

Sergenian's Floor Covering receives a choice of one of the following: two-day, on-site custom CFI carpet seaming class; two-day on-site custom sales training; or one-year online WFCFA University tuition. Classique Floors & Tile receives the same options but only a single day of classes.

The retailer accolades don't end there. The Gold Standard Awards program also recognizes second- and third-place recipients. In the over \$10 million category, Coles Fine Flooring,



**Classique Floors & Tile was cited for its creativity in showroom presentation and exemplary customer service.**

San Diego, took home second place while Carpetland USA (The Langan Group) Davenport, Iowa, came in third.

In the under \$10 million category, Independent Carpet One, Westland, Mich., took home second-place honors, while Brian's Flooring & Design, Birmingham, Ala., earned third place. Second-place winners in both categories receive six-months online WFCFA University tuition while the third-place winners in both categories are entitled to three months' tuition to WFCFA

University online.

To receive the Gold Standard Award in either category, companies are reviewed and judged based on knowledge, customer service, quality of store image and code of conduct. A company also must be a member of the WFCFA, have been in business for at least three years and have a clear Better Business Bureau report.

Companies interested in entering or nominating an entrant for the 2018 Gold Standard Awards can visit [wfcapro.org](http://wfcapro.org) for more details.

## marketing mastery

# Inspiring 5-star reviews

(Second of two parts)

In my previous column (FCNews, Feb. 13/20) I discussed why online reviews are so critical to a retailer's success. I also listed several highly effective, proven strategies for creating a fantastic experience for your clients. In this column I share some best practices for requesting reviews.



**JIM AUGUSTUS ARMSTRONG**

Let's assume you're providing phenomenal service for your clients. They love you. They think the sun rises and sets with you. They send you tons of referrals. Positive online reviews should happen automatically, right? Not so fast. Consider these statistics: 90% of U.S. consumers read reviews, but only 6% write them. In that same vein, bad reviews tend to be overrepresented. According to American Express, unhappy customers tell an average of 24 people about their experience, while happy customers tell only 15. The bad news is if you don't have a system in place to request reviews from every happy client, you probably won't get many reviews; thus, bad reviews will be overrepre-

pump you for information, then buy from a cheaper competitor. Your market area may also have some local review sites that are relevant to your business. If you haven't claimed your account on these sites, now is the time to do it. Make sure your business name, address, phone and any other pertinent information are consistent across all the sites or your visibility will suffer.

Next, determine the site on which you want to begin accumulating reviews. Ideally this will be the site where your prospective clients are most active. If you're not sure, I suggest you begin with Google My Business. Start by asking happy clients to review your business. Send them an email explaining how much you would really appreciate their

help, by taking a quick minute to post a review for your business. Ask if there is anything stopping them from giving you a 4- or 5-star review and to please notify you to make it right. Include a link to

the review site where you want to begin accumulating reviews. After you build up some reviews you can rotate to other sites.

Generating a steady stream of reviews is much better for search visibility than getting a bunch all at once. According to Bright Local 73% of consumers believe a review older than three months is no longer relevant. For these reasons it's important you request reviews on a weekly basis.

Lastly, do all you can to get the most mileage out of your good reviews. For starters, be sure to post all 4- and 5-star reviews on your website, Facebook page or other social media channel. If you have questions about reviews, or need help setting up a system to automate this process, please feel free to contact me at [support@FlooringSuccessSystems.com](mailto:support@FlooringSuccessSystems.com) and I'd be happy to chat with you.

### GENERATING A STEADY STREAM OF REVIEWS IS MUCH BETTER FOR SEARCH VISIBILITY THAN GETTING A BUNCH ALL AT ONCE.

sented. The good news: Since only 6% of consumers typically write reviews, there's a huge untapped market for positive feedback if you can inspire some of the other 94% to tell others about a good experience they had with you.

The first step is to determine which review sites you're going to focus on. Here are a few of the major sites to consider: Google My Business, Yelp, Yellow Pages, Facebook and Angie's List. Houzz can also be effective, especially if you have a dedicated interior designer on staff. Note: Some of these sites might approach you to do paid advertising. This strategy tends to attract price shoppers, so it's important you have a system in place to quickly filter out bottom feeders and identify ideal clients before you sign an advertising contract. If you don't you'll likely have to endure a lot of tire kickers who will waste your time,

Jim Augustus Armstrong specializes in providing turnkey marketing strategies for flooring dealers. For a complimentary copy of Jim's book, "How Floor Dealers Can Beat the Boxes and Escape the Cheap-Price Rat Race of Doom Forever," visit [beattheboxestoday.com](http://beattheboxestoday.com).

# QUALITY IS THE DIFFERENCE



**RETROTREAD® & RETRORISER™ MAKES IT EASY TO TURN WORN, CARPETED STAIRS INTO A SOLID WOOD MASTERPIECE.**

With RetroTread and RetroRiser, stairs can be transformed from old and worn carpet to premium hardwood in a weekend or less. Designed to fit over the original stairs and mimic original stair geometry, the impact on overall rise and run of stair system is minimal.

**HELP YOUR WOOD FLOORING CUSTOMERS FINISH THEIR FLOORS WITH PENNWOOD TRANSITION MOLDING PRODUCTS.**

Pennwood's hardwood floor transition products come in a variety of domestic & exotic wood species, stains, and profiles to fit almost any room door.



Contact us to learn about our full line of quality products.



**PENNWOOD**  
There is a Difference!

Phone 717.259.9551 • Fax 717.259.7560 • [www.pennwoodproducts.com](http://www.pennwoodproducts.com)

P.O. Box 766, 102 Locust Street • East Berlin PA 17316

...because

*sometimes*  
there just  
aren't  
enough  
chairs.

Just like your friends, COREtec® flooring is warm, inviting and comfortable. So spread out and relax...because COREtec is the perfect fit for your life.



100% Waterproof  
Kidproof  
Petproof

find out more at [usfloorsllc.com](http://usfloorsllc.com)

US FLOORS



Ryan Dunn, left, and Kevin Logue, co-CEOs of Alliance Flooring, represent the present and future of this growing organization.

## CarpetsPlus

Continued from page 1

three choices: We could walk away, we could lower the bar or we could raise the bar. With this group we are going to continue to raise it.”

One important component in raising the bar on retail performance is through the Destination showroom concept. The Destination portfolio includes up to 10 private-label displays offering the best products from the premier carpet mills and hard surface manufacturers in easy-to-use, easy-to-sell formats emphasizing style, design and larger samples. Here’s

the best part: Alliance dealers are not forced to take any displays if they don’t want to.

Prior to convention, 28 members had signed up for the Destination program. Alliance Flooring executives hoped to pull in another 20 or so. By the convention’s second day it had already signed 37 members, bringing to 65 the total number of Destination dealers.

“We knocked it out of the park,” said Kevin Logue, co-CEO and vice president of marketing. “We don’t tell members what to do; it’s their choice. However, in today’s market you have to keep improving your showroom. Flooring is about fashion and

design, and the Destination concept offers the tools to help our retailers evolve their businesses and achieve those goals.”

Josh Elder, co-owner of Gainesville CarpetsPlus Color Tile, sits on the buying committee that helped develop the program. For him, the best part of the Destination program is the 56-pin carpet displays because they free up so much room. “Every inch of my showroom has a cost associated with it, and I want the biggest bang for my buck.”

Eric Langan, president/owner of Carpetland USA (The Langan Group), Davenport, Iowa, said his main takeaway is the

Alliance Flooring group still puts an emphasis on networking and collaboration within the group. “The sense of family was mentioned frequently here. While we have freedom to make whatever decisions we deem best for our business, it is important to know we can get more accomplished more quickly if we march together as a group instead of individual store owners.”

Mike Montgomery, vice president of Montgomery’s CarpetsPlus Color Tile, Venice, Fla., said the beauty of this convention is members are fully invested in the group. “Unlike some groups, they don’t withhold our rebate checks unless we come to convention. Our members genuinely want to be here.”

Alliance Flooring, which welcomed 20 new members in 2016, converted two prospects at this year’s show. The expectation is for at least double-digit member growth in 2017.

Observers attribute Alliance Flooring’s success to its laser focus on members’ success and the close relationship management has with its retail partners. “Their leadership is amazingly approachable not only to their members, but also to vendors and all who are committed to success,” said Scott Humphrey, WFCA chairman and CEO, who also delivered a keynote presentation

during the conference. “Ron and Jon bring vast experience to the table. They are not bound by traditional ways of doing business in the flooring industry. By far the greatest trait that makes doing business with CarpetsPlus a pleasure is the fact that their leadership is truly committed to the success of the members. They care at the personal and professional levels. That is rare in the business world today.”

## Suppliers’ support

In addition to new retail members, Alliance Flooring announced four more suppliers to the group: Beauflor (LVT, rigid core), Bolyu Commercial (commercial carpet, LVT), Southwind (residential carpet, WPC and dryback LVT) and Tarkett (luxury vinyl plank and tile, resilient sheet and laminate).

Beauflor has received plaudits recently for its Pure Click featuring a patented 360 locking system that allows mechanics to install the product in patterns, borders or quarter-turn the material from one room to the other without the need for transitions. Kevin Logue sees Beauflor as the next USFloors or another IVC. “In three years they are going to be huge—once they get distribution up and running.”

Likewise, existing vendors attested to their strong partnership with Alliance Flooring dealers. Sam Ruble, vice president of sales for USFloors, called the relationship “refreshing.” It doesn’t hurt that USFloors doubled its business with the CarpetsPlus group in 2016 and is poised for an even bigger 2017. “I am a farm boy from Ohio, and to me these people are so down to earth and genuine, they really make me feel like my neighbors.”

Karndean, a longstanding member with CarpetsPlus, was named Hard Surface Supplier of the Year by the CarpetsPlus membership at the show.

**SCHÖNOX**  
**HPS 92**  
ACRYLIC ADHESIVE  
FOR RESILIENT FLOORING

**HIGH STRENGTH. HIGH COVERAGE. MOISTURE RESISTANT. EASY TO APPLY.**

Designed specifically for resilient flooring, Schönnox HPS 92 Acrylic Adhesive is suitable for bonding of Vinyl Composition Tile, Vinyl Enhanced Floor Tile, Solid Vinyl Floor Tile, Luxury Vinyl Tile and Planks on porous and non-porous substrates in interior areas. HPS 92 is suitable for installations with moisture levels up to 92 RH/11 pH. Give us a call or visit [hpsubfloors.com](http://hpsubfloors.com) to learn more.

The best floors are based on subfloors from **SCHÖNOX**  
HPS NORTH AMERICA  
www.hpsubfloors.com

Toll Free: 855.391.2649  
HPS North America, Inc. is a TMC America Company



Tim Hanno, vice president of retail sales, Karndean, showcases the company’s LooseLay Longboard display. Karndean was named CarpetsPlus’ Hard Surface Supplier of the Year.

Throughout the past year, the prominent LVT supplier has worked closely with CarpetsPlus to produce Design Destinations, a private-label merchandising system that is part of the Destination program. “We love these guys,” said Tim Hanno, vice president of retail sales. “We have a great relationship with this group. They more than meet us halfway. There is a level of trust here.”

# Warren Buffett shares views at Shaw conference

ORLANDO, FLA.—Warren Buffett, CEO of Berkshire Hathaway, which counts Shaw Industries among its many holdings, made a special guest appearance at the Shaw Flooring Retail Network conference here recently (FCNews, Jan. 30/Feb. 6). Nicknamed the “Oracle of Omaha,” the legendary investor renown for his keen business insight yet folksy manner participated in an informative question-and-answer session moderated by Vance Bell, Shaw Industries CEO.



Warren Buffett chats with Vance Bell, Shaw Industries CEO.

Following are excerpts of that discussion:

## What worries you about the economy?

I never really worry about the economy. The only real worry I have regarding America's future is the use of weapons of mass destruction, either chemical or biological. Every day there is a very tiny probability that some individual or some group or perhaps some nation will do something extremely foolish. That's the only thing that could hurt America.

We've had hiccups in this country, from 2008-09 we went through something that was really a shock to the American people, and that has taken us some time to get over. But you can't stop the United States. In 1790 we had less than 4 million people; 240 years later we represent almost 25% of the world's GDP. We've got the secret sauce; Donald Trump knows it, Hillary Clinton knew it and Barack Obama knew it.

I never worried about the economy because of either candidate. The truth is I did [campaign] for Hillary. But when Trump was elected, we probably net invested over \$10 billion since then.

**This question centers on one of Berkshire Hathaway's largest holdings: Wells Fargo. Certainly Wells Fargo historically has had a reputation for being one of the best managed, best performing big banks. As most people know by now, the company was embroiled in a controversy surrounding sales incentives and the creation of unauthorized customer accounts. What is the lesson for business owners and business managers?**

John Stumpf, [former] CEO of Wells Fargo, is a talented, decent man. But he designed an incentive system that not

only didn't work but encouraged bad behavior. Look, people make mistakes. That's not the sin; the sin is not doing

something about it when you've learned you've made a mistake. My understanding is this system was incentivizing bad behavior as far back as five

years ago. When we have a problem at our company, our motto is, 'Get it right' in terms of the facts, then 'get it out and get it over.' Just don't sit there and suck your thumb. When you're the CEO you have to do something.

**Given the recovery in housing, lower rates of home ownership, millennials struggling with debt and student loans—what's your outlook?**

Housing is going up, but it's coming out of the biggest shock I've seen during my lifetime. You have a \$20 trillion asset class (homes), which you can borrow on. That turned into a bubble, and it was a huge bubble. When something so fundamental shatters like that,

**Continued on page 27**

**Karndean Designflooring**

Karndean LooseLay Longboard

French Grey Oak LLP308

- Lifetime warranty
- Waterproof
- Kid friendly
- Pet friendly
- Extra large planks
- Acoustic qualities
- Comfortable underfoot
- Individually replaceable
- Low maintenance

Karndean LooseLay Longboard is our fastest and easiest to install floor, combining our longest plank size with the proven technology of Karndean LooseLay's K-Wave friction-grip backing. Contact your Karndean Representative for more details.

888-266-4343 | info@karndean.com | www.karndean.com/longboard



The engineered Venture Plank line features a UV-cured, hard wax oil finish for a low-matte yet durable look.



## Havwoods enters U.S. market

By Reginald Tucker

**H**avwoods International, a U.K.-based supplier of hardwood flooring products with 40-plus years experience in the business, is looking to expand its global footprint by focusing on the U.S. market. The strategy, according to Allan Singh, general manager, North America, hinges on several components: establishing a warehouse facility to help fulfill distributor and retailer orders; tailoring products that cater to local tastes and preferences; targeting the A&D community to boost specifications; and developing a marketing/social media strategy to drive consumer awareness of the Havwoods brand.

The first phase of that strategy has been realized via the recent grand opening of an 18,000-square-foot warehouse and distribution hub in Belcamp, Md. Shipments have already been dispatched to customers in California, Florida, Missouri, New York, Nevada and Utah.

“Looking at our global strategy, we saw an opportunity to launch the Havwoods brand into the U.S. market,” Singh told *FCNews*, citing the success the company achieved in other regions around the world. “We have been selling products in the U.S. for a while now due to the projects specified through architects and designers in America.”

The next component entails the development of a product portfolio based on trendy styles, formats and colors U.S. consumers and end users crave. To that end, Havwoods has created what it calls a *Wood Book*, a well-researched catalogue of products tailored for a specific market. “Each country has its own book, with different products based on the market we are in,” Singh explained. “It gives architects and designers—our primary customer base—a full depth and

breadth of products from which to choose.”

Havwoods’ offering for the U.S. market is indeed broad. A portfolio of 200 products range from in-demand solid and engineered offerings as well as specialty reclaimed wood floors. Designs include wide-plank, chevron and herringbone patterns, as well as unique painted floors. Signature lines include: The Italian collection, TrikBrik, Venture plank and Vertical (wall surfaces); prices run the gamut from \$3.55 all the way up the ladder to \$22.40 (reclaimed). According to Singh, the bulk of the products fall somewhere in the \$5-to-\$8 range.

While Havwoods does not own manufacturing plants, it partners with several reputable manufacturers in Europe. That’s not viewed as a shortcoming in the company’s eyes; many of its clients can speak directly to the

product quality. The people at Havwoods International are always happy to go out of their way to assist us and make sure we get exactly what we’re after,” said Tayla Reynolds, principal with KW Interiors, based in Australia. “Their professionalism, efficiency and great range of timbers is what encourages us to specify Havwoods whenever we can.”

Will Ashworth, managing director of the Watergate Bay Hotel, Cornwall, U.K., agreed. “I have worked with Havwoods on several projects over the last few years, and each time it has exceeded my expectations.”

By design, Havwoods puts a lot of emphasis on the A&D market. Some of its marquee installations can be found in high-profile venues such as Marriott hotel properties, Pret a Manger locations and other well-known restaurants including Nando’s and Giraffe.

**Take your organization to the next level with WFC University.**

Our distinct camps are targeted at enhancing the most important part of business; your team. Whether you want to get out of the “business as usual” rut, push your team to reach and surpass their goals, or improve your business in everything from financials to marketing.

The camps include inside sales, outside sales, sales management, and of course, the key piece, an Owner’s camp. These focused seminars will, without a doubt, broaden your team’s knowledge, sharpen their skills and improve your business.

Visit <http://www.benchmarkinc.com/training/wfc-university.html> or call David Romano at (818) 630-6021 for more details.



## dear david

# The right way to greet customers

Dear David:

I held a sales meeting covering the proper ways to greet customers. During that meeting, we did a lot of roleplaying. What I noticed right off the bat was there was no consistency and lots of bias. I understand greetings should not be canned and sales associates should sell the way that makes them comfortable, but is there some standard I can teach them?



DAVID ROMANO

connection and build rapport.

•**Making an introduction.** It is important to be on a first-name basis with the person who could potentially spend thousands of dollars at your store. That exchange of names should take place sooner rather than later in the sales process.

•**Offer your assistance.** This is where you briefly find out what brought the customer in to the store. You can find out all the pertinent details when you offer the customer a beverage and a snack during the qualification process. For example, you might ask, “So, what project are you working on?”

I disagree with the reader’s notion that each sales associate should sell the way that makes her feel more comfortable. The common belief that you should treat others the way

## HAVE YOUR SALES TEAM TAKE A DISC TEST TO REVIEW THE VARIOUS PERSONALITY STYLES IN ORDER TO BETTER UNDERSTAND THE CONCEPT OF RELATIONAL SELLING.

you want to be treated might be a good golden rule in life, but it’s not appropriate when it comes to sales. What I propose is, “Treat others the way they want to be treated if you want to be a successful sales associate.”

I do agree with your statement that greeting should not be canned; customers see right through that cold and impersonal interaction. It’s like going out to a restaurant and watching the manager ask the same question, “How is everything?” to all the restaurant guests in the same manner.

Following are elements of a greeting that should be followed religiously:

•**A greeting with a handshake.** A handshake can tell you a ton about someone. In one simple, three-second act, you can find out if the customer is dominant, impressionable, sweet or cautious. Knowing the customer’s personality style and adapting your selling style accordingly is what separates a great RSA from an average one. Remember: 20% of what makes a salesperson successful is her skills and knowledge; 80% is her ability to make a

you want to be treated might be a good golden rule in life, but it’s not appropriate when it comes to sales. What I propose is, “Treat others the way they want to be treated if you want to be a successful sales associate.”

For example, if the customer is direct the associate needs to conduct himself accordingly. Conversely, if the customer is cautious the sales associate needs to become the expert and build trust. Customers who are sweet and sensitive want a sales associate who shows they are genuinely interested in providing a solution to their issue. Have your sales team take a DISC test to review the various personality styles in order to better understand the concept of relational selling.

Practice these tips and you will find the proper greeting will lead to better close rates, a higher level or return/referral business and more money in your pocket.

David Romano is the founder of Romano Consulting Group and Benchmarkinc, a group that provides consulting, benchmarking, recruiting and software solutions to the flooring, home improvement and restoration industries.

# Out With The Old, In With The Outlet

Grow with North America's largest flooring cooperative and stand out in your market by joining The Floor Trader Outlet.

You'll lead the pack with our breakthrough digital marketing, award-winning advertising, and technology and tools to streamline your operations.

Let us help you understand how a little Outletivity™ can truly make BIG changes for your business.



**No Franchise  
Royalties**



**No Installation  
Headaches**



**Improved Margins  
& Low Overhead**



**Industry Leading  
Marketing & Advertising**



**Outlet Focused  
Merchandising**

**THE  
FLOOR  
TRADER  
OUTLET**

To grow **BIG** – faster – contact us today!

Call **800-466-6984** ext. 1164  
or visit [join.floortrader.com](http://join.floortrader.com) to learn more.

# Moldings, accessories made to match latest floor designs

By Lindsay Baillie

## Airwood Flooring Accessories

Airwood's Matchables were designed to address the challenge of accurately matching moldings and vents with the wealth of new flooring products hitting the market. These products are available in a variety of profiles including Euro profile nosing, traditional bullnose nosing, reducer, t-caps and standard HVAC vents. New to this line are various profiles reflecting popular trends such as heavily textured, wide plank hardwood flooring.

According to Carmi Mooser, director of sales & marketing, Matchables is made from the manufacturers' prefinished wood floor to ensure a perfect match. This approach, she explained, provides seamless installation and eliminates site reinstallation. Airwood partners with most of the major Canadian and American mills, but the company can also work directly with retailers to recreate styles and designs.

Selling customized moldings as well as other complementary accessories such as vents not only helps retailers differentiate themselves, but it also broadens a dealer's overall selection. "It's a really good product to add to any retailers lineup," Mooser said. "Most hardwood installations require these moldings, but most homeowners have no idea about hardwood flooring accessories."



**Airwood's Matchables line provides seamless transition from floor to molding.**

If you are not currently selling moldings and accessories, 2017 might be the year to start. As flooring trends and categories continue to evolve, moldings manufacturers are unleashing a slew of trendy, matching products designed to provide greater add-on opportunities for retailers.

Following are new product offerings from some of the leading manufacturers.

## Pennwood

Pennwood has the capabilities of producing moldings from 40 different species and in over 6,000 different colors. The company uses species for species when constructing its moldings and makes its best effort to match its products to the flooring, explained Kraig Coxon, executive vice president. "The biggest thing we focus on is quality."

This quality is found in Pennwood's various moldings including its Retro Treads, Retro Risers, and LVT and hardwood flooring transitions.

In addition to moldings, Pennwood is currently working on a vents program to complement its other flooring accessories. Coxon noted many consumers want their bases and vents to match, so the incentive to produce these accessories is high. Pennwood hopes to have vents available by June and is starting out with bamboo products. "The biggest thing for us is we've been asked to do it from customers. If you're going to do moldings and treads you might as well do vents." In terms of its future with moldings, Pennwood is also looking into WPC products.



**Pennwood offers moldings in over 6,000 colors.**

**SENECA**   
Perfect Fit. Perfect Finish.



## Natural Transitions.

Milled, finished and color-matched to your specifications, our full line of hardwood products are designed to make every step of your project a smooth transition.

It's all part of Seneca's Signature Craftsmanship approach to everything we offer – from crafting consistently high-quality products to offering custom solutions while meeting your delivery time lines.

### Seneca's hardwood transitions feature:

- Custom fitting to ensure the perfect fit
- Individually shrink-wrapped pieces for shipping protection
- A quick and convenient shipping program

- Our exclusive ColorMaster system for perfect stain and finish matching to your flooring
- Optional specialty finishes such as hand scraped, antiqued and distressed are available

For hardwood & flexible molding info, contact [sales@senecamillwork.com](mailto:sales@senecamillwork.com)  
800-228-6671  
[senecamillwork.com](http://senecamillwork.com)





Shown are a few of Seneca's matte finished, hand-scraped, antiqued and wire-brushed samples.

**Seneca**

Seneca's updated stains and finishes follow the popular gray and white tones trending in hardwood flooring. "At Seneca Millwork we continue to see matte finishes and shades of grays and whites play an important role in today's flooring colors and styles," said Mark Pacacha, national sales manager. "While these high-end finishes are more challenging, we continue to meet our deadlines on these and all hardwood moldings. We utilize our exclusive ColorMaster system to ensure our transitions are a customer-approved match to their flooring."

All Seneca transitions are individually shrink-wrapped for protection during shipping, and to preserve on-site quality of the product.

**Zamma**

Some of Zamma's newest innovations come from the company's extruding products. These include a flush luxury vinyl tile nosing as well as a threshold made of waterproof core for ceramic installations. According to Peter Spielman, president, the new WPC product has a zero breakage rate and is price competitive. "On the luxury vinyl tile or luxury vinyl plank side we're the only manufacturer that thermally fuses the same decorative layer and wear layer as the floor itself. We use the actual décor from the floor with a .5mm commercial-grade wear layer, so all of our transitional moldings for luxury vinyl floors are commercial warranty items and we use the same vinyl as the floor."



Zamma's vinyl nosing contains the same decorative and wear layer as the flooring product it matches.



**ZAMMA**  
Your single source vendor for Laminate, Wood, and Vinyl transitions.



LAMINATE transitions in 6mm-14mm



WOOD transitions in 3/8" to 3/4", including oak, maple, bamboo & exotics



LUXURY VINYL EXTRUSIONS & SOLID WPC transitions in 3.2mm to 10 mm



CAP-A-TREAD SYSTEM available for 1" to 1 1/2" treads



Laminate and vinyl colors to match floors  
PATENTED



**ZAMMA**

Zamma Corporation • 14468 Litchfield Dr, Orange, VA 22960 • 800-936-6853  
The World Leader in Floor Transitions



Pedross utilizes digital printing technology to render realistic designs.

**Pedross**

Pedross' new products follow consumer and retailer demands to match moldings with specific types of flooring, especially the red-hot LVT category as well as perennial favorites such as hardwood.

"We are introducing flexible, stainable flooring transitions as a new product offering," said Joe Albany, national sales manager. "We also will continue to focus on our digital printing capabilities for both hardwood flooring and LVT flooring lines."

Pedross distributes products throughout the United States and Canada. Its offerings include wood, cork, laminate and LVT moldings, stair treads, aluminum profiles and digital prints.



# 21<sup>ST</sup> ANNUAL AWARD OF EXCELLENCE

## DEADLINE 3/31/17



### SUBMIT YOUR VOTE IN ONE OF FIVE WAYS:

- **WEBSITE** [fcnews.net](http://fcnews.net)
- **FACEBOOK** [Facebook.com/FloorCoveringNews](https://www.facebook.com/FloorCoveringNews)
- **EMAIL** [info@fcnews.net](mailto:info@fcnews.net) • **FAX** 516.932.7639
- **MAIL** 550 W. Old Country Rd., Ste. 204, Hicksville, NY 11801



Vote for the best manufacturers in both the A and B sections in each category\*

Name \_\_\_\_\_ Company \_\_\_\_\_ Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ Phone \_\_\_\_\_  
 Fax \_\_\_\_\_ Email \_\_\_\_\_

\*Manufacturers and their employees are not eligible to vote. If your company is not listed, contact FCNews at [info@fcnews.net](mailto:info@fcnews.net) or call 516.932.7860.

#### Carpet

##### Group A

- Beaulieu America
- Dreamweaver/Engineered Floors
- Mohawk
- Shaw

##### Group B

- Dixie/Fabrica/Masland
- Godfrey Hirst
- Kraus
- Lexmark
- Marquis Industries
- Milliken
- Phenix
- Royalty/Moda
- Southwind
- Stanton
- Tuftex
- Other \_\_\_\_\_

##### Commercial

- Bentley
- Interface
- J&J/Invision
- Mannington Commercial
- Mohawk Commercial
- Pacificrest
- Shaw Contract
- Tandus/Centiva
- Other \_\_\_\_\_

#### Hardwood

##### Group A

- Armstrong
- Mannington
- Mohawk
- Shaw

##### Group B

- Alston
- Anderson
- Columbia
- DuChateau
- Eternity
- Hemisphere Imports
- HF Design
- HomerWood
- IndusParquet
- Johnson Premium
- Johnson
- Lauzon
- Max Woods
- Mercier
- Mirage
- Mullican
- Preverco
- Provenza
- Satin Flooring
- Somerset
- Triangulo
- Urbanfloor
- USFloors
- Wickham
- Other \_\_\_\_\_

#### Resilient

##### Sheet

- Armstrong
- Beauflor
- Congoleum
- IVC
- Mannington
- Mohawk
- Shaw
- Tarkett
- Other \_\_\_\_\_

##### Commercial

- American Biltrite
- Amtico
- Ecore
- Flexco
- Forbo
- Johnsonite
- Parterre
- Roppe
- Tandus/Centiva
- Toli
- Other \_\_\_\_\_

##### LVT A

- Armstrong
- Congoleum
- IVC
- Mannington
- Mohawk
- Shaw
- Tarkett

##### LVT B

- Amorim
- Beauflor
- Beaulieu America
- Cryntel
- DuChateau
- EarthWerks
- Eternity
- Karndean
- Metroflor
- Novalis
- Raskin Industries
- USFloors/COREtec
- Other \_\_\_\_\_

### Best Overall Manufacturer

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#### Laminate

##### Group A

- Armstrong
- Mannington
- Mohawk
- Pergo
- Quick-Step
- Shaw
- Tarkett

##### Group B

- Alloc/Berry Floor
- Eternity
- Inhaus
- Kaindl
- KronoSpan
- Swiss Krono
- Other \_\_\_\_\_

#### Cushion/ Underlayment

- Carpenter
- Diversified Foam
- Fabricushion
- Foam Products
- Healthier Choice
- InstaFloor
- Leggett & Platt
- Loxgreen
- MP Global
- Pak-Lite
- Other \_\_\_\_\_

#### Area Rugs

- 828 International
- Capel
- Couristan
- Feizy
- Harounian Rugs
- Karastan
- Masland
- Milliken
- Mohawk
- Momeni
- Nourison
- Oriental Weavers
- Stanton
- Other \_\_\_\_\_

#### Tile

##### Group A

- Dal-Tile
- Mohawk
- Shaw

##### Group B

- American Marazzi
- Bellavita
- Crossville
- Emser
- Florida Tile
- Florim
- Mediterranea
- MS International
- Ragno
- Stone Peak
- Vitromex
- Other \_\_\_\_\_

Special Recognition: Green Leader Award 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

## Warren Buffett

Continued from page 21

it takes a while to regroup. We had this huge falloff, not only in housing starts but also household formation. But we're seeing housing starts come back quite significantly and more of the shock of 2008-09 is receding. We have established momentum, but it has taken a while.

I see this country just exploding moving forward. We're enjoying better transportation, better entertainment, education, medicine—you name it—than John D. Rockefeller, who was the richest man in the world at one time. We've only just started to unlock the human potential. Just think of the things you're doing differently compared to 20 years ago. Now think about how people were living 240 years ago compared to the way we live today, it's just unbelievable.

**This year marks Shaw's 50<sup>th</sup> anniversary. We've spent a little bit of time celebrating that milestone but not a lot of time. We've been focusing on what the next 50 years are going to look like. In your opinion, what are the traits of successful, long-running companies and what does Shaw need to do to ensure success over the next 50 years?**

You have to satisfy customers' basic needs. You've got to keep in tune with what your customers are telling you. You have to listen to your customers. If you have happy customers, then you're going to do well in this world.

**You also have to be reactive to change.**

Absolutely.

**One of the reasons why I feel very confident Shaw is going to be successful over the next 50 years is because we're part of Berkshire.**

We play the game in a way that makes sense. We're not subject to banks, we're not subject to activist investors. We don't have to do anything based on outside constituencies. We have over \$80 billion in cash and treasury bills, and last year we retained \$20 billion.

**Berkshire has roughly \$250 billion in sales. Do you think it will ever be a trillion-dollar corporation?**

Yes. I can promise you that. In 2015-16, Berkshire retained more earnings than any company in America. We plow back everything into the business. We like to add businesses that have good, basic economics that are run by people who we admire and trust. We're riding a big tailwind here in America, and I expect that to continue. This is the best climate for business and it's the right time to do this. Bill Gates told me if I was born several thousand years ago

**Marshall Fox, center, custom rug manufacturer and third-generation owner of Fox Floors in Ocean Township, N.J., presents one of his customized works to Warren Buffett. Eddie Fox, right, Marshall's father, looks on.**

I would have been some animal's lunch. I was lucky to be born in 1930 in the United States, when the odds were 40 to 1 against me.

*(Editor's note: Read Warren Buffett's tribute to Nebraska Furniture Mart founder Rose Blumkin on page 54 of the 30<sup>th</sup> Anniversary issue of Floor Covering News.)*



Our stunning Quick-Step® assortment offers wood look floors for any room in the house. Choose from waterproof luxury vinyl to exquisite laminate options with an exclusive 24 Hour Spill Protection Guarantee. Or enjoy the luxurious matte finish of authentic Q-Wood™ engineered hardwood. Industry leading innovation and technology all under one roof. Yours.

Floors that aren't just for setting the foundation for your space. They are a statement of your style.

Be Smart. Be Chic. Be Surprising.



us.quick-step.com



Comp-U-Floor



MeasureSquare



QFloors

## Latest software offers add-ons, mobile solutions for dealers

By Lindsay Baillie

LAS VEGAS—Software manufacturers continue to meet the demands of retailers, commercial contractors and installers, providing programs for virtually every facet of their operations. Whether it is business management, estimating, measuring or lead-management software, these providers are tapping into browser- and cloud-based systems to make their programs easier to use and mobile.

Following is an overview of some of the new programs and apps software developers unveiled at Surfaces 2017:

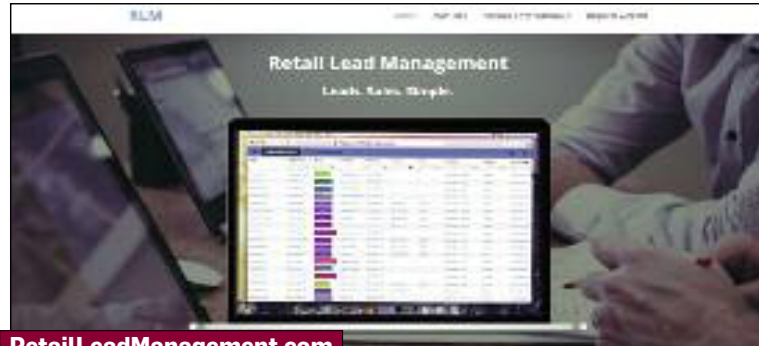
### Comp-U-Floor

New from Comp-U-Floor comes Web Sales Order Entry, a cloud-based system available on Android and Apple devices. According to Mark Wiltgen, sales and marketing manager, the system allows customers to use mobile applications to create sales orders and to manage their installers. Using the system, the retailer can create an order from the web at any time using a tablet; then the installers have a corresponding app that gives them their work order and list of materials, he explained.

Another benefit: Installers can also click on the homeown-

er's address, which links to Google Maps and provides directions. What's more, the system allows installers to take payments at the installation site and snap pictures that can be immediately attached to the work order or added to the database as a permanent record. Installers are also able to mark the job as installed and print an invoice.

Comp-U-Floor also highlighted its service management system at the show. As Wiltgen explained: "Service management is for retailers who have gone into the service part of the industry, so if they sold carpet but now they are into carpet cleaning, deodor-



RetailLeadManagement.com



Pacific Solutions

izing or if they sold hardwood floors but now are also into hardwood refinishing, this is a product where their customers can go into their website and order that service."

with the human eye. "The machine reads the floor plan for you," Wang explained.

### Pacific Solutions

Pacific Solutions rolled out new features designed to enhance current software capabilities. This includes a module that allows dealers to track the claims they may have filed with the mills. Another new feature, which is geared toward commercial flooring, is a bid register. According to

Bob Noe Jr., president, this program helps streamline bid register processes and keeps commercial companies organized.

"If [a commercial company] doesn't turn a bid in by next Wednesday at 10 a.m. [the potential clients] won't accept the bid anymore, so [a company] might lose out on the whole opportunity to work with them," he explained.

"The bid register helps them keep a log of what needs to be turned in."

### QFloors

New to QFloors is its QPro Software, a browser-based system available to small and large retailers alike. This new system will eventually take the place of existing software and contains a similar layout to its predecessor, which the company believes will make it easier for existing customers to learn.

"We have completely re-writ-

Continued on page 31



PICTURED: LUNA

## Rethink Bamboo.

Visit [www.bamboohardwoods.com](http://www.bamboohardwoods.com) or call (800) 607-2414 to learn more about Bamboo Hardwoods.



### MeasureSquare

In order for a new program to be successful it must be easy for retailers to learn, software developers say. This mentality went into creating MeasureSquare's new mobile solutions for measur-

**Comp-U-Floor's** web sales order entry system helps retailers create orders and manage their installers.

**MeasureSquare's** newest commercial application uses AI technology to read floor plans.

**QFloors'** new QPro browser-based system is available on any device with browser support.

**RetailLeadManagement.com** helps manage and organize retail sales associates' leads.

**Pacific Solutions** has added to its commercial management system, Job Runner, with a bid register.

ing and estimating. "The new commercial additions have a lot of efficiency enhancements over the takeoff process," said Steven Wang, president. "People normally spend three hours on bigger [measuring] jobs. With this new version that time is cut in half."

The new program is powered by different technologies including artificial intelligence (AI) techniques. These technologies allow the program to automatically detect where a corner is located, what the shape of the boundary looks like—so you don't have to trace each corner

# Xintory links buyers and sellers of overstock goods

By Reginald Tucker

Of the many challenges facing the flooring industry, dealing with excess inventory, seconds, drops and outdated samples is high on the list. This should come as no surprise given the relatively high rate of product turnover in flooring. However, one company has developed an innovative, high-tech solution to this perennial problem. Brooklandville, Md.-based Xintory (short for “inventory exchange”) earlier this month rolled out what it believes is the industry’s first online, universal, B2B marketplace designed strictly for manufacturers, distributors, dealers and installers to sell and buy overstocks, drops and specials.

Founded by Larry Feldman, a 30-year veteran of the floor covering industry who once served as president of Mid-Atlantic distributor Superior Products, the objective of the new portal—Xintory.com—is to provide a marketplace where sellers and buyers in the trade can reliably and securely get together to solve an issue that impacts virtually everyone across the supply chain.

“As products are continually restyled, dealers often pull samples of discontinued products quickly to avoid selling something that may no longer be available,” Feldman explained, adding that many lines are discontinued after just two or three years. And in some cases, dealers and distributors have old inventory stocks for even five or 10 years. That’s where Xintory can help. For sellers, the program provides exposure to buyers throughout the country and, in some cases, internationally. Xintory offers automatic linkages to the product on the manufacturer’s website or catalog sheets to help market their product to buyers, and there is no cost to seller for merely listing products; Xintory charges a modest fee only on products sold.

“We have a lot of powerful tools here to help sellers market their products,” Feldman said. For example, sellers can upload Excel spreadsheets of any number of items. Case in point: Xintory is working closely on a beta test with Conestoga Tile, which uploaded 450 line items of discontinued material.

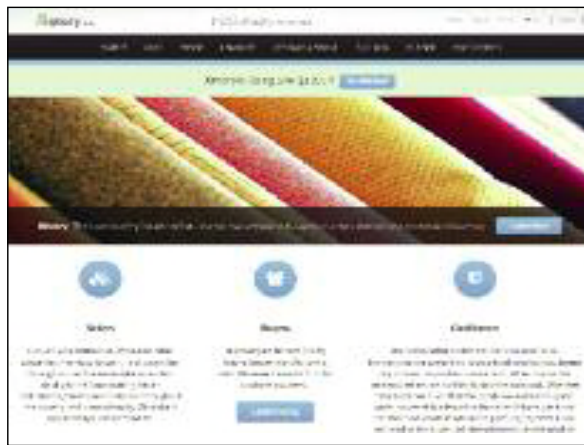
Jim Vogel, owner of Conestoga Tile, likes what he’s seeing so far. “Rather than sending materials to auction and getting only a few dollars for it,

Xintory allows you to take older inventories and sell that material at better prices.”

Vogel also likes the fact the program can be tweaked as necessary. “I am working with Larry [Feldman] on developing tools to help the retailer search for overstock tile by inputting specific criteria such as color, size

or manufacturer/brand.”

Likewise, buyers benefit by



being able to access specials across a variety of categories as well as tools and accessories—

all typically below manufacturer costs. And as is the case with sellers, there is no cost for buyers to shop for products; Xintory charges only on products purchased. More importantly, Xintory offers a buyer protection plan to ensure the integrity of the transaction. Although buyers have to pay in advance when they place an order, Xintory holds the money until the buyer confirms they have received the

products in good condition—at which time it forwards the funds to the seller. In the unlikely event there’s a dispute, the company continues to hold the money until it is settled. “We serve as kind of an objective arbiter here,” Feldman stated.

While the Xintory portal has the hallmarks of existing online auctions, Feldman stresses it’s not eBay. Since Xintory strictly sells drops and seconds, it is only open to the floor covering trade—not to consumers. “The

Continued on page 32

## The World of Tile and Stone in Your Hands



**Coverings'17\***  
THE GLOBAL TILE & STONE EXPERIENCE

Your success requires you to be immersed in your industry. Engaging with experts and professionals keeps you up-to-date and helps expand your reach. Join 1,000 exhibitors from 40 countries for miles

of trends, free accredited seminars and countless business-building resources at the most inspiring tile and stone show in North America. Coverings is the world of tile and stone at your fingertips.

You Belong Here | Orlando April 4-7 2017

Register for free at [coverings.com](http://coverings.com)  
Use Promo Code: AFCN7

# Emser Tile, Chameleon test virtual reality tool

By Nicole Murray

LAS VEGAS—Emser Tile and Chameleon gave Surfaces attendees a “virtual” first look at an innovative tool that allows consumers to browse through products using high-tech goggles and sophisticated software. The program essentially lets users design their household in the virtual world to see what the final product will look like prior to purchase and installation.

How it works: While wearing the goggles, attendees can use handheld remote controls to design the demo kitchen on display via a monitor. With the left hand controller, the user is able to scroll back and forth through the available products; with the right-hand controller, she can select the flooring of her choice. Products can be applied to various surfaces throughout the virtual experience so dealers could potentially finish the sale with products for multiple rooms and designs purchased.

“Once the final version is released, consumers will be able to search by product type, design, color or any other logical progression that can classify a prod-

**Phil Kenyon, vice president, color solutions, Chameleon, and Barbara Haaksma, vice president of marketing, Emser, demonstrate the new virtual room visualizer.**

uct,” Phil Kenyon, vice president, color solutions, at Chameleon, explained. “If you can picture what a customer’s final product will look like for her, she will be able to make a decision faster and be that much more confident moving forward.”

The virtual reality tool, developed by Chameleon, also contains settings for the home being designed in the virtual world to contain different degrees of sunlight, lighting, and overall ambiance so the consumer can see the virtual final product exactly how it will look in the real world.

For example, different weather and lighting will change the appearance of the product. “It is our job to make sure nothing is inappropriately represented,” Kenyon stated. “We have an innate understanding of color physiology and how



to create an environment with the ambience and mood desired.”

Along with a wide array of products, consumers will also be able to see prices associated with the respective products seen through the viewer. The goggles and associated equipment can be used in stores or even on site at the consumer’s home.

Emser estimates the tool will



**Kenyon gives a potential customer a walk-through on the new virtual reality tool.**

hit the market this quarter. “The goal is for Emser Tile to be on the cutting edge of technology,” said Barbara Haaksma, vice president of marketing. “We will be able to

take this tool wherever we need to because it is digital. Eventually we will be able to have customers design their future kitchen in their current kitchen.”

## Quick-Step helps dealers take digital leap

By Lindsay Baillie

Quick-Step, known for its laminate, hardwood and luxury vinyl flooring, is also making strides in helping retailers on the digital marketing front. Three of its most recent programs—Blogger Influencer Outreach, Quick-Step Toolbox and Style My Floor—all provide retailers with materials to help digitally inform and inspire consumers, close sales and bring customers from the retailers’ websites into their stores.

The Blogger Influencer Outreach program includes the company’s RoomUP Blogger challenge, which, according to Janelle Manuel, digital marketing coordinator, leverages the authenticity, credibility and trust network of popular bloggers. The program utilizes four diverse, well-known bloggers who are involved in style and design, and highlights their home remodeling projects. “We give [the bloggers] Quick-Step product to install in their homes, saying, ‘Hey, use this as a real flooring purchase from start to finish, talk about the selection process, then go through the installation process, then the care and maintenance.’”

Beyond inspiring the consumer, Quick-Step is making

retailers’ involvement in social media easier with the Quick-Step Toolbox—a social content automation tool that is free and available to any retailer selling Quick-Step products. The Toolbox includes articles for social media beginners on how to get started. It contains industry best practices and provides a



**Quick-Step Toolbox provides retailers with materials to create, maintain a social media presence.**

platform to share content.

The third piece of this digital marketing puzzle is Style My Floor, which puts Quick-Step’s entire flooring product samples into the consumer’s hands using technology and then lets the shopper see exactly what the new floor would look like installed in any specific room of her home.

“It is a consumer’s dream tool when it comes to confidently selecting a flooring product for her home,” said Paj Thorn-Brooks, vice president of brand marketing, Mohawk Flooring North America.

## PROVA

GO LINEAR WITH PROVA®!

The ultimate waterproofing system



The PROVA LINEAR® system for tiled showers features a unique modular pan and extension structure that allows for complete versatility when building out any desired shower base size and drain placements.

1 PROVA LINEAR PAN	2 PROVA LINEAR PAN EXTENSION	3 Side Supports
4 Filler Strip	5 Drain Body with PROVA-MAT® Membrane	6 Hair Catcher
7 Tile In Top (Tiles not included)	Stainless Steel Grate (Optional)	

GET INNOVATION AND TECHNOLOGY IN THIS ONE COST EFFECTIVE ALTERNATIVE SYSTEM!

- Drain body coated with PROVA-BOND™ surface treatment technology for mortar adhesion
- Pre-bonded PROVA-MAT® membrane on drain flange provides quick and easy waterproofing
- Tile-in-top inclusion allows for a finished tiled shower floor aesthetic without disrupting drainage
- Available in 3 popular sizes: 24", 36", 42"

Contact us to find out how you can become a PROVA distributor today!

1-800-565-6653 [service@mdteam.com](mailto:service@mdteam.com)



[www.provaproducts.com](http://www.provaproducts.com)






**Surfaces software**

Continued from page 28

ten all of the code,” said Chad Ogden, president and CEO. “We did not use anything from that other system. It’s not like we’re just slapping some web pages onto what we already have, which is the strategy most people use.”

While it was originally designed for an iPad-like device, it could technically run on a phone’s browser, Ogden added. The main difference would be that a smaller device might require more scrolling. To fix that potential issue, QFloors is currently developing QPro phone applications.

**Retail Lead Management**

Jason Goldberg, CEO of America’s Floor Source, developed and launched RetailLeadManagement.com (RLM) to help solve a common problem retail business owners have when reviewing retail sales associates’ leads—multiple forms



**RFMS**

of documentation and inconsistencies that only complicate tracking and management.

“What [RLM] does is simplify that whole process. It’s a product we developed to manage retail leads from the point of the lead coming in to the sale. It keeps the retail sales associate organized in an easy way, and as a manager it gives you a full view into what your retail sales associates are doing.”

The user-friendly software entails a minimal amount of fields for the operator. It has a simple recall working page, making it ideal for use on mobile devices, tablets and desktops.

RLM costs retailers \$19 a month per user and is customizable.

As RLM continues to grow, the company hopes to introduce b2b functionality and provide ways for users to see only what is relevant to them. This addition would expand the type of users to include distributors and manufacturers. Looking ahead, Goldberg added, “We’re adding more functionality—making the customization easier for retailers to do themselves.”

**RFMS**

New to RFMS are two new applications. Measure Order Entry offers additional capabilities that allow users to draw and quantify the product and then push all that information directly into RFMS’ core business system. This application allows installers and retailers to take photos of

product and finished installations and add them to orders.

RFMS’ second new product is called Mobile Order Entry, which provides a direct link to the company’s core system. The program allows salespeople to be completely unhitched from their desks and stores and still have access to flooring information on their phones. Both the Mobile Order Entry and Measure Order Entry are cloud-based and run on tablets, desktops and mobile devices. Both products are available in the apps store.

“We have another app called Installer Pro Mobile that would allow an installer to log in from a phone to see the job,” Dave Dumoulin, director of sales, explained. “We also have other apps we are working on around client management and managing the contact.”

**RollMaster**

Retailers perusing the RollMaster booth had the opportunity to pre-

view the company’s new web calendar, an addition to its main product—Business Management Software. The web-based program helps streamline most business processes including job costs and every step of the order process. It can also be viewed on any Internet connected device that is already paired with RollMaster software.

“The web calendar allows installers to pick up their jobs from the phone, navigate the job site, take notes and pictures, and it’s all integrated to the flooring company’s management system,” said Patrick Ferries, national sales manager.

Next on the horizon for RollMaster is a web store that will allow retailers to actually have a storefront on their website where their customers can pick out product. According to Ferries, it will be integrated with their inventory so customers can check out and buy product directly from the dealer’s website.



**RollMaster**

**RFMS’ The Measure Order Entry allows users to line draw areas for installation.**

**RollMaster’s Business Management Software now includes a web calendar to integrate work processes between office, field and consumer.**

Mobile Solutions are Here



**Builder • Commercial • Retail • Multi-Family**

Serving United States, Canada, New Zealand, Australia, United Kingdom



**Mobile Order Entry**

- Combines RFMS Order Entry and Measure Mobile<sup>3</sup>
- Generate quotes and orders from anywhere
- Check inventory levels
- Post payments and email receipt
- Syncs to RFMS databases



**Installer Pro Mobile**

- View joblists by crew
- Take job photos and attach to orders
- Communicate with office in real time
- Mobile time clock in/out
- Syncs to RFMS Schedule Pro



**Measure Estimating**

The #1 estimating software system available for the flooring industry  
Desktop editions integrate with RFMS and Measure Mobile<sup>3</sup>

Available in four editions to accommodate all job types: Simple, Standard, Designer and Premier

Measure Mobile<sup>3</sup> available for iPhone or Android devices

Available by monthly or annual subscription

**Free trial available, visit [www.measureflooring.com](http://www.measureflooring.com)**

1-800-701-7367

[www.rfms.com](http://www.rfms.com)

[www.measureflooring.com](http://www.measureflooring.com)

[www.measuremobile.com](http://www.measuremobile.com)

## Xintory

Continued from page 29

reason why we don't use eBay is simple: When I entered 'carpet' in eBay I got 532,000 entries, and most of them looked like retailers trying to sell new product to consumers. Plus, it's just not set up on a level that's usable on a B2B basis."

### User-friendly format

Another advantage Xintory offers is its user-friendly design. The product selection menu is organized by range of floor covering categories, including installation accessories such as tools and adhesives. Viewers can sort by manufacturer brand, product name, style, etc. Even used merchandisers and displays can be listed. There are also filters installed that allow buyers and sellers to categorize product by color or style to streamline the search/selection process. There is also a "distance" filter that allows a dealer to search for buyers in close proximity to his store to avoid costly shipping fees.

"We also have proprietary technology that helps sellers market their products," Feldman said. "For example, if the seller tells us the style, man-

ufacturer, color and, preferably, SKU number, we will search the Internet for a link to that specific product on the manufacturer's website. This helps the seller communicate to the buyer exactly what it is he is selling while allowing the buyer to check the specifications for the product he is considering."

**"BASED ON THE FEEDBACK WE'VE RECEIVED SO FAR, WE'RE GOING TO BE USING XINTORY A LOT MORE AS WE GO ALONG."**

—Kyle Hunt, product manager  
T&L Distributing

There are also built-in options for the seller to set a price based on how many square feet or rolls of product he is willing to sell at a given threshold if, given the worst-case scenario, he is not able to sell the entire inventory of a specific listed product. "This partial quantity price may represent, say, a 20% upcharge over the entire quantity," Feldman said. "There is also a feature known as 'automatic price reduction,' which will take the base price the seller lists down to the lowest floor price in several increments automatical-

ly. This gives the seller as much of an opportunity as he can while allowing him to get rid of the inventory as quickly as possible. Sellers can also check off a box that allows the buyer to make counter offers."

With respect to freight, the buyer will have to pay the charges in most cases, because when the seller lists something he has no idea where the buyer is going to be, Feldman explained. But there's also an option for the seller to pay in cases where the buyer is close.

While the Xintory launch is only in the initial stages, Feldman believes it's the wave of the future. "This is inevitable, in my opinion. The B2B overstock marketplace is potentially larger than the consumer overstock marketplace. I have talked to various distributors around the country, and every single person told me they want to use this site to do business."

Kyle Hunt, product manager for Houston-based T&L Distributing, a top 20 wholesaler, is one of them. "Based on the feedback we've received so far, we're going to be using Xintory a lot more as we go along. It's a viable options for us."

## guest column

# Best practices in digital image management



PHIL  
KENYON

The use of the Internet and mobile devices as a means of researching products is increasing on a steep exponential curve. This is particularly true in the flooring industry—where there is a strong correlation to fashion and design and, hence, a heavy emphasis on visuals.

Now, more than ever, retailer/manufacturer websites represent a major portal for your customers to receive timely information about your products and services. For many consumers, color and appearance are a major part of the purchase decision, which presents both challenges and opportunities for retailers and manufacturers serving the industry. Among the main objectives: How to make your flooring look as good on the screen as it does in a showroom; how to present all of the possible choices in a fashion that makes product selection easy; and how to make sure you are ahead of your competition by keeping pace with advances in new technology.

Delivering on all of these directives requires an under-

standing of the art and science of color and appearance as well as traditional skill sets in programming, user interface and data management. A key element in this process entails generating the digital images to display your products online. Taking the time to do this right will allow you to maximize the usefulness of your assets. For instance, a photograph of your products in inspirational settings is great to attract and inspire, but this has limited use. Employing certain best practices when creating digital product images will allow you to use these assets in many useful ways and ensure the work you do today will also be useable as technology evolves.

Here are some helpful tips:

- Make sure you use color management tools when photographing or generating your high-

resolution product images. Make sure your image files have ICC standard profiles embedded that allow the color information in each image to be consistent and as accurate as possible.

- Capture a large enough area so full repeats can be created. This allows the images to be used for rendering your flooring into photographic images for visualization software in your website or for professional rendering of promotional materials.

- Don't use "mood" lighting to capture the samples. The samples should be evenly lit across the full image. Shadowing will make it difficult to use in visualization or rendering. A process known as "flat field correction" can help resolve this.
- Where possible, include metadata that identifies the color information in the image in colorimetric terms such as "LAB." This is an industry standard that identifies

**THE WAY IN WHICH YOUR PRODUCTS ARE REPRESENTED ONLINE IS ESSENTIAL TO ENJOYING THE MANY OPPORTUNITIES THIS MEDIUM PRESENTS.**

color in absolute terms. Attaching these values to your data will increase the likelihood your products will be found in these searches.

Another major growth area in digital marketing is virtual reality. In particular, there is significant interest among builders for tools that allow customers to select a range of products while immersed in a virtual, three-dimensional visualization of a room or building. In this scenario, it is essential that robust, up-to-date CAD assets are available for all products. This will ensure products displayed in the real world also match renderings in the digital realm. j

The way in which your products are represented online is essential to enjoying the many opportunities this medium presents.

Phil Kenyon is vice president, color solutions, at Chameleon Power, which specializes in visualization software for the home improvement industry. Since the early '90s, he has worked with numerous multinational corporations on their online marketing initiatives.



Empower your Enterprise  
with the Leader in  
Flooring Business Management

Stable and Comprehensive Business Management Software

Comp-U-Floor™ is a state of the art software package offering leading edge technology with Web and Mobile Solutions, exclusively designed for the Floor Covering Industry by an established Software Company in business for 38 years with thousands of satisfied users throughout North America.



We Help You  
put **ALL** of the  
Pieces together



Please contact our Sales Department and get more information about the CUF-ERP Flooring software or schedule a Demo.

WEB: [www.compu-floor.com](http://www.compu-floor.com) | TEL: (800) 755-0330 | MAIL: [sales@ayaassociates.com](mailto:sales@ayaassociates.com)





# My Flooring Warranty helps retailers stay relevant

By Nicole Murray

LAS VEGAS—Retail experts believe the key to generating repeat business and developing long-term relationships with customers lies in maintaining consistent contact even after the job is complete. My Flooring Warranty says it offers the tools to help floor covering dealers accomplish that goal.

How it works: My Flooring Warranty takes customers' data into a portal and strategically plans points of contact so the retailer remains top of mind with the customer. This is critical given today's rapidly advancing digital social media environment. By maintaining contact long after the initial purchase, My Flooring Warranty is essentially looking to influence the conversation in the hopes to generate more business down the road.

"The typical buying cycle in this industry is approximately eight years," John Mapes, director of development, told FCNews at Surfaces 2017. "If a consumer does not hear from your company for seven years,

that is a major issue. "We answer one of the biggest questions a consumer can ask, which is, 'How important am I to you now that I have given you my money and the service has been completed?'"

Contrary to its name, My Flooring Warranty does not offer extended insurance of coverage for products retailers sell. In fact, according to Mapes, the company operates "out of sight," meaning the consumer believes she is interacting directly with the retailer. "When people first hear about us, they very commonly misunderstand exactly what we do. We do not offer extended warranties or advertising in any way."

The My Flooring Warranty tool is all predicated on timing. The company conducted research showing patterns in the flooring replacement cycle and delivers a specific communication to the consumer accordingly. As Mapes explained: "Let's say one year after a new rug has been installed, most consumers begin thinking about getting a

new kitchen floor, so that will be the main gist when we make contact. Then two years later, most customers are thinking about cleaning that brand new kitchen floor based on warranty requirements so then that becomes the focus."

Retailers currently using the tool recommend sending a satisfaction survey to the customer one week after the service has been completed. According to Mapes, the typical completion rate is 60%. There is then an added incentive by attaching a prize chosen by a third party.

Those dealers who have used the system attest to its results as well as the support the company provides. "My Flooring Warranty walks our sales staff through accessing our service provider's portal, keeping everything easy and intuitive to use," said Michelle Niemeyer, marketing director, Coyle Carpet One Floor & Home, Madison, Wis.

Others agreed. "The program has truly revolutionized the referral marketing relation-



The My Flooring Warranty team, from left: Mary Lynn, director of data resources; John Mapes, director of development, U.S.; Kevin Casey, director of development, Canada; and Paula Casey, administrative manager.

ship between service providers and flooring retailers," said Jim Bardwell, formerly marketing directory with Pro-Care of Nashville who now serves as executive director of sales, marketing and education for North, Central and South America, FiberProTector. "If you want a turnkey system to maximize your referral market-

ing efforts, then you owe it to yourself to check out this amazing program and get enrolled."

My Flooring Warranty primarily targets purchasers of soft surface products but it will be extended to include hard surfaces—products that typically entail a much longer replacement cycle.

## The Most Trusted Name in Flooring Protection!

20 Years



### Sound Control

Superior sound deadening keeps noise from other rooms out



### Moisture Protection

Vapor barrier for protection. Inhibits mold and mildew.



### Thermal Insulation

Adds insulating value. Lifetime warranty for all flooring brands.



### Compression Resistant

Properly supports the floor without crushing over time.

# QUIETWALK®

PREMIUM ACOUSTIC UNDERLAYMENT



MINIMUM 94% RECYCLED CONTENT PRE-CONSUMER

INDOOR ADVANTAGE GOLD BUILDING MATERIALS

888.379.9695 | quietwalk.com | MPglobal



# floor covering news CLASSIFIEDS

fcnews.net February 27/March 6

Floor Covering News  
550 W. Old Country Rd.  
Suite 204  
Hicksville, NY 11801

FOR A QUOTE CONTACT  
Nadia Ramlakhan  
nadia@fcnews.net  
Call: 516.932.7860  
Fax: 516.932.7639



## BUSINESS OPPORTUNITIES

### WE HELP DEALERS

Private labels, specialty mills & etc.  
Call us now at 800-228-4632 www.carpetbroker.com

### 1 CENT/SF FLOORING ESTIMATING

Fast & Accurate - Callidus Takeoffs  
commercialflooringestimating.com

### CLOSEOUTS WE BUY IT ALL!

Midwest retailer buying closeout inventories of laminate, tile, carpet, hardwood, stone 1ST & 2NDS  
Email your inventory to: jhamamy@factory-surplus.com  
816-761-1777 X 10

### FLOOR COVERING BUSINESS

Montgomery county, PA. All flooring. In business for 23 years.  
Owner retiring. Location or business available for purchase.  
1600 square feet in upscale shopping center.  
Call George at 215.499.3085

## COMMERCIAL FLOORING BUSINESS FOR SALE

### SARASOTA, FL.

If you are a top notch experienced commercial flooring salesperson and want to go on your own, this is a perfect opportunity.

If you owned a commercial flooring company, retired, want something manageable, this is also perfect for you.

Everything included: cutting machine, showroom, 18ft truck, two fork lifts, Plan swift licenses and inventory.

Low price \$75,000 firm, financing available.

Email flooringcompany15@gmail.com

## CAREER OPPORTUNITIES

### INDEPENDENT FLOORING REPS NEEDED

Kullik & Rullmann AG is looking for sales reps for our Imported Engineered and Solid flooring lines. B2B covering East Coast USA. Flooring Retailer/Distributor experience needed. Email ChrisMelvinMG@gmail.com

### OUTSIDE SALES REPRESENTATIVES

FERMA FLOORING is a growing importer and national distributor for flooring of hardwood (solid & engineered), luxury vinyl & bamboo, laminate based in New Jersey.

We are looking for Sales Representatives covering territories of NY, NJ, CT and MD&VA respectively for B2B sales. Related knowledge and experiences are required. Please fax resume to 732-225-5290 or email to sales@fermaf flooring.com or hr@fermaf flooring.com

### SALESPERSON

Salesperson needed for Southeast Florida flooring store. Full time position. Base pay plus commission. Must have experience in flooring sales and measuring. Call Rich 561-379-9275

### REGIONAL SALES MANAGER IN MIDWEST

D&M Flooring is seeking experienced and highly motivated Regional Sales Manager in the Midwest. Must have strong relationships with key customers (Flooring Distributors, Retailers, Builders, A&D etc.)

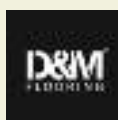
-Health benefits

-IRA

-Base salary + commission

-Earning potential \$100,000 plus

Please email resumes to info@dm-flooring.com  
www.dm-flooring.com



## CAREER OPPORTUNITIES

### FLOORING INSTALLER

#### Daily Duties:

- The ability to learn the necessary installation skills to support job starts and deal with field installations
  - Strong mechanical ability with cutting, fitting, and installing of floorcovering.
- Ability to read, interpret, and install flooring based on drawing. This includes measuring and layout.
  - Excellent working knowledge of adhesives and their appropriate application.
    - Experience with dealing with floor preparation issues and products.
      - Understanding of various flooring substrates
  - Understanding of moisture testing of concrete using calcium chloride and RH probes
    - Knowledge of moisture remediation systems, their application, and the levels of moisture that they will suppress.
- Knowledge of concrete sealers, curing agents, or admixes on the installation of floor covering products.
  - Must be willing to travel 75% of the time including some overseas and weekends.
    - Ability to lift up to 75+lbs when needed
  - Ability to obtain a passport to accommodate overseas travel
  - Ability to speak with customers and or large groups
    - Being bilingual a real plus.

#### Weekly Duties:

- Schedule travel for upcoming DFS installs or training clinics
- Maintain tool boxes in good working order and advise on materials needed
- Coordinate shipment of tool boxes to upcoming DFS installs, installation clinics or trade shows.

#### Monthly Duties:

- Review with relevant staff, issues encountered during the past month and discuss means of correcting the issues going forward.

#### Departmental Duties:

- Maintain technical specifications data in a usable format.
  - Work within the corporate policies
  - Continue training and product knowledge

#### Experience and Background:

Two or more years of vinyl flooring installation.

Above average communication skills being bilingual a plus.

Contact Chris at:

Christopher.ferrara@karndean.com or 888-266-4343 Ext. 3103



### COMMERCIAL CARPET INSTALLERS NEEDED

How would you like to work for one of the largest commercial carpet installation companies in the country? Mastercraft Floor Covering specializes in Hotel and Casino work. Installers with a minimum of three years experience preferred. Must be willing to travel (travel expenses paid by the company). Requirements include: Owning necessary hand tools. Excellent work ethic. Ability to work in a fast paced environment while maintaining quality. Reliable transportation. Work well with others. Follow direction. Pay rate is \$20.00 to \$30.00 per hour based on ability and experience. Qualified applicants should email their resume along with three business references to denna@mastercraftfc.com or contact Denna at 517.404.1028

### SALES AGENTS NEEDED

High-end wool carpet line in need of experienced sales agents for multiple territories in the US. Contact info@momeni.com with geography and inquiries. Great line, Great company.

### EXPERIENCED SALES REPRESENTATIVE WEST COAST – FLORIDA

We are looking for a professional, outgoing individual to join our winning team selling flooring products. Training is provided.

This is a full-time, commission-based position. Valid driver's license is required.

Interested candidates please email resume to: jearog11.11@gmail.com

### AGENTS WANTED

Major Flooring wholesale for Laminate/LVT/ Engineered Wood. Experienced agents wanted for the following territories : Houston,TX; Oklahoma City; Kansas City; Shreveport , LA Please send resume to: asui713@gmail.com

MARKETPLACE

MARKETPLACE

MARKETPLACE



# OUR CUSTOMER BASE IS EXPLODING.



There are multiple reasons why we're the fastest growing flooring software in the industry. Contact us today to see why so many companies are choosing QFloors.

And why so many who do, see their own business success increase dramatically.

(801) 563-0140  
www.qfloors.com  
sales@qfloors.com



CAREER OPPORTUNITIES

CAREER OPPORTUNITIES

CAREER OPPORTUNITIES

**PHENIX FLOORING IS GROWING AND IS SEEKING CANDIDATES FOR A TERRITORY MANAGER POSITION**

**Territory: Northern New Jersey and NE Pennsylvania**

This is an excellent opportunity for a knowledgeable, experienced Floorcoverings Sales Professional to align with a rapidly growing manufacturer.

Phenix is a privately owned company based in Dalton Georgia which specializes in the manufacturing and distribution of residential flooring to the nation's top retailers.

**Benefits include:**

- Health, Life, and Disability Insurance
- 401K with Company Match
- Paid Vacation

**Compensation:**

- Base Salary plus Commissions
  - Paid Business Expenses
- Interested Candidates may apply via e-mail to [hillsaps@phenixflooring.com](mailto:hillsaps@phenixflooring.com) or by fax: 706-279-8284

Phenix Flooring is an Equal Opportunity Employer



**DUSTRAM® CONTRACTOR OPPORTUNITIES**

**DUST FREE TILE REMOVAL**

**DUSTRAM.COM**



**SUB-CONTRACTOR CARPET INSTALLER**

**Compensation: By sq yd plus extras**

**Employment type: contract**

Work in Palm Beach County and surrounding areas. Top Pay, great working environment, busy 5 store operation, family owned for over 30 years, steady work. Looking for the next great installer to be part of our family.

Must have experience with medium to high end carpets.

**Must have the following items:**

- Own van & tools
  - General Liability insurance
  - Workers Compensation or Exemption
  - Occupational License / Business Tax Receipt
  - Corporation or LLC
- Applicants must send a resume or references  
Call 561.228.5669

MARKETPLACE

MARKETPLACE

Mobile Solutions are Here



Serving United States, Canada, New Zealand, Australia, United Kingdom

**Mobile Order Entry**

- Combine RFMS Order Entry and Measure Mobile
- Generate quotes and orders from anywhere
- Check inventory levels
- Post payments and email receipt
- Collect customer signatures onsite



**Installer Pro Mobile**

- View jobs by crew
- Take job photos and attach to orders
- Communicate with office in real time
- Mobile time clock in/out
- Syncs to RFMS Schedule Pro



www.rfms.com    www.measuremobile.com    www.measuremobile.com    1-800-701-7367

**JobRunner**  
COMMERCIAL

The Only full featured Project Management and accounting software written exclusively for the commercial flooring contractor.

PacificSolutions.com | 800.400.4927 x.200    PACIFIC SOLUTIONS

**RetailLeadManagement.com**  
The best and easiest-to-use retail lead management software available.

**WE BUY USED CARPET CUTTING MACHINES**  
**407.509.3030**

SERVICES

**CARPET & HARD SURFACE INSPECTIONS**

Get Certified or Educated. IFCI offers the only Step-by-Step, Hands-On Training Course. Includes illustrated inspection procedures, online manuals and on-going support.  
\$1495.00 w/Certification | \$1250.00 without Feb 23-27, 2017 Norcross, GA  
More details:  
<http://www.IFCII.org>  
Henri Carr 678-595-5446

Measure and estimate on the fly.

Download app for Android

**Measure Square**  
1.628.883.9188  
[measuresquare.com](http://measuresquare.com)



TURN YOUR DREAMS INTO  
**REALITY**

Marmoleum® Click Cinch Loc is a high quality, easy to install flooring system made from natural materials. Available in a wide choice of colors, this water-resistant floor is ideal for every room in your home. Marmoleum® Click Cinch Loc comes in 12" x 36" panels and 12" x 12" squares and features a patented click system, which guarantees easy, problem-free installation. Because it's easy to clean, Marmoleum® Click Cinch Loc makes life easier for people with asthma, allergies and other respiratory disorders. With Marmoleum® Click Cinch Loc, it really is easy to turn your wildest dreams into a beautiful reality.

**marmoleum**® *click*  cinch **LOC**

creating better environments



[www.forboflooringNA.com](http://www.forboflooringNA.com) | +800 842 7839



**forbo**  
FLOORING SYSTEMS