

IN THIS ISSUE

Mohawk Roadshow promotes education

PAGE 3

Latest carpet rollouts tout healthy benefits

PAGE 8

FCIF anniversary gala marks 40-year milestone

PAGE 16

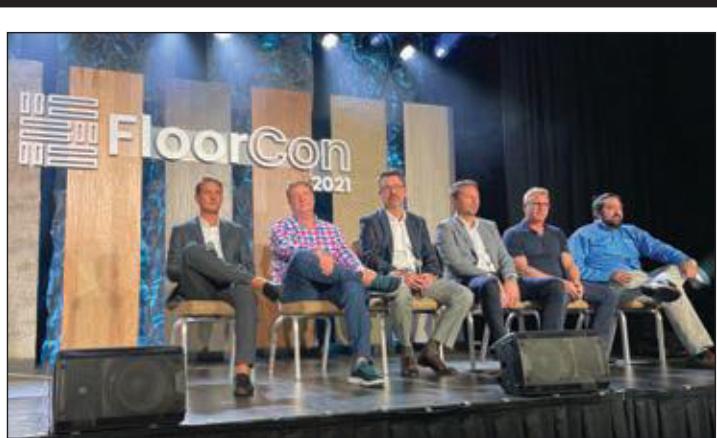
SPOTLIGHT



FEI Group forges ahead after founder's passing

One year after the passing of Dave Ghesling, FEI Group founder, leadership is poised to execute a proven game plan amid strong demand from residential remodeling and multi-family clients. In this exclusive feature, *FCNews* publisher and editorial director, Steven Feldman, gets the scoop on what the group is up to.

PAGE 12



During FloorCon 2021, Broadlume unveiled its new all-in-one platform that marries the online website technology with the in-store experience.

BROADLUME SEEKS TO CHANGE THE RETAIL GAME

By Megan Salzano-Birch

SARASOTA, FLA.—When you hear floor covering tradeshow you expect a room full of paradoxically similar product and a dusty pitch touting sales acumen. That's not what Broadlume delivered with FloorCon 2021, held here last week. During the two-day event, 400 attendees got a dealer-first approach with a focus on the customer experience rather than product and the unveiling of the company's unique all-in-one platform—billed as a revolutionary

Continued on page 28

AHF Products set to be acquired by private equity firm

By Reginald Tucker

MOUNTVILLE, PA.—An affiliate of Paceline Equity Partners—a Dallas-based private equity manager—has entered into a definitive agreement to acquire AHF Products from American Industrial Partners (AIP) for an undisclosed sum.

“AHF Products, with its proven track record for growth, has built a comprehensive portfolio of trusted flooring brands and represents an attractive opportunity to continue to transform the industry,” said Sam Loughlin, CEO of Paceline Equity Partners. “Leveraging our building products experience and a strong team at AHF, we expect to generate significant growth through organic opportunities and mergers and acquisitions.”

AHF Products, the largest U.S. wood flooring manufactur-

er by brand, has expanded its growing portfolio to include vinyl plank flooring, laminate and commercial flooring products. Its broad stable includes well-known brands such as Bruce, Capella, Hartco,



HomerWood, LM Flooring, Robbins Hardwood and, more recently, American OEM and Hearthwood.

Brian Carson, CEO of AHF Products, said the acquisition by Paceline—when finalized—will pave the way for continued investment in AHF's aggressive growth plans and initiatives. Since AHF was acquired by AIP

Continued on page 26

NAFCD

Issues with supply chain should ease by 2023

By Reginald Tucker

DALLAS—The current supply-chain crunch floor covering distributors are dealing with is likely to persist well into 2022 before things finally begin to subside in 2023. That was the projection that Brian Beaulieu,

CEO and chief economist at ITR Economics, shared with attendees at the NAFCD+NBMBA conference here earlier this month.

Research conducted by ITR Economics showed a gradual lessening of the severity of the supply-chain disruptions industries across the country are experiencing today. “Over the course of 2022, a lot of the supply-chain issues you're dealing with will start to abate,” Beaulieu told the packed ballroom of both distributor and manufacturer attendees. “We expect you to be cruising through 2023, when even more of these issues will abate, and you reach a point where we are

finally functioning normally.”

While these disruptions were clearly brought on by

an economic disaster; it was a natural disaster with economic implications,” he explained.

“The supply-chain issues we are all contending with today are related to that, because our government responded in the only way it knows how and that is to treat it like an economic problem by throwing money at the problem. The supply-chain issues we're dealing with today aren't there because the supply chain is broken—it's not. The supply chain is working remarkably well under the current circumstances. The challenge has been keeping up with demand, which has been overwhelming.”

Continued on page 14



Frequent NAFCD presenter Brian Beaulieu, CEO and chief economist with ITR Economics, provided his outlook for the U.S. economy before a packed ballroom.

COVID-19, Beaulieu contended that it was actually the U.S. government's knee-jerk response to the pandemic that exacerbated the matter. “COVID-19 was not

DIGITAL ACCESS IS INCLUDED

See our latest issue at fcnews.net



- ❶ FLOOR SCRIPTER™ REBEL AR63 ❷ WALL SCRIPTER™ REBEL AR63 8" HEX
❸ COUNTERTOP ONE QUARTZ SURFACES® VALOR WHITE OQ55

MAKE A STATEMENT.

As the world-class leader in **Tile, Natural Stone & Countertops**, Daltile offers the largest assortment of high-style solutions to elevate any space or design.



daltile.com

FREE DESIGN SERVICES AVAILABLE!

IN THE NEWS

Mannington taps John Hammel

SALEM, N.J.—Mannington Mills has named John Hammel senior director, wood and laminate business. In this role, he will be responsible for leading the product development and marketing execution of the two product lines as well as working with executive leadership on long-term strategic initiatives.



Hammel, who most recently served as director of category management, hardwood and laminate at Shaw, brings extensive knowledge of not only the popular hard surface segments but also the flooring industry at large.

“With John’s experience and industry contacts, he is an excellent addition to the team,” said David Sheehan, vice president of residential hard surface. “We’re thrilled to have him as part of the Mannington family, and we are excited to see the vision he is bringing to his new role.”

CTEF names new executive director

ORLANDO—The Ceramic Tile Education Foundation (CTEF) has named Bradford Denny its new executive director. He takes on the role previously held by Bart Bettiga, a member of the CTEF board of directors, who held the position on an interim basis.



Brad Denny

Denny most recently served as vice president of Nichols Tile and Terrazzo, a family-owned tile contractor business in Nashville. He has a proven track record of success as a contractor and leader in the National Tile Contractors Association (NTCA), having served as a board member of NTCA.

“I am honored to join CTEF as executive director and excited about getting the word out about CTEF programs so we can significantly grow the community of certified installers who respect tile installation methods and standards, and enthusiastically promote them with customers and specifiers,” Denny said.

CARE marks recycling milestone

DALTON—The Carpet America Recovery Effort (CARE) has passed the 1-billion-pound milestone for gross collection of old carpet in the state of California since the start of the California Carpet Stewardship Program in 2011.



The hard-to-recycle product, made largely from fossil fuels, presents many challenges for collection and recycling, according to CARE. At a time when many other materials’ recycling rates are declining, 1 billion pounds collected demonstrates significant progress.

“At a time of strain on the recycling industry, this milestone is an amazing accomplishment that is due to the hard work and dedication of retailers, contractors and recyclers across the state,” said Bob Peoples, CARE executive director.

Mohawk 2022 Roadshows offer educational opportunities

By Reginald Tucker

While a big part of the upcoming 2022 Mohawk Momentum Roadshows will certainly focus on new products and innovations, it’s not the only draw for attendees. Mohawk is also planning to conduct several informative and timely educational sessions that delve into pertinent subjects and themes.

“At Mohawk, one of the things that we’re really excited about—and what we really take pride in—is doing a good job of offering education,” said Angela Duke, senior director of residential marketing. “With the postponement of the 2021 Edge Summit, we tried to pivot and really look at learning opportunities that we could bring to the Roadshows.”

In developing the session themes, Mohawk polled roughly 3,000 retailer partners to gain a better understanding of the issues they are facing every day and to learn how Mohawk might be able to provide guidance and educational assistance. What started out as a list of about 20 potential subjects, Mohawk—based on retailer feedback—narrowed the options down to the top three.



“We wanted to know what the retailers needed to learn and, more specifically, what they’re looking to get from Mohawk,” Duke explained. “The three subjects we identified were the ones that really stood out.”

The three, hour-long classes, which will take place once per day during the Roadshows in Philadelphia, Chicago, Huntington Beach and Atlanta, are as follows:

Updates to Edge program. Mohawk research shows approximately 67% of flooring purchases start online. Therefore, it is critical that retailers learn

how to optimize their digital presence and drive better leads to fuel ongoing growth in line with the shopping habits of consumers today. Via a panel-discussion format, attendees will also learn all the exciting new updates to Edge in 2022 and how Mohawk plans to turn up the dial on things that matter most to the retailer’s business.

“Without having Summit this year, we wanted to create an opportunity to get some one-on-one time with retailers,” Duke explained. “The retailers are going to be able to talk to other people in the

Continued on page 18

America’s Floor Source acquires The Flooring Gallery

COLUMBUS, OHIO—America’s Floor Source (AFS) has acquired The Flooring Gallery, a well-established flooring retailer in the Louisville and Lexington, Ky., areas. The acquisition includes The Flooring Gallery retail stores, design centers, warehouses, inventory and assets.

“By adding The Flooring Gallery to the America’s Floor Source family, we will expand our presence and offerings in Louisville and also enter the Lexington market,” said Jason Goldberg, founder and CEO of America’s Floor Source.

America’s Floor Source currently operates in Columbus, Cincinnati, Indianapolis and Louisville. The present AFS location in Louisville is primarily focused on serving homebuilders and property management companies. Goldberg said this acquisition will enable AFS to offer the same complete range of products and services the company offers in other markets.

“First off, we’ll be able to better serve

homebuilders and their clients with a complete design center in Louisville,” he explained. “Additionally, we’ll also now have a true retail presence to offer full-ser-



The Flooring Gallery has five locations and employs more than 28 people.

vice flooring solutions to homeowners—we’ll be launching wholesale in both Louisville and Lexington, which is a key part of our business in other markets.”

Nick Freadreacea, president of The Flooring Gallery, said he is looking forward to the things AFS and Goldberg will bring to the table. “Everyone here is very excited about the two teams coming together. I love the processes and innovation that America’s Floor Source has developed. Jason and the AFS team will definitely be great stewards of what we’ve created here over the past 21 years. I’m looking forward to working with Jason and seeing how he and his team take things to another level over the next few years.”

In business since 2000, The Flooring Gallery has five locations, 28 employees and 2021 annual revenue projected to be around \$10 million. With the acquisition, America’s Floor Source now employs 400 people across three states, with 2021 projected annual revenue of \$167 million.

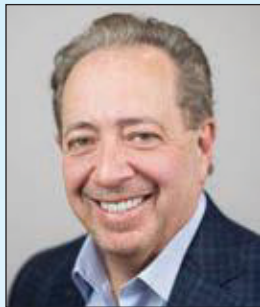
In addition to The Flooring Gallery showrooms and design center, Goldberg said he also intends to expand his fleet of Mobile Floor Source vehicles in Louisville and Lexington to enable homeowners to confidently shop from the comfort of their homes.

SNAPSHOT

Create Flooring hosts customer appreciation day

ATLANTA—Create Flooring has been growing its business—and retailer base—over the last dozen years. During that time, it has expanded its product portfolio from laminate to hardwood to WPC and now SPC, with roughly 75% of its business today in the rigid core segment. Moreover, the company houses 10 million square feet of flooring in its Calhoun, Ga., warehouse, and recently added a second warehouse in Dallas. A third warehouse is being planned for 2022. To highlight its growth and to thank its loyal customer base, Create Flooring held its second annual customer appreciation event at TopGolf in Atlanta. Create Flooring used the venue to preview some of its new products—including its new waterproof laminate, domestically made SPC and ½-inch-thick engineered white oak flooring.





my take

A funny thing happened on the way to FloorCon

After attending countless flooring events over the last 27 years, I kind of know what to expect from each and every one. After all, the framework of every event is more or less the same with a few new wrinkles thrown in for good measure. And then there was FloorCon.

Call me skeptical, but I tend to live my life without having lofty expectations. High expectations often breed disappointment. As for FloorCon, the Broadlume (the parent company of FloorForce) folks were hyping this event for quite some time. Actually, they were also hyping last year's virtual event, and you all know how I feel about virtual conferences. So, on Nov. 16, I traveled to Sarasota, Fla., with my curious streak in full throttle. When I left on Nov. 19, that curiosity was replaced by legitimacy, excitement and a breath of fresh air.

First of all, Broadlume deserves all the credit in the world for putting together as useful and educational an event as it gets for retailers. Forget that it was their first attempt. It was as professional as any industry event I've ever been to. Credit goes to Jeffrey Bieber, vice president of marketing at Broadlume. Who knew that a techie could double as an event planner?

In a two-day span, you had keynote speakers—including former Washington Redskins Hall of Fame coach Joe Gibbs (he coached the Redskins, not the Washington Football Team)—you had 16 educational sessions across four tracks, and you had America's Floor Source's Jason Goldberg opening up his playbook to the approximately 300 retailers in attendance. Oh, and the event culminated with a plated dinner, award presentations, a 10-piece band and nearly 100% of attendees raising their hand when the Broadlume team asked who would be attending FloorCon 2022 next year.

If there were any skeptics of Broadlume

before the show, those skeptics turned into believers. After all, representatives from just about every major group and manufacturer were in attendance.

So, what was this all about? Broadlume has created what it calls the flooring industry's only end-to-end technology system that allows independent flooring dealers to simplify their systems, optimize their marketing investments, increase profits and create the best consumer experience. It boasts having a 160-person team, the technology and the funding needed to make software for the 21st century. Broadlume also announced that they recently raised \$40 million from some of the most notable Silicon Valley tech investors to further accelerate their platform. Today, the Broadlume platform serves more than 3,000 retail locations across all its systems. Here's the best part: retailers can take all or part of the offering. They can sign up for just a website, just the CRM or they can take on everything.

As John Weller, chief innovation officer, explained, it's all about generating more business for dealers and creating the best consumer experience. The fact that Broadlume has purchased FloorForce (websites), Creating Your Space (websites), Fretail (room visualizer) Retail Lead Management (CRM) and RollMaster (ERP) shows that they are here to build an all-in-one platform. It's what all these things do together that creates the seamless experience.

It begins with the consumer searching for flooring on Google—or any search engine for that matter. Since Broadlume is owned by former Google-ites, Todd Saunders and Dan Pratt, they know a thing or two about SEO and paid advertising. (Kind of like if I built the security system at a bank, I would know how to break in.) Anyway, the Broadlume retailer ranks high

on every flooring search. The consumer will then be immersed in a better experience than she will have on any other website. She can search that retailer's extensive product catalog. She can upload her own room to see how the products she earmarks will look in the actual room. She can order samples. She can chat with the dealer via text message. All the while, the retailer is getting the lead and can contact the consumer about scheduling an in-store visit. Everything that the consumer is doing at home is housed on the retailer's system called Dealer HQ, so all her activity can be accessed in store.

At FloorCon, Broadlume revealed its retail selling system that connects the online experience to the offline showroom. The selling system will house private-label products from between 20 and 30 vendors. There are four distinct brands that offer everything from value to performance to luxury. How was it received? You tell me. There were nearly 75 dealers enrolled in the beta program at the beginning of the year, and during the first break of the show there was a line out the door with retailers looking to sign up. Not bad for \$30,000 a pop.

One thing—Broadlume is making it unequivocally clear is that it is neither a buying group nor a manufacturer. As Saunders told me repeatedly: "We are not a buying group, we are not a manufacturer and we are not a supplier. We are a technology platform. Our retailers have been telling us for years that in order to build an all-in-one platform, it can't stop with technology. It needs to connect all the way to the showroom."

I wonder what Broadlume will do for an encore.

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



megan salzano-birch
senior editor/digital director
megan@fcnews.net



jacqueline hinchcliffe
associate editor/digital media
coordinator
jacqui@fcnews.net

art/production



frank notarbartolo
art/production director
frank@fcnews.net

sales



krystal bates
classified and
digital sales manager
krystal@fcnews.net

founder

albert wahnon 1920-2011



correspondents

leah gross

k.j. quinn

nicole murray

columns

jim augustus armstrong marketing mastery

lisbeth calandrino lisbiz strategies

scott perron retailer2retailer

roman basi financial

fcica installments

headquarters

33 walt whitman road, suite 302E
huntington station, ny 11746
tel: 516.932.7860 fax: 516.932.7639
fcnews.net, website: fcnews.net

Copyright 2021 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. Printed in the U.S.A.

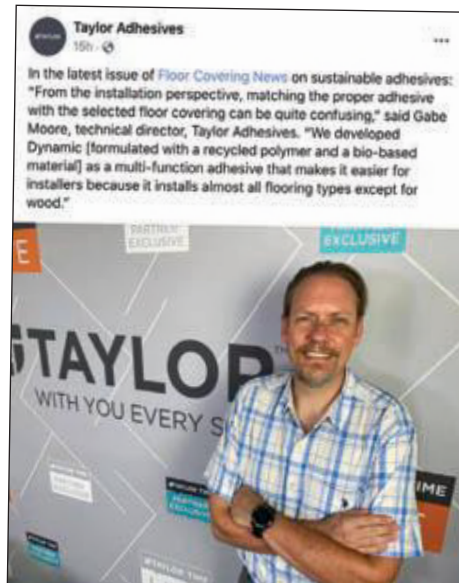
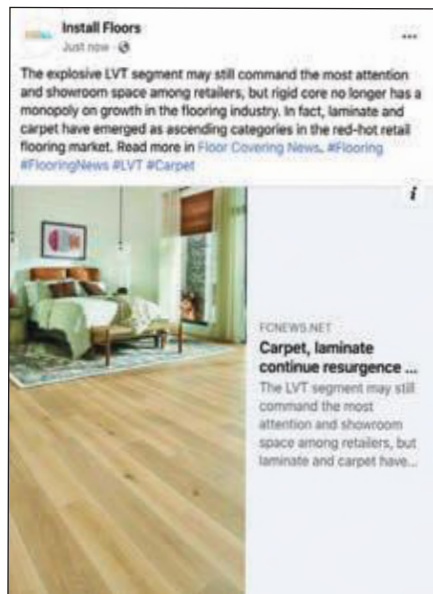
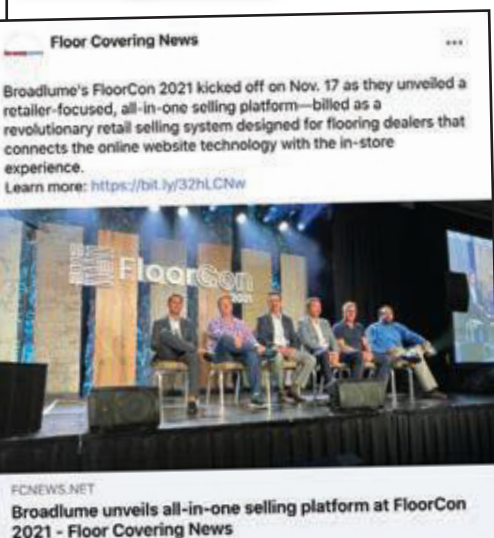


postmaster

Send address changes to FLOOR COVERING NEWS, subscription Dept., 821 West Jericho Tpke., Ste. 2C, Smithtown, NY 11787

Floor Covering News (ISSN-10794174) is published biweekly by Roel Productions Inc., 33 Walt Whitman Road, Suite 302, Huntington Station, NY 11746. Periodicals postage paid at Hicksville, NY, and additional mailing offices.

GETTING SOCIAL WITH fcnews



Latest Daltile studio celebrates the allure of Austin

By Ken Ryan

AUSTIN, TEXAS—Daltile held a grand opening for its 20th design studio here in Austin, a city known for food, great live music venues and general weirdness. With a nod to that uniqueness, Daltile’s new studio aimed to blend colorful and intricate designs with bold statements meant to stand out to the denizens of the culture-rich city, a mark it hit.

“Austin is funky,” Brian Smith, senior manager of marketing for Daltile, told *FCNews*. As the lead person tasked with designing the Austin studio, Smith said his objective was to bring more color to the studio to reflect the personality of the Texas capital. “In Austin you have more freedom to think outside the box and that’s what we tried to create here.”

The Austin studio, which features a painted mural on the side of the building, is roughly 5,000 square feet, which is on par with other studios. Daltile operates 66 DSCs—or Design Service Centers (smaller facilities that cater to homeowners)—which are larger, within close proximity to the A&D community and are located in cities or major markets with an established design network. This location welcomes residential and commercial customers to make selections from Daltile’s tile and stone portfolio. The gallery is staffed with design consultants to assist in the selection of products for any type of project.

The Austin studio was a year in the making and the first studio to open since the onset of the pandemic. The brand’s studio in Seattle opened just before the pandemic hit. The studio is open to the public and consumers can work with Daltile staff in collaborating the right products and designs for their home projects; they are then referred to local retailers or designers.

Kim Wanslow, CEO of Floor King, the closest flooring store to the new studio, attended the grand opening and said she was blown away by the displays and tile samples. “This is truly inspiring. The space they chose was great for the area. It really ties in with the community, and I can’t wait for the studio to open. The homeowners can come here to meet with the designers and we take it from there. I’ve been here 31 years and never had an experience

like this.”

Amber Leigh Hartman, senior marketing manager for Daltile, said the relationship between studio and retailer/designer provides continuity with the shopper. “There is an inner connectivity that exists here,” she noted.

Dealers also praised Daltile for helping to revitalize the area. Patrick Warren, senior vice president for Daltile, who pointed out that at least 75% of the products in the showroom are made in the U.S., noted, “We have the best store in town.”



Patrick Warren (center), VP of residential sales, dealer and showrooms for Daltile, greets Nathan Triesch, manager of Daltile’s Austin sales service center, and Corinthia Runge, national showroom sales director, during the studio opening.



A mural adorns the side of the new Daltile design studio in Austin, Texas.



WHITAKER in color Garner



FABRICA

WHITAKER

Whitaker is a refined velvet-loom Strongwool™ product where high-end styling and durability live harmoniously. Plaid-like references and geometric edges are softened with a variegated color, combining modern day aesthetics with timeless nostalgia.

#FABRICAWHITAKER

FABRICA.COM

FABRICA.FLOOR

educating the industry

Be more customer-centric

BY CHRIS WALLACE



(Editor's note: The following article was excerpted from "The Experience Edge," a presentation Chris Wallace delivered at the recent NAFCD conference. Part II will appear in the next edition of FCNews.)

Products won't be enough to win over the post-pandemic consumer.

Consumers will choose brands and providers who make their buying experience easier, safer and more enjoyable. Here, I will share guidance on how companies in the building material and flooring industries can partner to deliver another layer of value to consumers.

People in this industry have a different definition of who the customer is. You might have one customer who might be a supplier selling a distributor, but the distributor might have another customer—perhaps a fabricator or even the contractor who installs the product. There might even be more customers downstream.

What we need to do is focus on one customer, the person who buys the product at the end of the line. The person whose hard-earned paycheck goes into the end product that you help deliver. That's the customer. And we're going to talk about how you can get oriented to that person. That's what I mean by customer centricity. You need to have customer centricity at each step along the way, at each link in the value chain. It's a lot easier to do that if you're aligned and focused on delivering for one person—the ultimate customer.

Over the last 40 years, most major product quality problems have vanished due to fanatical measurements coupled with advancements in design, business processes, science and technology. Now customers expect even more. With excellent quality now more or less a given, companies have shifted their energy to

improving every aspect of their customer experience.

So, what are we actually talking about when we mention customer experience? What we are talking about is the fact that product, at this stage of the game, doesn't really matter.

How do we know this? We've worked with different industries for a long time (I was actually a flooring rep way back when), and we continue to work with companies in the manufacturing space. What we found is there's still this focus on product with claims like: "Our product is better." "It's harder than last year." "It's softer than last year." "It's more waterproof than last year."

Whatever that story is, it's not helping you stand out in the marketplace. I recently had a conversation with an executive in the flooring industry who oversees a very large retail network.

He told me that if he had his way, the showrooms that he oversees would have one-sixth of the product on their showroom floors. His reasoning? The volume of products and the choices that customers have is actually making the decision-making process more difficult, not easier. He also went so far as to say there has not been a material upgrade in the experience that we deliver to customers in at least the last 20 years. Yes, we've had digital advancements in the form of websites, social media, online video, etc. However, in terms of the journey the buyer goes on to find her product, get it in her home and have it installed, there has not been any material upgrades made in the last 20 years.

It's time to start making those upgrades because you can't stand alone on the fact that your product is better than the competition because you say so; you have to find another way to stand out. And that new frontier is experience.



Chris Wallace is the president and co-founder of InnerView, a marketing consulting firm that helps companies transfer their brand messages to their customer-facing employees and partners.

RETAILERS REACT

To what extent is your business experiencing a staffing shortage



Just like other industries, flooring retailers are having difficulty filling certain positions.

“There is a shortage in both sales and installation. The other problem we are seeing is the falloff in production at all levels with the employees we have. Workers in general seem to have a COVID-19 hangover that is continuing.”

—Mike Foulk, Foulk's Flooring America
Meadville, Pa.

“We are in pretty good shape with staff. We are lucky in that we are a family owned and operated business. I've got my wife, myself and daughter working the business. My only labor challenge are my subcontractor installers. We could use more carpet and tile installers in this area.”

—Kevin Murray,
Murray Floor & Window Coverings
Billings, Mont.

“I do not have a staffing shortage. I pay more than the going rate in our area, so my employees have no reason to seek another place to work. We really do provide a great work environment and make sure our people are in the best place to succeed.”

—Tony Fry, CarpetsPlus ColorTile
Winnsboro, Texas

“We are not experiencing staffing shortages at present, but it was like pulling teeth to find a warehouse person a few months ago. Installers have been in good supply.”

—John Bretzloff, Barefoot Flooring
Castle Hayne, N.C.

“We have been trying to hire additional team members for over two years now. We've been unsuccessful in adding sales professionals even while using recruiters to assist in the hiring process.”

—Matt Wien, Marshall Carpet
One & Rug Gallery
Mayfield Heights, Ohio

CALENDAR

Dec. 3-4

CFI Hardwood/Laminate/LVP Training & Certification

Two-day class and hands-on training of pre-finished hardwoods, La Mirada, Calif.

Contact: John McHale, jmchale@cfiinstallers.org; 816.231.4646; cfiinstallers.org

Mohawk Momentum Roadshow Regional markets for 2022.

Jan. 5-6 – Philadelphia Marriott Philadelphia Downtown

Jan. 12-13 – Chicago Sheraton Grand

Jan. 24-25 – Huntington Beach, Calif.

Waterfront Beach Resort

Feb. 1-3 – Las Vegas Surfaces – Mandalay Bay

Feb. 22-23 – Calhoun, Ga.

Mohawk Flooring Center

Contact: Jordan Biasetti; jordan_biasetti@mohawkind.com

Jan. 6-7

Southwest Flooring Market

AT&T Stadium; Arlington, Texas

Contact: Sammie Baker, 770.559.0293, ext. 2 sammie@flooringmarkets.com; marketmakerevents.com

Jan. 6-7

CFI Carpet Certification Residential (R-1) and Commercial (C-1)

Two-day certification requires two-plus years' experience. Lima, Ohio

Contact: John McHale, jmchale@cfiinstallers.org; 816.231.4646; cfiinstallers.org

Jan. 16-19

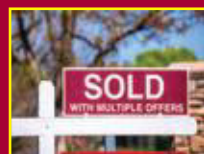
CCA Global

Winter contention is a combined event for CCA retail groups: Carpet One Floor & Home, Flooring America, Flooring Canada, The Floor Trader and IDG, Gaylord Palms, Orlando, Fla.

Contact: Terri Daniels, 800.450.7595; info@ccaglobal.com; ccaglobal.com

POINTS OF INTEREST

► **Housing affordability** held steady at its lowest level in nearly a decade, as higher home prices offset lower mortgage rates to keep the affordability rate flat in the third quarter of 2021. However, ongoing supply-chain disruptions and the prospect of higher interest rates threaten to exacerbate affordability problems in the months ahead. That's according to the NAHB/Wells Fargo Housing Opportunity Index (HOI), which showed that 56.6% of new and existing homes sold between the beginning of July and end of September were affordable to families earning the U.S. median income of \$79,900. This remains the lowest affordability level since the beginning of the revised



series in the first quarter of 2012.

series in the first quarter of 2012.

► **U.S. retail sales** surged in October, likely as Americans started holiday

shopping early to avoid shortages of some goods due to the ongoing pandemic. The report from the Commerce Department suggested high inflation was not yet dampening spending and added to strong employment growth in October. It also showed an acceleration in the services sector activity, painting an upbeat picture of the economy after it grew at its slowest pace in more than a year in the third quarter. Retail sales jumped 1.7% last month after increasing 0.8% in September. Sales have now risen for three straight months.

► **Home builder confidence** increased in November for the third consecutive month despite labor shortages and supply-chain issues. Builder sentiment in the market for newly built single-family homes moved three points higher to 83 in November, according to the latest National Association of Home Builders/Wells Fargo Housing Market Index (HMI). "The solid market for home building continued in November despite ongoing supply-side challenges," said Chuck Fowke, NAHB chairman. "Lack of resale inventory combined with strong consumer demand continues to boost single-family home building." The HMI index gauging current sales conditions rose three points to 89, and the gauge charting traffic of prospective buyers also posted a three-point gain to 68.



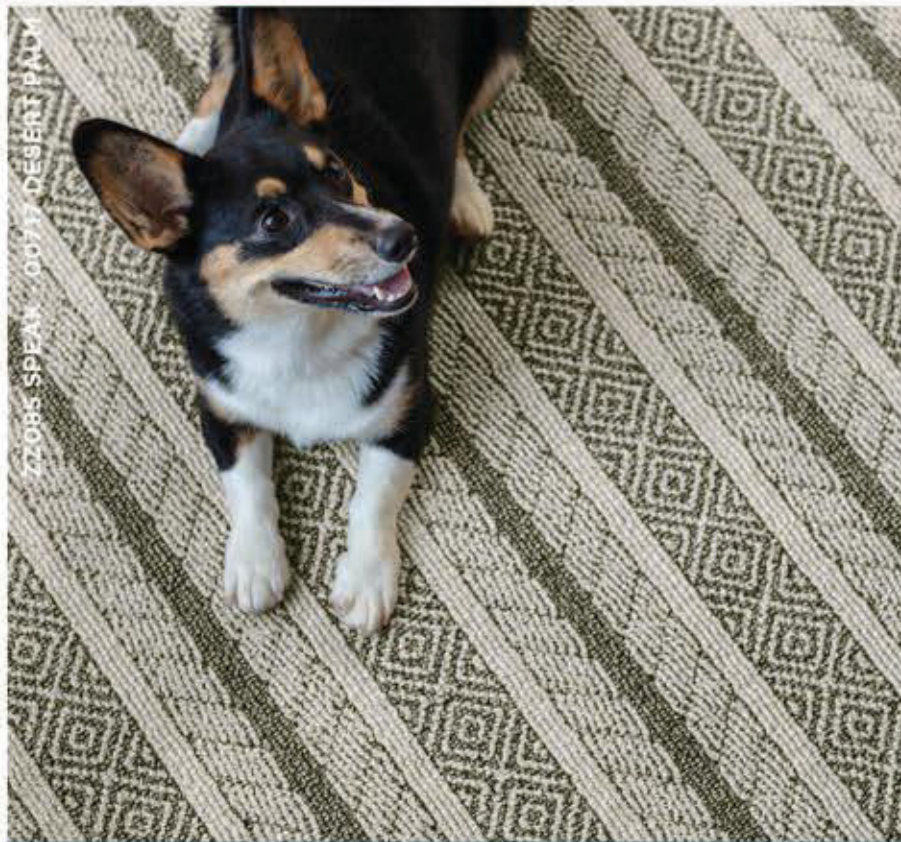
ZZ047 POUNCE - 00153 SUGAR MAPLE

BUILT-IN STAIN PROTECTION



ZZ245 SHEER PURRECTION - 00553 SMOKEY GRAY

ADVANCED FADE AND BLEACH-RESISTANCE



ZZ085 SPEAR - 00717 DESERT PALM

RELEASES PET HAIR WHEN VACUUMING



ZZ073 SCOUT - 00717 DESERT PALM

SUPPORTS A CLEAN, HEALTHY HOME



OUT WITH THE OLD. IN WITH THE NEW.

INTRODUCING PET PERFECT™

The style and design you know and love from Anderson Tuftex combined with the most durable, pet-friendly carpets available.

Home is where the health is in soft surfaces

By Ken Ryan

It's no longer enough for carpet to merely offer stain and soil protection. In the age of COVID-19, today's carpet and rugs must provide durability and cleanability while supporting healthy home goals that consumers demand. With that objective in mind, mills are developing healthier carpet choices, including products that are certified Green Label Plus by the Carpet & Rug Institute (CRI)—tested and proven to emit low VOCs to help improve indoor air quality.

1. ANDERSON TUFTEX

Cleanability and durability have been identified as top priorities for homeowners, and Anderson Tuftex's Pet Perfect styles promise a most durable, pet-friendly carpet. Pet Perfect carpets boast elevated style and design and are also crafted from Anso high-performance fibers. Built-in stain protection, advanced fade- and bleach-resistance and the ability to release pet hair while vacuuming for easy clean up are just a few of the performance attributes RSAs should highlight to help consumers achieve their healthy home goals.

1



2



3



2. ENGINEERED FLOORS

All Engineered Floors carpets are made using PureColor, the company's proprietary solution-dyed fiber. Since the color permeates 100% of the fiber, PureColor carpets can be cleaned with a bleach solution without worrying about discoloring the floor. Having the ability to clean carpet with effective chemical compounds provides peace of mind. In addition, carpet has the innate ability to improve indoor air quality as the fibers trap potential allergens that can be easily removed by vacuuming.

4



5



6



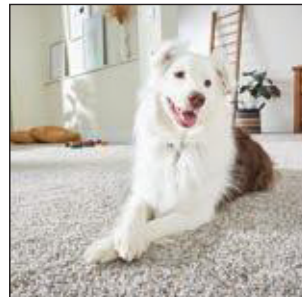
3. FABRICA

Fabrica wool carpets aim to look good and boast healthy attributes, too. Wool is a natural fiber with several inherent qualities that make it a great choice for a healthy home. Wool has the unique ability to stabilize relative humidity by absorbing or releasing moisture during periods of high or low atmospheric humidity. If maintained correctly, wool also absorbs and neutralizes airborne particles and fumes. Wool carpet is hypoallergenic and does not promote the growth of dust mites or bacteria. All these health benefits combined with excellent sound absorption and natural insulating properties aim to make Fabrica wool carpets an ideal choice for the home.

7



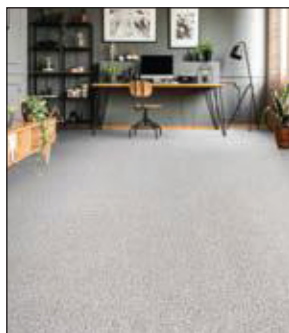
8



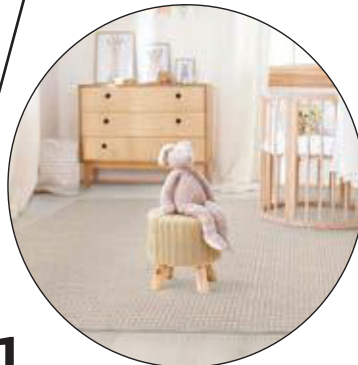
9



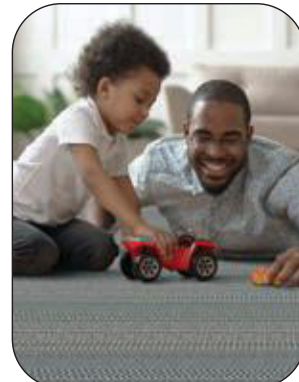
10



11



12



6. MASLAND

Masland's EnVisionSD Pet Solutions is inherently stain resistant and boasts built-in stain protection that never wears off. It offers best-in-class color fastness and can be thoroughly cleaned to remove tough pet stains. When installed with a moisture barrier cushion, pet accidents can be removed with hot water extraction and help prevent recurring stains and lingering odors. Masland's Grace (shown) comes with Colorplay technology, which creates natural color movement through the pile.

4. GODFREY HIRST

Merino Desire II is made of the finest, softest wools, according to Godfrey Hirst. Wool carpeting is often the first choice for consumers looking for a natural floor covering for the home. Wool shorn from sheep is natural and constructed of amino acids, the building blocks of life. In soil, wool biodegrades to produce nitrogen, sulfur, CO₂ and water, which are all plant nutrients.

5. KARASTAN

When it comes to surfaces, clean is closely associated with healthy in the minds of consumers. SmartStrand delivers on these benefits along with the design and styling of Karastan that boosts mental and emotional well-being. Captivating Beauty from Karastan is said to offer 100% permanent, built-in stain protection that never wears or washes off, the fiber is certified to be free of harmful substances by OEKO-TEX Standard 100.

9. SHAW FLOORS

Shaw Floors leverages its industry expertise and consumer research to design products that address key healthy home priorities like IAQ, moisture and sound abatement. Carpet is inherently quiet and Shaw's pet-friendly styles like Chic Elevation (pictured) boast high-performance fibers with R2X built-in stain and soil protection and LifeGuard spill-proof backing to ensure cleanability and prevent odor-causing accidents. Shaw's commitment to Cradle to Cradle principles lets customers and end users shop with confidence.

7. MOHAWK

Mohawk's Thrilling Choice II lives up to all of the SmartStrand benefits as a soft, durable, easy-to-clean carpet that is now even more environmentally friendly with the ReCover backing system. The new ReCover backing system, which is hypoallergenic and latex-free, was designed and engineered with sustainability in mind. The innovative design is also 100% recyclable and reusable at the end of its first life. Thrilling Choice II also includes the All Pet Protection & Warranty covering all accidents, all pets, all the time.

8. PHENIX

Phenix Flooring has developed a wide range of carpet options that feature Microban, a 24/7 performance technology that is said to be 99% more effective at preventing bacteria, mold and mildew than floors without it. As such, Phenix carpet with Microban helps maintain a cleaner, healthier home environment.

10. SOUTHWIND

Luxmax is an LCL (level cut and loop) So Soft solution-dyed PET carpet that is eco-friendly and Green Label Plus Indoor Air Quality (IAQ) certified. Luxmax comes in eight colors, features a random grid pattern and offers superior fade and stain resistance.

11. STANTON

Eva is the essence of Antrim, a thick, dense, textured wool carpet. The hand-loomed carpet is composed of 100% wool, which offers all the inherent performance properties and naturally green benefits that synthetics can't. Eva is ideal for any home and consumer lifestyle.

12. TARKETT

Tribaleigh is a handwoven flat weave that provides unique textural and design appeal. Tribaleigh is constructed of 100% solution-dyed Primus PET fiber, ideal for consumers with children and pets due to the fiber's resistance to staining and soiling. Tribaleigh is made in the U.S. and is certified for low VOCs.



Style and Performance.

Our proprietary PureColor solution dyed fiber system allows for a more vibrant, natural looking multicolor carpet when compared to conventional piece dyed alternatives while also providing permanent stain and fade resistance. Unrivaled aesthetics and uncompromising performance, PureColor delivers.



Scan to discover DW Select®



5 TIPS TO RAISE YOUR DIGITAL GAME

By Jacqueline Hinchcliffe

In recent years, the way companies market their products has drastically changed. Today, more emphasis is being placed on interfacing with the consumer during the initial flooring research phase—long before she enters a physical store. In order to keep up with

the times, it's imperative that retailers better utilize digital marketing strategies to generate more exposure and capture those leads. Implementing even the smallest changes, experts say, can increase traffic to a store and/or website and, thus, generate more sales.

1 Personalize your SMS

When text messaging the consumer—whether it's an existing client or prospect—it's best to offer a personal touch, according to Sam Tuttle, public relations coordinator for Podium, a software company specializing in technology that helps businesses modernize customer interactions.



“Using the customer's name really makes it feel less like a marketing outreach and more like a discussion and conversation,” he explained. “I'd also adopt a more conversational tone. Usually we can say things like ‘Buy now!’ or ‘Offer ends today,’ but that's not very conversational. That just seems very robotic. People want to feel like they're talking to an actual person and not a robot or a person who doesn't really care on the other side of the phone.”

2 Don't stretch yourself too thin

With so many products to offer—and multiple channels to reach the consumer—it's easy to get overwhelmed and lose focus. That's why it's important, experts say, to be selective in your marketing initiatives. “Focus on either your core products, your private-label brands or your brands that offer you the highest margins,” said Yuki Conlon, president of Jast Media, a company that helps various industries improve their online customer experience. “A lot of times, when we work with retailers and distributors, they're struggling to do marketing that encompasses everything. We advise them to focus on the products



that make the most sense for them. Stretching yourself too thin is what makes marketing overly complicated and cumbersome.”

3 Tailor your message accordingly

In a retail environment where consumers are bombarded by advertising, it's critical to make your communications stand out from the pack. “Personalization is really big now; just going out there screaming from a rooftop, ‘Hey! I sell floor covering!’ isn't going to get people's attention because there's probably six other companies in your market saying, ‘Hey! Come buy flooring from me!’” explained John Weller, CIO, Broadlume. “How do you differentiate yourself and personalize your message? Think about the people in your market and start talking to a smaller segment of your target audience.”



4 Leverage social media

Social media is like any other advertising medium—it requires thought and may seem overwhelming at first. It really isn't difficult but starts with a basic understanding of your business and what you're trying to achieve. “If getting more customers and making more money is what you're after, social media is the medium,” said Lisbeth Calandrino, who has been advising floor covering retailers on their marketing strategies for more than 20 years. “It's today's marketing tool and can help you achieve what you're after.”



So, what are some of the ways retailers can utilize the platform to their advantage? Calandrino offered this advice: “Post new products on your Facebook page and ask visitors for their opinions. If this is new to you, or you're not comfortable with these tools, get someone to help you. It's likely your competitors are already doing this. Don't give them an unchallenged advantage.”

More importantly, it's best to be consistent in your social media activity—regardless of the specific platform(s) used. “You can't post one week and then post three months later,” she warned. “Social media is a way to develop friendships and takes time and consistency to continue to build those relationships.”

5 Track your leads

Having the latest digital tools at your disposal is great, but if you're not effectively tracking your leads, then it's all for naught. That's why experts like Jim Armstrong, founder of Flooring Success Systems, strongly recommends retail owners and sales reps ask a simple question of every single person who calls or visits their store: “What prompted you to visit (or call) us today?” Will this tell you with 100% accuracy where every single lead and closed sale came from? Of course not. But by tracking this data over time, you'll see patterns emerge,” Armstrong explained. “You'll get a pretty accurate picture of how many of your sales were generated from repeat customers, referrals, customers driving by your store, website visits, digital advertising, etc. And this will give you a pretty good indication of where you should continue to invest your advertising dollars and where you shouldn't.”





MOHAWK

MO

MENTUM

ROAD

SHOW

2022

Mohawk is back on the road again!

Join us for peer networking, educational sessions
and a first look at Mohawk's latest product
innovations and program offerings.

Register today!



Simply open camera,
tap link

Philadelphia • Chicago • Huntington Beach • Las Vegas • Atlanta

MohawkMomentumRoadshow.com



FEI Group leadership hosted the group's first convention in two years where they discussed growth and the future ahead.

FEI Group forges ahead, one year after founder's passing

LEADERSHIP POISED TO EXECUTE THE PROVEN GAME PLAN

DESERT RIDGE, ARIZ.—Against the backdrop of supply chain bottlenecks, labor shortages, multiple price increases and rising inflation, a record number of FEI Group members descended on Phoenix for the group's first convention in two years. Why? "We'd like to think it's because we've built an awesome conference with great speakers, opportunities for peer-to-peer exchange to see our supply partners," said Graham Howerton, president. "But I think the other part of it is it's been two years since we've gotten together and these people really like each other. They enjoy the time they spend with each other. So we get to be together again."

Sadly, the convention was also the first since the sudden passing of FEI Group founder, Dave Gheesling, nearly a year ago, who was honored with a moving tribute to kick off the event. Gheesling built an organization that currently boats 310 members across its five divisions with 879 locations. Flooring—the Home Solutions and Multi-

family Solutions divisions—accounts for about a third of the members, who collectively exceed \$5 billion in annual revenue. All told, they have 17 million square feet of warehouse space across the country, and in any given month have \$221 million of flooring inventory on hand with accounts receivable up to \$289 million in that same month.

If you're an FEI Group member, you are considered the best of the best. Case in point: It is estimated that there are approximately 1,700 flooring contractors that operate in its members' spaces. Yet, one in three new home builds are installed by an FEI Group member, and one in four of all apartment turns are installed by an FEI Group member.

Howerton, Andy Hogan, CEO, and Max Holland, COO and president of the Home Solutions division, sat down with *FCNews* publisher, Steve Feldman, to discuss the current state of affairs and what lies ahead for FEI Group.

FEI spent 23 years preparing members for pandemic

Despite a pandemic wreaking havoc on the industry, not one FEI Group member went out of business over the last two years. Why? According to Graham Howerton, president, it was because of everything FEI Group has been doing for the last 23 years.

"The key is giving members access to all the other smart operators in our group," he said. "This goes beyond sitting in a room and exchanging ideas. Probably the single biggest help is members visiting other members. They get on a plane with their team, visit one of our other members and the member opens the book. 'This is how we do this. This is how we do that. This is how we interact with this customer. This is how we pay. This is how we incentivize. This is how we manage. This is how we hire. This is how we recruit. This is how we train.' So our members have learned from each other—the best of the best. That's why our group of 100 made it through this. They were already two, three, four, five, six steps ahead of the isolated independent flooring contractor."

Then there are all the best practice projects. Things like Big Rocks Financial Workshop, a two-day workshop with CFOs across every business unit. "Now the people that are making critical decisions about their businesses have been through all these leadership development programs," Howerton said. "So if you get to sit in a room and get a financial one-on-one session from Ken Jackson at Shaw Industries, you're going to be a better financial buy-in because of it."

He believes everything FEI Group did over the years help members weather these storms. "And our members picked up the phone and called each other. Dave was at the head of all this. We had conference calls almost every Friday. They were just to hear each other's

voice. They were there for moral support. They were there to hear Dave end every call by saying, 'Just take the next-best step.'"

Meanwhile, FEI Group was still procuring product. "We assisted with all the price volatility with all five of the divisions, said Andy Hogan, CEO. "We assisted on calls to goods. We assisted on sourcing issues. We were moved to the front of the line or front of the queue as far as those sourcing issues because of the power of the group."

While 2020 was not a banner year, it was not disastrous for members. "For many of our guys, 2020 was a lost year in terms of their forecast to grow," said Max Holland, COO. "When we looked down the road, 2021 is the budget that was built for 2020. But everybody on the flooring side was profitable. Our guys got hurt on the kitchen and bath side because of retail remodel [stagnation] early in the year. But the fourth quarter was a huge surprise for anybody that had a retail presence for kitchen and bath remodeling."

The one thing the pandemic taught FEI Group was the difficulty in forecasting. "Nobody expected that third and fourth quarter, including our supply partners," Holland said. "It also couldn't forecast inflation. 'We couldn't crystal-ball it—the ability to look six, nine and 12 months down the road,' Hogan said. "We're an anomaly. This is totally unprecedented what we're going through right now."

There is so much volatility out there right now, whether it be supply chain, inflation, home affordability or if eviction moratoriums come back into play. "Unfortunately, too, down to the micro level, you can't predict anymore that you'll have 80 crews that will show up on Thursday morning," Howerton said. "It might be 60, and 50 might take jobs. You can't predict and plan to service your customers."

Gheesling's vision was his greatest legacy

Tell me what you view as the legacy Dave Gheesling left on FEI Group.

Andy Hogan: He was instrumental in building the culture of the FEI Group and, on top of that, core values. It was Dave's idea to begin the company back in 1998.

Graham Howerton: He had a vision to see the call to action, to bring together a community of flooring contractors, to not let them fall into the business commodity trap. He was able to not only see it but execute it.

membership.

Howerton: One of the first things he did was develop a vision statement for FEI, which hasn't changed since 1998. The very bottom of that vision statement is persistence, integrity, class, attitude, respect. And then it evolves all the way up to how you perform your daily functions and how you plan your business, how you strategize.

The way he could engage with one person in a crowded room. You could stand in a room with nearly



700 people, have a one-on-one conversation with Dave and you'd forget there were 698 more people in that room—so laser-focused on you, so laser-focused on your question. He always let you finish your statement. And he never said, "OK, that's nice, that's cool." He asked you a question that made you think about the next answer you gave. I'm trying to learn to be the intentional listener he was. That's probably what he left to me.

Has anything changed with the group since his passing?

Howerton: The tragedy of it forced us to go through some change. But it also allowed us to make some changes because different people think about things in a different way. We have brought in some new people who are all in their late-30s/early-40s because they bring a different perspective.

Max Holland: It's important to remember that Dave had already identified where we were going to change. He was already starting to implement and execute needed changes because we are bigger now. We have to look different and we have to evolve and grow. And he had some of those foundational things identified already that we're now just able to execute.

Give me a specific example.

Howerton: That we need to build successful groups outside of our core businesses—flooring and kitchen and bath. That we needed to widen our view. In fact, Dave wanted to implement change faster and more broadly than Andy and I were comfortable with at the time. He really wanted to go. He was going to scramble everything. I mean everything, as an entrepreneur does. He's there for the build. So we had to hold him back a little bit. But to Max's point, he had already thought about where we were going to go. Xterior Contractor Alliance came out of that. Dave said we'd built the backbone. FEI Group is just a sturdy, strong backbone. And off that, we can do all sorts of things. Because of Dave's vision, we will be in other businesses outside of where we are now.

BITS AND PIECES

How are members dealing with supply chain issues?

“There’s no magic sprinkle dust to force these manufacturers to serve us better,” Hogan said. “But we do have the power to get at the front of the queue in a lot of ways because we do a big chunk of Lennar, Horton, KB Homes and Pulte. And when you do those homes and Shaw or Mohawk has the specification, they will not screw up on service to the flooring contractor when they’ve got a contractual arrangement with those builders.”

Forecast for multi-family business in 2022

Continued growth. “We could be in that 350,000 to 375,000 range for new units completed for 2022,” Howerton said. “But nobody will commit to a number because of the construction delays. No one can forecast the ability to get lumber, asphalt shingles, etc. You’re looking at the end of the second quarter for some of our manufacturers getting caught up again.”

Diversification

Of the 55 single-family flooring con-

tractors, 25 have entered into the cabinet business. “I think by the end of 2022, at least 50% of our Home Solutions members will offer cabinets and/or tops,” Howerton said. The fact that FEI Group expanded into kitchen and bath has been a boon for the flooring contractors. “This is why this whole thing works,” Holland said. “Our members and affiliates have access to the best intelligence and information about becoming a cabinet, kitchen and bath contractor in the industry.”

Product mix

“Rigid core in single-family is king, Hogan said. “It is the dominant product now, whereas carpet is still in bedrooms. With the big boys, it’s rigid core or laminate. Carpet’s getting hurt, hardwood’s getting hurt, tile is still hanging in there.”

The laminate comeback

“Ten years ago in single-family, things would start in California and move east,” Hogan said. “Now, if you want to see where the trends are you go to Texas. And laminate in Texas is really starting to grab hold and mainly because of D.R. Horton. D.R. Horton is a believer in laminate. And they’re the biggest builder in the country.”

FEI members navigate through labor challenges

There will be 1.7 million housing starts in 2021. There’s a 5.24 million shortfall in houses right now, a seven-year runway for demand. Builder confidence is at an all-time high. What does that all mean for these Home Solutions members from a labor standpoint? “I think the labor shortage and the labor demand for more money is real,” Holland explained. “As they have had some successes over the last 18 months and improved their bottom line, a lot of that is going to have to go to labor because labor is now able to demand more. It’s an employee’s market.

How does this impact members? “What our members have to do now as much as ever is be very creative around recruiting and retaining, not just labor but all the other important personnel,” said Graham Howerton, president. “Our members must build their infrastructure tech-

nology and their people because they know they have a long runway ahead of them of really high demand. The other thing they have had to do is fire bad customers because they can’t get to everything. They have 100 jobs that can go out today but have orders for 125.



What our members have done is fire bad customers that don’t pay on time, complain all the time, have callbacks for nit-picky things. And that’s helped our members be more profitable and efficient.”

Maintaining their same level of profitability when labor costs are going through the roof is difficult. “You’re not going to capture all of it short term,” Howerton said. “But the bottom line is our clients don’t have other alternatives. Let’s

face it: We have the best of the best. And most of the home builders and property managers in the country know that. So, we tell them, ‘If you want us to keep meeting your deadline, we’ve got to pay labor more. Here are the four increases we’ve gotten this year. If I don’t pass those on, I can’t do your work anymore.’”

Most of the members who have passed on these increases have gotten them.

“Because it’s in every trade in new home build—framing, plumbing, roofing, everything,” said Andy Hogan, CEO, with Max Holland, COO, adding, “There’s been six price increases in the cabinet business and we’re on our fifth or sixth in the roofing business. Both industries have somewhere between eight- and 14-week lead times right now. Windows and doors are even worse than our category in terms of price increases and lead times.”



Cypress

LUXURY CARPET

Cypress’s subtle geometric, diamond design brings stylish dimension to your room.

This attractive pattern is available in 9 stunning colors and constructed of 100% Solution Dyed Primus® PET Fiber.

Softness.
Durability.
Lifetime performance.



Scan this code to visit www.tarketthome.com

Connect with us @TarketHome



NAFCD

Continued from page 1

Floor covering distributors can fully attest to that last point. As Shane Richmond, vice president of Baltimore, Md.-based Fishman Flooring Solutions, explained: “Not only are we suffering from supply-chain challenges, but demand is also spiking right at the same time. So, it’s been the perfect storm. If demand weren’t spiking right now, we may not even be having real challenges from the supply side because we’d see a more normalized demand levels.”

Other distributors such as Blakely Products Co., with five locations across Michigan and one in Ohio, is also feeling the demand crunch. “In our market, all the large jobs—commercial, multi-family—that were supposed to go during COVID-19 got shut down, so now those are back on the table,” said Kyle Gorny, vice president. “Combined with the other jobs that are going now, that’s creating stronger demand.”

This perfect storm of escalating demand and constrained supply has forced many distributors to become more resourceful when it comes to not only fulfilling customer orders but also managing the wild price fluctuations. “In our marketplace we have leaned on our supplier partners and expanded our group of supplier partners to find ways to proactively solve problems—which I feel is the best course of action for any of us,” Fishman’s Richmond said. “We can sit back and complain about what’s happening, or we can try to be creative and find solutions.”

The soaring level of demand for product is such that distributors and their retailer partners are willing—if somewhat

begrudgingly—to pay a lot more for products and delivery. “The fortunate thing about all the supply issues is pricing is becoming less of a problem because our customers just need to get product,” said Dori Blitzstein, vice president of Roesel-Heck, headquartered in Baltimore. “So, if you have product, then you win.”

In keeping with Beaulieu’s forecast, some distributors are already seeing a deceleration of price increases in their markets. “I do think costs are probably going to stabilize earlier than expected, because at some point you just reach a saturation point and you can’t get that extra money that you were getting at one time,” said Dunn Rasbury, director of business development at A&M Supply and immediate-past president of NAFCD. “In fact, we’re already seeing signs of not so much a reduction in cost, but a stabilization in the cost of product and shipping.”

Breaking the logjam

Earlier this month President Biden announced that the Port of Los Angeles—which has seen the highest number of vessels, roughly 80, waiting offshore—will operate 24/7 to relieve the growing backlog. Pre-pandemic, the vessels would pull right into port; today, it could take weeks for a ship to bring a container to port on arrival. The move, according to the president, would almost double the number of hours that the Port of Los Angeles is open for business.

The challenge then becomes ensuring that local warehouses are open during the same extended hours at the ports so they can receive the deliveries, and that there are available truck drivers with empty containers to pick up and move all

that merchandise.

“There’s too much coming into the U.S. supply chain, and it’s not leaving the port fast enough,” said Gene Seroka, executive director of the Port of Los Angeles. To help alleviate the situation, Seroka said he plans to issue fines to shipping lines for any cargo that sits on the dock for more than nine days. But that alone won’t remedy the problem. “We have to get the workforces in the warehouses and the trucking industry that are complementary to all this cargo that’s coming in right now,” he added.

What makes matters worse, observers say, is the “blame game” that’s currently being waged among the relevant parties. For example, the truckers blame the terminal operators; the terminals blame the shippers; and the retailers blame the truckers and the shippers. Some retailers and warehouse operators have even gone so far as to accuse the major shipping companies of price gouging during this time of high demand.

Within President Biden’s \$1.2 trillion infrastructure bill, which was recently signed into law, \$17B is slated specifically for upgrading America’s ports. However, some argue that it might not be enough in terms of both dollars or come fast enough to provide immediate relief. In the shipping industry, the ports are operated by the cities in which they reside, so investment decisions often come down to the local level. “The money has to trickle down to the state level, because state and local governments are the ones responsible for [funding allocation] at the end of the day,” said Jeff Striegel, president of Owings Mills, Md.-based Elias Wilf. “The bill is not aimed



NAFCD exhibitors relished the opportunity to meet face to face with existing distributor partners and potential customers alike. Pictured from left are: Flavia Baggio, Jodie Doyle and Dan Gold of Indusparquet.

so much at driving baseline growth today, but more about the potential growth in the years ahead.”

Labor woes

If the supply-chain logjam wasn’t enough, wholesale flooring distributors—just like many aspects of the U.S. economy—are dealing with labor shortages. “The supply-chain challenges we’ve been dealing with have masked just how challenging the personnel issues have become in the last year and a half,” Fishman Flooring’s Richmond said. “While they realistically really don’t have anything to do with one another, it’s really more driven by the overwhelming demand, and that’s causing personnel issues across the board. Finding people to bring into our business is going to continue to be a challenge for us for the foreseeable future.”

Another reservation potential drivers have, distributors say, is the nature of flooring freight; drivers have to be physically able to unload heavy products. Meanwhile, Amazon drivers, for example, can pull a transfer truck from one warehouse to another, and they come back in the same day. “There’s no way to unload carpet cushion except manually,” said A.J. Warne, vice president of sales and marketing, Abraham Linc. “So, if your options are to earn \$29 an hour making Amazon deliveries or \$29 an hour hauling and unloading flooring, which would you prefer?”

That’s why so many floor covering distributors, including Elias Wilf, are looking at different ways to retain existing drivers to make it less tempting for them to walk away vs. bringing fresh blood into the industry. “With the advent of the electronic logs—which track the drivers’ movements—that took a fair amount of older drivers off the roster,” Striegel explained. “And the problem with recruiting younger drivers is they can’t

cross state lines if they’re under 21. Who wants to come out of high school and wait three years before they can drive a truck?”

To stave off driver attrition, Elias Wilf paid its drivers an “appreciation bonus” amounting to several thousand dollars. The company also provides drives with other perks, including sharp, new uniforms. “While everybody’s talking about new drivers, I tell them it’s more important to pay attention to the drivers you already have,” Striegel explained.

Worker retention is also the name of the game at Fishman Flooring Solutions. “It’s the most important piece of our personnel puzzle,” Richmond said. “We look at the benefits we offer, employee demands for a better work-life balance and, of course, compensation across the board. We make adjustments as needed based on marketplace conditions.”

Mid- to long-term outlook

Despite all that floor covering distributors have been dealing with, companies FCNews spoke to project sales will be up by year’s end. Furthermore, many have a positive outlook as we inch closer to 2022.

“From a units perspective, 2021 has been fantastic,” Abraham Linc’s Warne said. “And the expectation is that 2022 is going to be another growth year. With the inflation that’s happening, I don’t think prices are going to go back to the way they were before. However, I think we’ll see a return to pricing stability.”

Roesel-Heck’s Blitzstein is also banking on a strong year in 2022. “This year has been steady and consistent for us, so we’re projecting next year will be another strong year as well,” she said. “I’m very optimistic.”

Ditto for Blakely Products’ Gorny. “I see a lot of good things coming down the pipeline in 2022,” he said. “I’m feeling good about it.”

(Read the NAFCD executive board roundtable at fcnews.net)

NAFCD gets back to ‘face to face’

Dallas—After a one-year break from its in-person annual conference due to COVID-19 pandemic concerns, the North American Association of Floor Covering Distributors and North American Building Material Distribution Association (NAFCD+NBMDA) got back to a face-to-face format for 2021. For conference organizers, the move was more than symbolic.

“Like many in-person events in 2021, the NAFCD+NBMDA Annual Convention saw its positive momentum stalled in the late summer when the Delta variant of the pandemic surged across the country and caused many to question if it would be safe to travel to a confer-

ence this year,” said Kevin Gammonley, NAFCD executive vice president. “There were many skeptics and some that called for the cancellation of the event. The NAFCD and NBMDA board of directors remained focused and optimistic, shifting their time and energy towards policies and practices to keep their attendees safe. Their commitment and determination to host a safe, in-person event paid off.”

Some of that payoff was reflected in this year’s attendance numbers. “Overall, attendance exceeded 800 distribution and manufacturer executives with 30% of attendees registering in the final weeks prior to the event,”

Gammonley said. “These results exceeded all budget targets and expectations. The results also highlight the strong desire and need for distribution trading partners to connect in-person during these times of strong demand yet unpredictable supply.”

Moreover, this year’s convention was noteworthy due to the fact that there were 45 first-time exhibitor attendees. “While not a record, these results came very close,” Gammonley said. “For an event that experienced many hurdles over the course of the last three months, and several extremely late exhibitor sign-ups, this was an amazing result.”

STANTON

Carpet + Custom Rugs + Runners + Luxury Vinyl



100%
WATERPROOF



PET & CHILD
FRIENDLY



STANTON SHIELD
steam & scratch
technology



LOW
MAINTENANCE

Decorative Waterproof Flooring:
Au Naturel in Ash – 4" Width
Rug: Pixel in Vintage

stantonflooring.com

800.452.4474



FCIF 40th Anniversary Gala



THE STARS COME OUT TO SUPPORT WORTHY CAUSE

NEW YORK—More than 200 leaders in the flooring industry gathered here recently to celebrate the 40th anniversary of the Floor Covering Industry Foundation (FCIF) at the Rainbow Room atop the famed Rockefeller Plaza. During the event, the foundation raised over \$250,000 to support flooring industry workers battling catastrophic illnesses and other hardships.

“The 40th Anniversary Gala, along with our annual donations, is a true testament to the caring power of the floor covering industry,” said Andrea Blackburn, executive director, FCIF. “It was a unique evening celebrating the legacy of philanthropy and leadership in flooring,” she added.

At the same time, the FCIF 40th Anniversary Gala served as a platform to recognize the lifetime accomplishments of indus-

try leaders. This year, FCIF honored Howard Brodsky and Jeanne Matson of CCA Global Partners, and Dana Teague of Informa Exhibitions.

Brodsky, co-founder, chairman and co-CEO of CCA Global, is a world leader of cooperatives and a prolific American entrepreneur. CCA is one of the largest cooperatives in the U.S. with sales surpassing \$10 billion. CCA services 20,000 childcare centers, 2,000 non-profits and over one million independent family businesses. Brodsky was the first American to be awarded the Rochdale Award, the “Nobel Prize of Cooperative Business” given every two years to an individual who has made the greatest impact in cooperatives around the globe.

Matson, the former president and CEO of Starnet—the largest purchasing cooperative of inde-

pendent commercial flooring contractors in the United States and Canada—currently serves as a consultant for CCA Global. During her tenure at Starnet, the organization enjoyed strong financial growth while strategically adding new members to ensure representation in all geographies within North America. In addition, Matson and the Starnet team developed a comprehensive training and education program for the members and preferred vendors. Her focus throughout was on strengthening the partnership between both groups and advancing the commercial flooring industry overall.

Teague, vice president at Informa Markets, oversees a design portfolio of events, which includes The International Surface Event (TISE), the largest North American event serving the floor covering, stone and tile

industries. TISE encompasses three venerable brands: Surfaces, StonExpo/Marmomac and TileExpo. In addition, Teague manages the AIA Conference on Architecture as well as The

International Roofing Expo, the International Pool, Spa, Patio/Deck Expo and Inside Self-Storage Expo.

Following are some snapshots from the event.



(Captions read from left, unless noted otherwise.)

1 FCIF honorees for 2021: Jeanne Matson, Howard Brodsky and Dana Teague.

2 Emily Morrow-Finkell and Don Finkell

3 CCA Global's Theresa Fisher (second from left), Frank Chiera (third from left) and Terri Daniels (second from right) with significant others

4 Mr. and Mrs. Philippe Erramuzpe, formerly of USFloors

5 FEI Group contingent: Albert Benavides and his wife, Danielle; Patrick Williams and his wife, Kathy; Graham Howerton and his wife, Polly; and Brian Caress and his girlfriend, Jessica

6 Mr. and Mrs. Bruce Zwicker along with WFCA Hall of Famer Piet Dossche

7 American Biltrite's Roger Marcus and Mannington's Jay Koppelson

8 Representing Starnet were Randy Weis, RD Weis; Cheryl Acierno, Acierno & Co.; and Fred

Williamson, former executive vice president

9 FCNews publisher, Steven Feldman, and guests

10 FCNews' associate publisher Dustin Aaronson with wife, Justine, and daughter, Naomi

11 Shaw Industries' Mike Fromm and Steve Sieracki

12 Spartan Surfaces' Sean Swanson, Joe Blodgett and Mike Blasek

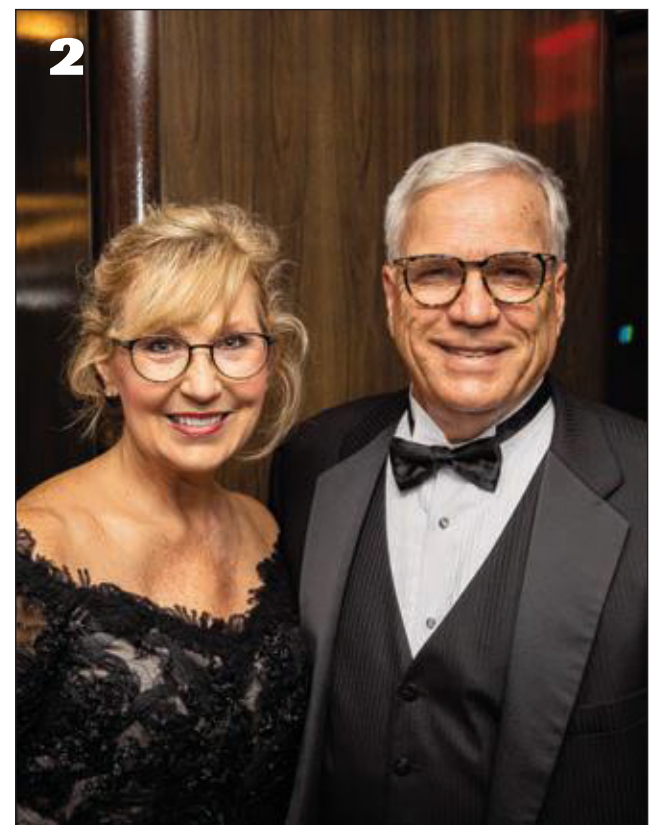
13 Stanton Carpet's Adam Feldberg and wife alongside CEO Jonathan Cohen.

14 Team Karndean: Noah Fulton, Ed Perrin and Bill Anderson and their respective spouses

15 Karastan's Jason Randolph, Daltile's Patrick Warren and NFA's Lisa Browning along with significant others

16 RFMS' Rod and Madelaine Bayless with Mr. and Mrs. Terry Wheat

17 Armstrong Flooring's Michel Vermette and Starnet's Fred Williamson





FCEF meets to address installation crisis

By Ken Ryan

The Floor Covering Education Foundation (FCEF) gathered in Chattanooga, Tenn., earlier this month to discuss key installation issues facing the flooring industry while mapping out plans for 2022 and beyond.

Here are the key takeaways:

Lack of awareness is a problem

While there has been a lot of interest in trade career options recently—and many organizations promoting trade careers—flooring is often left out of these conversations. “We have an awareness problem in our industry,” Jim Aaron, executive director of the FCEF, told FCNews. “Ask young people who are considering a trade and you’d be hard pressed to find

anyone who knows of flooring installation.”

To that end, FCEF is:

- Building a website that will provide detailed information and resources for those interested in flooring trade careers.

- Launching social ad campaigns to promote awareness of flooring trade careers.

- Accepting online scholarship applications for approved introductory trainings offered by International Certified Flooring Installers (CFI), Certified Tile Education Foundation (CTEF) and National Wood Flooring Association (NWFA).

Georgia Technical School Pilot

FCEF partnered with Georgia Northwestern Technical College (GNTC) and collaborated with CFI, CTEF and NWFA

to create a 10-week flooring installation basics course that will be offered starting in January 2022 at GNTC’s Dalton campus.

FCEF said it is working to get this program accredited, which will allow for more scholarship and grant opportunities for students and help FCEF replicate the program in other schools. More information is available at <https://fcef.org/trade-up/gntc>

Industry support is essential

With financial commitments from the World Floor Covering Association (WFCA), Shaw, Mohawk, Engineered Floors, AHF Products and Mannington Mills, FCEF has been able to



Jim Aaron

make some great strides in addressing a long-ignored problem. FCEF has also received donations from some retailers and is in talks with other key businesses in the industry.

Monthly donations are the easiest way smaller businesses can help support FCEF’s efforts, Aaron said. Recurring donations can be made online and scheduled automatically each month. <https://fcef.org/step-up>

2022 Focus

FCEF plans to continue its fundraising efforts in 2022 along with these initiatives:

- Expand support from other suppliers and big box retailers

- More aggressive push for monthly donations

- Apply for federal grant funds

- Launch digital advertising campaigns

- Make FCEF website more informative and engaging

- Seek partnerships with other organizations promoting trade careers

- Empower retailers to work on FCEF’s behalf on the local level with career fair kits and a guide to sponsor local training

- Connect with nationwide recruiting groups

“We need to bring new people into this industry,” Aaron noted. “I’m encouraging retailers to get to know your local high school guidance counselor. This issue will not be solved without people’s involvement at the local level.”

Mohawk Roadshow

Continued from page 3

showroom at the Customer Success Area, but this specific class is really about unlocking greater potential for those

retailers and how the Edge go-to-market strategy will help them succeed in their business. So, it’s just a little bit of a deeper dive to help them learn about what we’re doing inside of Edge.”

Finding (and retaining) quality employees. One of the most challenging parts of running a small business is finding and keeping employees. During this session, attendees will learn from leading industry experts

how fellow retailers have found success in dealing with these issues and how to plan accordingly. “This one is especially relevant to our current situation and economy,” Duke noted. “Tips for retaining good employees is really in demand right now, so that one really hit home for many retailers.”

Flooring is fashionable. Studies show the consumer places high priority on how a flooring purchase will make her home look and feel. To that end, selling inspiration and style requires a different approach than selling product features. This session will discuss how to successfully position flooring as a fashion accessory for the home.

According to Mohawk, the educational sessions will be arranged in a manner that allows retailers to maximize their time on the show floor without worrying that they will miss out on the educational opportunities. How it works: When retailers register online

to attend the specific Roadshow in their area, they are invited to sign up for the educational classes at the same time. Meanwhile, since the showroom visits are “appointment-only,” retailers can book their classes without any schedule conflicts.

“Retailers can work closely with our showroom team to make sure they’re lining up appointments to do their tours,” Duke said. “At the same time, when they register, we’ll be able to capture when they want to take their education classes as well. So, hopefully, the way it lines up is they’ll be able to come in, take a class and then go to the showroom—or vice versa.”

Whatever classes retailers decide on, Mohawk is encouraging retailer attendees to make their respective reservations as soon as possible. Nearly 25% of the seats for the educational classes were claimed within the first week registration opened, according to Mohawk.



COMPUFLOOR ERP™
BUSINESS MANAGEMENT SOFTWARE SOLUTIONS

CompUFloor ERP, The Flooring Industry's most advanced, multi-platform, business management system available today.



QUOTE/ORDER MANAGEMENT



TRUE CLOUD ARCHITECTURE



INVENTORY MANAGEMENT



ESTIMATING/TAKOFF



PURCHASE ORDER PROCESSING



ADVANCED ANALYTICS



INSTALLATION MANAGEMENT



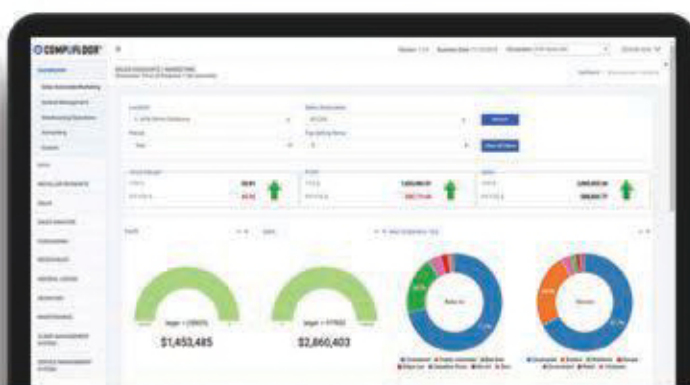
E-COMMERCE



FINANCE AND ACCOUNTING



CRM



Join the thousands of satisfied Comp-U-Floor users. Contact us for an online demonstration today!

(800) 766-0330
sales@ayaassociates.com

WWW.COMP-U-FLOOR.COM

RESIDENTIAL COMMERCIAL DISTRIBUTION BUILDER MULTI-FAMILY

Mohawk adds Atlanta to 2022 Roadshow schedule

DALTON—Mohawk has added Atlanta to the list of stops on its 2022 Momentum Roadshow. The latest pit stop, the fifth in the series, is scheduled to take place Feb. 22-23 at the Mohawk Flooring Center in Calhoun, Ga. The updated 2022 Mohawk Momentum Roadshow schedule is as follows:

- Philadelphia: Jan. 5-6, Marriott Philadelphia Downtown
- Chicago: Jan. 12-13, Sheraton Grand Hotel
- Huntington Beach, Calif.: Jan. 24-25, Waterfront Beach Resort
- Las Vegas: Feb. 1-3, Surfaces-Mandalay Bay Convention Center
- Calhoun, Ga.: Feb. 22-23, Mohawk Flooring Center



THE BEST IN
SURFACES
ON DISPLAY

REGISTER NOW

2022 EXHIBITS 1 - 3 February

Mandalay Bay Convention Center | Las Vegas, NV

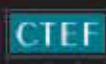
intlsurfaceevent.com/register

Bringing the whole industry together in-person
in Las Vegas and virtually on Facebook.

THE
INTERNATIONAL
SURFACE
EVENT


SURFACES

LAS VEGAS



Stanton makes a big splash in crowded hard surface pool

By Ken Ryan

Stanton was one of the last of the traditional carpet mills to make the leap into hard surfaces, entering the category in 2020. Rather than dip its proverbial toe in the exploding luxury vinyl pool, it went full cannon ball, making a splash almost immediately.

Stanton Decorative Waterproof Flooring (DWF) was introduced in January of 2020 with 24 SKUs.

Despite the interruptions caused by the COVID-19 pandemic and subsequent supply-chain slowdown, Stanton added 36 more products in 2021, along with longer and wider 9 x 60 planks; a unique and decorative 4-inch-wide product; and Vanguard, its glue-down commercial offering. And that's just the beginning, according to John Rocconi, senior director hard surfaces, Stanton. "We will continue to invest in this strategic category as it becomes a larger part of our total offering."

Rocconi told *FCNews* that Stanton did its due diligence prior to getting into hard surfaces. It devoted considerable time to learning each region in the U.S., trying to understand what visual was selling locally. It then tweaked its patterns and colors until getting it just right. "We have something for every market," Rocconi said. "We get very positive feedback on our merchandising, which has a clean and sophisticated look and large sample boards with great product reveal."

Retailers respond

Through its long-term success in carpet, Stanton has earned a legion of retail support on the soft surface side for its many great designs and range of colors and patterns. It is now making a statement with its LVP program as well.

Leo Iasenza, owner of Carpet Designs in Delray Beach, Fla., said Stanton's color choices in hard surface is what separates it from the pack. "To me, that's really their claim to fame—the color choices. They really offer colors no one else has. They have a beautiful line,

very complete. Stanton is one of the few companies that offer light colors—whites and light grays—and also charcoals and blacks. We sell a ton of their Blanco line."

Iasenza also gave Stanton high marks for holding the line on pricing as best it can, while noting that all hard surface companies have had to raise prices, with Stanton no exception. Still, he said, "They tend to keep their prices in check so

quality have been outstanding, which is par for the course for Stanton."

Like others, Mandel cited Stanton's unique colors, which, he said, stand out from its competitors. He cited Midnight Black and Ivory White as two winners. "While these colors aren't for everyone, customers looking to make a bold statement with their floors have gravitated to this line based on those colors alone."

Joel Schreier, president of Chicago-based Home Carpet One, has enjoyed many years of success with Stanton in carpet and said he likes what he sees in hard surface so far. "They have distinguished themselves with the cleanest designs in the marketplace, with an updated color line," he said. "Unlike many other vendors, their inventory position is very strong, which is

more important than ever these days."

Stanton said it has big plans for 2022 with its largest Stanton DWF launch to date. The first part of that introduction will be a large format, 16 x 32 SPC tile in 12 clean, light colors. "We'll have another large addition of wood visuals that complement our current offering and round out the collection," Rocconi explained. "And we have one or two surprises in the works as well."

they are not way out of whack like a lot of my customers. They offer a reasonably priced product with a good wear layer that is easy to install, with colors no one else has."

In anticipation of supply chain concerns, Sterling Carpet & Flooring, Anaheim, Calif., brought on Stanton's LVP inventory early in the program's launch. The move has worked well for co-owner Dan Mandel, who has had success with their line. "Their service and product



Retailers praised Stanton hard surfaces for its range of colors and quality craftsmanship.

lisbiz strategies

What's driving workers' changing mindsets

The world of work is changing. It appears that employers are no longer in the driver's seat when it comes to hiring. At present, workers seem to have the upper hand. I don't know anyone who hasn't said that finding the right worker(s) is very difficult.

ADP Research Institute earlier this year released a study, "People at work 2021: A Global Workforce View," which delivered insight into workers' perspectives about the future. One finding is obvious: work and workers have changed. Workers have been forced to determine if they should risk their health or the health of their family to keep going to work. At the same time, mandatory vaccination policies have caused further labor shortages, particularly in those cases where many state, government and municipal employees—as well as some private firms—have



LISBETH CALANDRINO

job training. Some companies are taking a page out of the professional sports-world playbook by offering potential workers "signing bonuses" to come on board.

On the flip side, however, the CNBC study found fewer companies have offered additional benefits, including enhanced medical (8%), educational benefits (7%) and child-care or elder-care benefits (5%).

If nothing else, the pandemic has reminded us that people matter more than ever. We've lost family members, good friends and others who we knew only in

passing. I lost a great person who I had become close to who worked at AT&T. He helped me choose the right phone plan and occasionally joined me for lunch. He became sick with COVID-19 and within a month he

was gone. Many people I know have a similar story.

What this experience has taught us is what really matters in life and work. And if it matters to you, you can be sure it's on the minds of both existing and potential employees. As a business owner, ask yourself: what is the larger purpose of my business? In my experience, most business owners define "purpose" as building a successful business or achieving a more affluent lifestyle, but oftentimes it's not tied to a larger purpose.

Try to reframe your thinking and put yourself in the shoes of your employees or potential employees. Beyond a paycheck, it's important for some employees to know the fruits of their labor are providing something that matters to your customers.

Please join me at Surfaces 2022, where I will discuss more on this subject in my presentation, "Hiring and the New World of Work."

BEYOND A PAYCHECK, IT'S IMPORTANT FOR SOME EMPLOYEES TO KNOW THE FRUITS OF THEIR LABOR ARE PROVIDING SOMETHING THAT MATTERS TO YOUR CUSTOMERS.

laid off employees who have not volunteered to get their shots. On top of that, many people have opted to retire early instead of re-entering the workforce.

Additional research shows millennials were three times more likely than others to say they were re-evaluating their work. More than one-in-three American labor force participants (35%) are millennials, making them the largest generation in the U.S. labor force, according to a Pew Research Center analysis of U.S. Census Bureau data.

That begs the question: Where will you get your employees? Furthermore, what do you have to do to make sure they stay with you? A recent CNBC survey found that many employers are offering their employees more money to stay. Specifically, 32% of small business owners say they have raised wages in the past three months to attract workers, while 27% are offering more flexible hours and 24% more on-the-

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@nycap.rr.com.

Lisbeth Calandrino
Your Business Coach

Do You Need To Get Unstuck In Your Business?

- Find Profitable Customers
- Build A Competitive Edge

www.lisbethcalandrino.com
(518) 495-5380
lcalandrino@nycap.rr.com

Get My FREE Tips, Tricks & Videos on Facebook!

CALI[®] vinyl legends



Thanks for building with us.
Here's to a legendary 2022.

CALIfloors.shop/fcnleg



CALIfloors.shop/fcnleg | 844.443.6184

State of the Industry

Category reaps the benefits of a booming housing

By Megan Salzano-Birch

After two years of slow decline, the tile category is back on top. U.S. suppliers are touting record-high sales in 2021 and expected ongoing growth as a result of changing consumer habits and a booming housing market—both spurred by the COVID-19 pandemic. While the pandemic caused uncertainty across the board in 2020, it became clear in the year that followed that flooring would get a lift from the otherwise adverse event.

Suppliers agree the tile category's growth was in the low double digits thanks to life in the "age of COVID-19," a welcome change from tile's performance in recent years. "Our expectation is that the tile market grew by 10% in the past year," said Raj Shah, president, MSI. "The pandemic put a renewed interest in the home. Demand soared with work-from-home, educate-from-home as well as discretionary spending transitioning from

travel/leisure to the home."

Patrick Warren, vice president of residential sales, dealer and showrooms, Dal-Tile Corp., agreed, adding, "People are still spending more time at home due to the lifestyle changes that began last year during the pandemic. Many people began dreaming of or executing remodeling projects last year because the extreme at-home time was a daily reminder of remodeling projects they wanted to tackle."

Indeed, one bright spot for the category is the boom in the housing market. Housing remains a steady meter industry observers use to gauge the health of the ceramic tile market in the U.S., and numerous factors such as home renovations, new purchases and low interest rates have had a positive impact on tile's outlook.

For example, sales of newly built, single-family homes in September rose 14% to an 800,000 seasonally adjusted annual rate, according to data



Daltile's new Defend is a distinct product line of high-performance tile featuring Microban technology, which will not wash off or wear away.

the strong growth in the housing market as well as the extreme increase in the sheer number of home renovations—creating an unprecedented demand of building materials, which have impacted the tile industry in a positive upswing."

Doug Hayes, vice president of sales, Florida Tile, added, "The residential ceramic business has been strong through the pandemic, and we expect it to continue to be strong in 2022. This is especially true for the residential remodel segment."

Mara Villanueva-Heras, vice president of marketing, Emser Tile, agreed, noting that quarantine paired with extremely low interest rates has fueled the demand for new home purchases along with the renovation and upgrading of existing homes. "The pandemic is still impacting consumption

since there continues to be high demand for new homeownership as well as for upgrading of existing homes. As more homes are being constructed and purchased, more tile products are needed for primary areas such as kitchen and bathroom floors and walls."

There's no doubt that tile is on the comeback, but that begs the question: which products are seeing the most growth? For some suppliers, growth is occurring across the board and isn't expected to stop.

"We have seen significant growth in all residential-related products," MSI's Shah told FCNews. "In addition, we have seen a transition to higher-price-point products by the consumer. The only segment where we have seen some trepidation is commercial, but that is to be expected with the pandemic. With the infrastructure spending as well as travel/leisure coming back, we expect this to increase as well in 2022."

For Emser, Villanueva-Heras noted some standouts. "Larger

DISCOVER THE DIFFERENCE

Emser Tile® has hundreds of patterns, styles and colors to choose from, in-stock and ready to ship!

Emser Tile®

www.emser.com

PASSION™ Verde & Crema

market

format tile continues to gain market share as it provides a more seamless installation with less visible grout lines. Tile that mimics natural materials such as wood, marble, terrazzo, concrete and brick is extremely popular, along with handcrafted looks that feature highly tactile qualities and color variance. Ceramic wall tile and decorative mosaics in unique patterns, shapes and colors continue to gain popularity as consumers look to more dramatic feature walls and backsplashes to individualize their spaces. Anti-slip tiles are also growing in importance as outdoor projects increase due to the pandemic.”

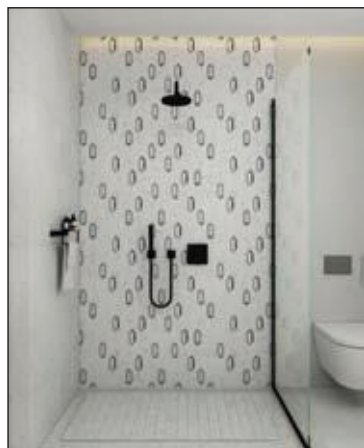
Innovation abounds

The tile category continues to bear its challenges well and remains poised for growth in the coming years. With that in mind, tile suppliers are continuing to push innovation as the means to gain lost market share and elevate tile in the eyes of the consumer.

Daltile has launched several new collections that tout advanced technology, including RevoTile, billed as a spectacular game-changer for the tile industry that has the potential to increase retailers’ revenue and serve as a solution to the shortage of qualified tile installers.

Daltile’s new Defend is another distinct product line of high-performance tile featuring Microban technology—a boon to today’s “germ-aware” world.

MSI recently introduced Zero-slip, a proprietary technology providing exceptional slip resistance for wet and dry flooring, ensuring a dynamic coefficient of friction value of at least 50% greater than the industry standard. The innovative technology is included on all MSI Arterra porcelain pavers and various tiles installed indoors and outdoors.



Emser’s L’Amour is a mosaic tile of eco-conscious, recycled glass construction.

Emser’s L’Amour is a mosaic tile collection that pairs the look of natural marble with an eco-conscious, recycled glass construction. Included in the collection are seven classic shapes that encompass a picket, diamond, leaf, triad, kaleidoscope, square and rectangle, which are inspired by the popular marble-look trend. Its recycled glass construction provides the elegance and sophistication of natural marble while allowing for easy care and maintenance

along with better affordability.

For Florida Tile, ceramic wall tile continues to expand in shapes, finishes and structures. Amplify, from Florida Tile, is a large-format wall tile collection that adds form and depth to any application. “Wavy and geometric 3D structures create visual interest that you can’t help but reach out and touch,” said Micah Hand, director of marketing and product management, Florida Tile.

Anthology recently revealed



MSI’s Arterra porcelain pavers feature Zero-slip, a proprietary technology providing exceptional slip resistance for wet and dry flooring.

On the Edge, a collection of genuine rose gold, platinum and 14K gold framed tiles in 4 x 16 and 6-inch hexagonal shapes. (For the full story visit fcnews.net)



OVER 10 MILLION SQUARE FEET IN STOCK



Introducing... the Lofts Collection

TRUE WATERPROOF LAMINATE

- Lifetime Waterproof Residential Warranty
- Scratch resistant
- Pet friendly
- 12mm + 2mm pad attached
- Embossed in register
- 10 designer colors
- Random lengths of 2', 4' and 6'
- No special molding or sealant prep required



IN STOCK AND AVAILABLE NOW

createflooring.com • 877.425.9961
124 Industrial Blvd NE, Calhoun, GA. 30701

DID YOU KNOW

SELLING TIPS



The trick to selling waterproof wood is managing the customer's high expectations

The concept of waterproof floors—whether it's hardwood, SPC/WPC or rigid core/wood hybrids—is truly resonating with consumers. For proof, just look at all the ads and signage in store, online and on TV touting flooring's resistance to moisture incursion. If that's not enough, many consumers in the market for flooring today have an expectation that their new floors will perform well in any installation scenario.

The key to responsibly promoting waterproof flooring, experts say, lies in proactively managing the customer's expectations. "The problem for retailers is that what waterproof means to the consumer and what it means in regard to warranties are two entirely different things," said Penny Carnino, COO at Grigsby's Carpet, Tile & Hardwood in Tulsa, Okla. "A lot of the time all they hear is 'waterproof' and no matter how many times we explain that [applies to] topical spills they don't hear it."

In today's hypercompetitive environment, it's not unusual for consumers to expect their new floors to be able stand up to spills and minor household accidents. However, in extreme

cases such as a flood, any flooring will require replacement.

Truth be told, innovations utilized in today's 100% solid or engineered hardwood floors or hybrids help address some common everyday accidents and spills. Case in point are the Hearthwood and American OEM lines—brands that were recently acquired by AHF Products. According to Don Finkell, vice president at AHF, these products are made with a six-sided coating system called WetWorx Splatter and Spill Guard. "Compared to an untreated engineered wood floor—after three days of sub-

mersion in water—water absorption is reduced by 250%," he explained. "More importantly, after the floor dries out, you don't see the effect of the water on the WetWorx-treated sample, whereas the untreated sample shows water damage."

Waterproof wood might be considered new territory for hardwood flooring; however, suppliers are confident their products will hold up to claims. "Wood floors have been used for centuries and up until now they have not had much resistance to water," Finkell stated. "But, with improved technology, it's now available, so why not get it?"

TRIED AND TRUE



Castillian from Mullican

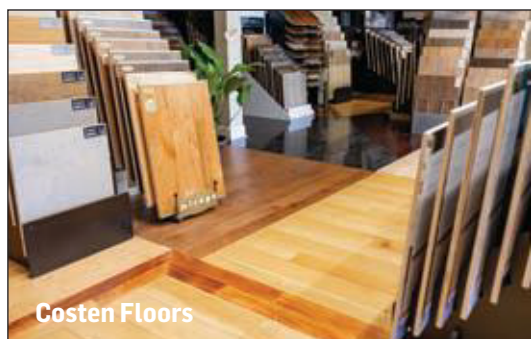
Mullican's Castillian collection is precision manufactured from the finest European white oak; this collection is inclusive of four different series and is offered in wire-brushed, hand-sculpted and distressed surface treatments. The Castillian collection is available in 16 colors and offers widths of 6, 6½, 7, 7½ and nearly 9½ inches. All products carry a 50-year wear warranty.

Want to sell more wood? Lay it down

It's pretty much a given that if you want to effectively promote hardwood flooring in your store, the product displays you carry need to not only be "front and center," but they must also offer a broad enough selection to suit a variety of end-user needs. However, it's not the only way to draw the customer's attention to the hardwood flooring department.

At Richmond, Va.-based Costen Floors—which counts Bruce, Hartco, Mirage and Mullican among its vast hardwood offering—the retailer utilizes floor space to

complement the standard upright merchandisers. "Our total square footage of our showroom is about 12,000 square feet, and within that space we've carved out a section where we have 22 different kinds of hardwood flooring installed," said Tripp Costen, owner. "It's tough to sell wood off a sample alone; you have to have it down on the floor."



Costen Floors



NEW AND NOTABLE

Mirage-Rocking Horse

Rocking Horse conveys a subtle variation of the popular natural white oak visual. This new color from Mirage offers consumers a visual that's still trending, but features a little twist to differentiate it from the vast majority of white oak floors on the market, the company said. Rocking Horse is part of the company's signature Sweet Memories Collection.

Dealers score with Somerset

Greg Bruce, the owner of specialty store Virginia-based-Fredericksburg Hardwood, has been selling the Somerset Hardwood brand for at least 15 years. When you've been working with a particular supplier for that length of time, there's usually a very good reason for doing so.

"It's domestically made, the quality is great and you can make a really good margin on the product," Bruce stated. "We always make sure we have Somerset products stocked in our warehouse."

Some of Fredericksburg Hardwood's top sellers in the Somerset line include its Character Collection, in both engineered and solid formats, as well as the popular Handcrafted Wide Plank offering. "It's not always easy to get a customer to upgrade to 6½- or 7-inch-wide product and feel good about the installation," Bruce noted. "But with Somerset's Handcrafted product it's possible. The line



Fredericksburg Hardwood

does really well for us."

Another long-time Somerset dealer is Kevin Daniel, owner of Heartland Hardwood, Knoxville, Tenn. Like Fredericksburg Hardwood's Bruce, Somerset's deep product lineup is the clincher. "We like the different options they offer," he explained. "A lot of their products are available in both an engineered and solid platform, and their engineered platform has a 3mm wear layer on it—something that I really like."

Both retailers say Somerset's extensive offering provides many opportunities to renovate many areas of a client's home—not just a room here or there. "Somerset installations are going in entire houses in our market," Bruce said. "In fact, we do more entire homes with Somerset than single rooms."

While Somerset's expansive portfolio covers all tiers across the good/better/best spectrum, it's that mid-to-upper range that's really popping. "I don't really sell their entry-level stuff," Daniel said. "Every now and again we'll sell the usual gunstock oak and butterscotch colors, but most of the stuff we move for Somerset is wider plank upgrade."

Bruce agreed. "Somerset has a pretty wide range of products from middle of the road on up—not a lot of low-end stuff. But it's all quality driven."



REAL WOOD COALITION

Sell **MORE** wood.
Make more **MONEY**.



marketing mastery

Mine the hidden gold in your business

(Part 1 of a series)

“What advertising should I start with?” an

attendee at one of my seminars asked me. This is a question I get asked regularly, and it's a good one. There are hundreds of ways to market your flooring business, so it's easy to get overwhelmed, especially when you have ad companies calling and emailing you every day claiming that you should use whatever they happen to be selling.

So, my short answer to the attendee was this: “Start by mining the hidden gold in your business.” This means that you've got opportunities right in front of

CONDUCT DRILLS AND EXERCISES COVERING THE DIFFERENT PARTS OF THE PROCESS, SUCH AS THE SCRIPT FOR GREETING WALK-INS, GOING THROUGH THE QUESTIONNAIRE, CLOSING THE SALE, ETC.

you to get more sales that you're almost certainly missing, so let's grab those first before you invest thousands of dollars into advertising campaigns.

The primary objective is to convert more “door swings.” Studies have shown that if 10 people walk into a dealership, on average only three shoppers will buy. So, if the average dealer increases their close ratio from three to four out of 10, they've just increased their gross revenue by 33% without spending any additional money on advertising.

Here are some proven ways to increase your closed sale ratio:

Implement a step-by-step, diagnostic selling system. I've covered diagnostic selling extensively in the past, but here's a quick review: Invite the walk-in to sit down for a consultation. Use a questionnaire and ask her questions and log the answers. Include the usual questions about her project, but also include target questions. These are questions that paint a target on the prospect and enable you to zero in on her biggest needs and concerns so you can close the sale.

Jim is the founder and president of Flooring Success Systems, a company that provides floor dealers with marketing services and coaching to help them attract quality customers, close more sales, get higher margins and work the hours they choose. For information, visit flooringsuccesssystems.com



JIM AUGUSTUS ARMSTRONG

Examples include: What's important about new flooring to you? What do you like/dislike about your current flooring?

Create a zero-resistance selling environment in your store. Some strategies for this include:

- Customer testimonials posted in your store
- Showroom monitors playing testimonials and photos of your completed projects
- Handing walk-ins a beverage menu and asking them what they'd like to drink
- Maintaining a neat, curated showroom
- Popping popcorn or baking cookies in your store to make it smell homey

Position yourself as a trusted advisor. This is best accomplished during the measure appointment. On the day of the measurement, text the prospect 10 minutes before you arrive. Get permission to measure and inspect all the areas of the home. Before you enter the home, wear shoe covers. Have the tools to close in the home including software for creating quotes and a way to collect a deposit.

Train your sales team on the system. This can be done via weekly meetings where you conduct drills and exercises covering the different parts of the process, such as the script for greeting walk-ins, going through the questionnaire, closing the sale, etc.

“But Jim, I'm too busy to implement a system like that.” If that describes you, then I have a question: What's taking up your time that's more important than increasing your revenue 15% to 30% with zero marketing costs?



With additional investments from AHF Products' new owner, the company will be able to accelerate an already aggressive product rollout initiative. Pictured is the new Dogwood line from the Bruce brand.

AHF

Continued from page 1

in November three years ago, it has grown, on average, by 20% each of the past three years—including 2020, the year the COVID-19 pandemic hit.

“AHF Products has experienced incredible growth since its inception and we're thrilled to partner with Paceline with a shared vision of how we will take the business to the next level,” Carson said. “When Paceline learned about our business, they were impressed with our growth, our team and our successes. They saw a tremendous opportunity to step in and become our financial sponsors for the next steps in AHF's journey.”

That next phase, according to Carson, will entail an acceleration of the expansion strategies and manufacturing investments AIP has financed over the past three years. “In our meetings with Paceline we shared opportunities where we think we can still create tremendous value for our customers as well as value for AHF,” Carson stated. “They see many of those same opportunities.”

AHF Products, through its eight global manufacturing plants, has the capacity to produce a range of both solid and engineered wood flooring products, and it serves customers through three distribution locations. Over the past two years, the company has acquired a vinyl plank flooring manufacturer, formed a partnership with a domestic laminate flooring supplier and expanded its product offering to include a range of hard surface commercial flooring products.

Future acquisitions and partnerships, Carson noted, are not out of the realm of possibility. “Paceline has ready access to capital to fuel our ideas,” he explained. “They believe in our growth strategies, and they love the flooring business. They are customer oriented, as we are, and are willing to invest in companies that are innovators in manufacturing, marketing and merchandising.”

An attractive target

AIP—AHF Products' current owner until the deal with Paceline is fully consummat-

ed—saw the same potential in AHF that compelled Paceline to make a play for the company. “It was three years ago this month that AIP announced they were acquiring AHF Products,” Carson recalled. “They saw a diamond in the rough and that they could invest in good ideas and strategies. Our business has really grown over the past three years, and AIP saw an opportunity to get a return on their investment in AHF.”

Rick Hoffman, a partner at AIP, concurred. “We have greatly enjoyed the partnership with AHF Products, its best-in-class management team and its dedicated global workforce. Since its formation in 2019, AHF Products has experienced remarkable growth and is well positioned to continue its trajectory through continued innovation and superb customer service.”

The capital infusion from Paceline will support a range of AHF's initiatives moving forward, including its stated objective to boost stateside production capacity. Given all the supply-chain challenges the flooring industry is dealing with today, the timing is ideal.

“Whether it's our acquisition of American OEM—which gave us more engineered hardwood capacity in the U.S.—or our partnerships on the laminate side, we are expanding our capacity to provide products made right here in America,” Carson said. “That translates into greater lead-time reliability without all the instability of tariffs, duties, freight and everything that goes along with that. At the same time, we've also expanded our Cambodia plant. These steps will help better position us in the market to meet growing demand from our customers.”

The transaction is subject to customary closing conditions and is expected to close in the first quarter of 2022.

Attention floor dealers! **FREE** book reveals how to...

HAVE AN AWESOME LIFE IN THE FLOORING BUSINESS!

Jim Augustus Armstrong's Latest Book Reveals:

- How a Florida dealer grew his business by 50% while cutting his work hours in half!
- How to take control of your business and work the hours YOU choose!
- How to grow your business, while maintaining your sanity!

Forward by Scott Humphrey
CEO of the WFCB

For a FREE copy visit: FlooringSuccessSystems.com



Expand your market anywhere in the USA.



Our new Charlotte, NC and Clinton, MA distribution centers bring even more power to independent retailers who must sell wherever the market is buying. With strategically placed distribution centers across the United States, you can put the largest independent, flooring-focused distribution network to work for you.

FloorCon 2021

Continued from page 1

new retail selling system that connects the online website technology to the in-store experience.

The new end-to-end technology platform aims to allow independent flooring dealers to simplify their systems, optimize their marketing investments, increase profits and create the best consumer experience by melding digital technology with in-store technology, including a turnkey merchandising “showroom” and in-store visualizer.

In order to achieve the ground-breaking launch of the all-in-one platform, Broadlume has made several strategic acquisitions over the years, each adding another piece to the puzzle. Those acquisitions include FloorForce (websites), Creating Your Space (websites), Fretail (room visualizer) and Retail Lead Management (CRM). At the show it was announced that RollMaster, a flooring industry-specific software company, had also been acquired by Broadlume.

“For years, this industry has had a lot of software that didn’t work together—ERP systems and apps that worked in silos,” explained Patrick Ferries, COO,

RollMaster. “Now you can have it all—the best websites in the business, married to the best visualization in the business, married to the best ERP in the business.”

In addition to a seamless selling system, one major advancement that comes with the RollMaster acquisition is the ability to track and analyze a business’ digital marketing ROI.

Theril Williams, owner of Floors To Go, Haltom City, Texas, who will be onboarding the entire Broadlume platform, noted the unprecedented boon to business this acquisition alone provides. “You’re going to get data on your ROI in terms of your digital marketing, which is not something that has been possible before this,” he explained. “I probably waste half my money on marketing, but I just don’t know which half it is. This will make that difference.”

However, while Broadlume’s powerhouse technology tools have made a name for themselves in the industry over the last several years, it’s also the new in-store experience that turned heads at the show. For the first time in flooring, the company said, consumers can begin their journey online and follow it directly in-store where Broadlume’s selling



The new in-store ‘showroom’ hosts four private label brands—including Proximity Mills seen here—which features 20-30 vendors.

system can help the consumer continue her journey. “We’ve heard from a lot of dealers that consumers are having a great experience online, but it doesn’t match what’s in their showroom,” Todd Saunders, CEO, Broadlume, told FCNews. “We realized that the platform doesn’t stop at the technology; it extends all the way to the store.”

The in-store selling system is twofold: a Broadlume-curated merchandising display featuring four private-label brands—Paradiso, Doma, Newton and

Proximity Mills—and an advanced product visualizer.

“With the private-labeling system, you bring more value to the customer and it helps protect the dealer in terms of margins—to me, that’s the biggest value add to this whole thing,” Floors To Go’s Williams explained. “And it is rewarding both the dealer and the manufacturer because when we can narrow our showroom down to fewer choices, we become more important to those manufacturers we’re doing business with.”

Suppliers in attendance told FCNews that Broadlume is bring-

ing something new to the industry with a unique approach that benefits all parties. “Their agenda is not to sell product,” said Tyler Geren, CEO, Bella Flooring Group, one of the first suppliers to sign on for the private-label program. “Their agenda is to build dealers a technology platform that helps them succeed. They are doing just that.”

On the supplier relations side, Geren added, “We worked with them and they worked with us. There’s a two-way street that’s been created and that helps all of this run smoothly. Immediately after the samples were out and the onboarding happened, orders started coming in. With the group that they have now, that has expanded tenfold and each month we see increases.”

While Broadlume seemingly aims to connect the shopping experience from point of contact through product purchase, Saunders made it clear throughout the show that the platform is not to be confused with other labels. “Broadlume is not a manufacturer, Broadlume is not a sup-

Please join us for the 2022 Flooring Markets. We know it’s been a busy year so it’s time to connect with your industry partners to source new products and take your business to the next level.

2022 Market Schedule:

Southwest Flooring Market
January 6-7, 2022
AT&T Stadium
Arlington, TX

Southeast Flooring Market
January 26-27, 2022
Cobb Galleria Centre
Atlanta, GA

Gulf Coast Flooring Market
February 17-18, 2022
MS Coast Convention Center
Biloxi, MS



plier and Broadlume is not a buying group. What we are is a technology platform. But we want to be more than just a platform. We want to be a partner for the entire flooring industry. A partner that works with retailers and great manufacturers to help the flooring industry thrive in this new digital world that we're all in."

Dealers weigh in

It's safe to say, the dealer community that was present at FloorCon 2021 is more than ready to embrace the Broadlume platform and the forward momentum—plus, increased sales—it represents in the industry.

"This platform will transform my business," Floors To Go's Williams said. "It'll transform the industry and will make those who don't adapt sit up and take notice that they're getting left behind. [Broadlume is the first company] that has actually provided active leads, made my phone ring and helped people walk in the door. That's a huge deal."

For LG Kramer, Lakewood Ranch, Fla., which will be taking on the entire Broadlume platform in its current showroom as well as a new store it plans to open in 2022, the digital assets alone are a big draw. "It's made our lives so much easier," Lance Kramer, owner, told FCNews. "Last year we probably would not have survived if we had used our old system with our old routine. Now, we're taking everything—the whole [Broadlume] package. That's how much we believe in it."

Denise Heath, co-owner, Heath Flooring Concepts, Dallas, Ga., said she saw Broadlume's momentum years ago and was excited to be at the show to see the platform come together first-hand. "Flooring is something that, for the most part, people still need to see, touch, feel. But I think because of the pandemic and with the younger generations coming into the market, we need to make that transition online. This is helping us to bridge that gap for the new consumer—for the next generation. I think you'll see that the dealers who are willing to go with this platform really just soar past the competition. It's going to make a huge difference for those of us who are willing to go the next step."

For Sally Perron, co-owner, 24-7 Floors, Sarasota, Fla., which is also onboarding the entire Broadlume platform, it's not just what the comprehensive package can offer the business, but how it can make the business itself more attractive. "What is being talked about a lot in this industry is the difficulty everybody is having hiring. This is definitely a leg up. I love the fact that it's going to

attract a whole new space for us—hiring and inspiring new young college students coming out of school because it's making it exciting to be in flooring."

Perron added that the platform can also easily lend itself to expansion and help the industry begin to grow its dealer base once again. "I feel that if we follow the system to the best of our abilities and train our employees on that system, in the future it's going to be much easier for an owner like me to put a second store in. Then, I think it'll be easier to duplicate and keep duplicating."

For Jason Potts, owner, RIC Flooring, Cedar Rapids, Iowa, which will be taking on the entire

platform, it's a difference maker. "To run a business, you need a lot. One of those things is product. The reps in my area are 60-70 years old and they don't want to give me a line to compete with their best friend down the street. I will have the whole Broadlume kit and kaboodle by Jan. 1, and I'll be the top dog in my area soon enough. This is 100% what is going to get me there."

FloorCon 2022

The show must go on, and Broadlume expects next year's event to be even more poignant than this year's edition. If dealer sentiment at FloorCon 2021 is anything to judge by, 2022 will

continue to see success.

"Other shows are rather repetitive," RIC Flooring's Potts said. "Some have no real agenda other than to sell product. And they're all sales pitches from suppliers who have been doing this for 30 years in the same building. Nothing has changed. I want new. I'm very happy that FloorCon came about. I'm very excited that this event was more about education and networking, which is huge."

Rachel Berlin, sales manager at Precision Floors & Decor, Sheboygan, Wis., agreed that FloorCon 2021 offered a little something extra. "It's like a private invitation to something that's

bigger than the rest of the industry. You can go to other shows, but this is something special."

Dealers also agreed that it was the first event that put forward-thinking dealers in the same room together and allowed them to not only embrace technology but use it to improve their businesses. "You have to be forward thinking to bring yourself here," explained Michelle Winters, co-owner of Texas-based New Braunfels Flooring. "To be immersed with that caliber of person is inspiring—a lot of the people who are here are going to be the next big leaders. I think this event is going to mark a distinct 'before and after' in the industry."

**Deep blues
Soft greys
Warm yellows**

Let these colors of winter inspire your next creation

Fiber matters.

8624 Cornflower	C741A Navy	C717A Powder Blue	2375 Ochre
antron. <i>a</i>	antron. <i>a</i>	antron. <i>a</i>	antron. <i>a</i>

antron. *a*
a higher standard of carpet fiber

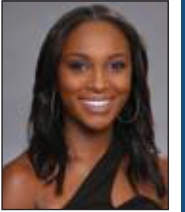
Specify Antron® fiber at your favorite carpet mill or look for running line styles with Antron fiber at your Bentley Mills, Mannington Commercial, Atlas Masland and Tarkett.

floor covering news CLASSIFIEDS

fcnews.net November 22/29, 2021

Floor Covering News
33 Walt Whitman Rd.
Suite 302
Huntington Sta., NY 11746

FOR A QUOTE CONTACT
Krystal Bates
krystal@fcnews.net
Call: 516.932.7860
Fax: 516.932.7639



CAREER OPPORTUNITIES

CAREER OPPORTUNITIES

CAREER OPPORTUNITIES

CAREER OPPORTUNITIES

CAREER OPPORTUNITIES

NOW HIRING

CLIENT SUCCESS MANAGERS

- ▶ Six-figure income potential first year with great base
- ▶ 401K and Phantom Stock
- ▶ Great Health Insurance

Apply at: rfms.com/about/careers/



Central Florida's Premier Floor Covering Gallery
New Job Opening for Immediate Hire
Retail Sales/Manager · Must Have Flooring Experience & Customer Service Skills
Send Resumes only: erusnak@theflooringcenterorlando.com



BUSINESS OPPORTUNITIES

BUSINESS OPPORTUNITIES

FOR SALE

Owner Retiring After 46 years
NE FL flooring business for sale
Contact Herb 904-571-4803

FLOORING BUSINESS FOR SALE
Owner Retiring

Very Well Established 33 Years

Metro Atlanta Georgia

Leave Message 770-527-5995

WE HELP DEALERS

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



**PREMIUM NATIONWIDE
DUSTLESS TILE REMOVAL
TERRITORIES AVAILABLE**

KING OF DUST FREE TILE REMOVAL®

Increase Your Profits & Stand Out!
Become a Certified DustRam Contractor®

DustRam.com/territories

LA & HOUSTON / CAREER OPPORTUNITY FOR REGIONAL SALES REPRESENTATIVES

LIONS FLOOR, as one of America's fastest-growing wholesale distributors of hard-surface flooring, is expanding to Texas! We have sustained exponential business growth for the past few years, and we are realizing great growth potential in launching national distribution channels.

Seeking Sales Representatives with proven record and experience in Greater Los Angeles Area, Greater Houston Area, Texas

Substantial earning potential and competitive compensation package will be offered. If you have a winning attitude and the desire to drive business growth, we want to hear from you!

Please submit resume with complete job history to: jerry@lionsfloor.com



HIRING SALES AGENTS

We are a fast-growing floor covering company looking for sales agents throughout the US.
Location: TX, AR, LA, OK, NM, KS, MO, CO, lower MS, lower AL
Please contact amy@createflooring.com for more information.



GROWING NATIONAL FLOORING SUPPLIER WITH MULTIPLE LOCATIONS ACROSS THE US IS SEEKING TO FILL THE FOLLOWING POSITIONS:

- San Jose location: Local Sales Rep and Customer Service Rep
- Dallas location: Local Sales Rep
- Los Angeles/San Jose/Dallas location: National Sales Manager

Competitive salary and top commission with outstanding bonuses and benefits. Apply Now!

Please send your resume and salary requirement by email to: ceciliaz@slccflooring.com



WEST COAST TERRITORY SALES MANAGER

Mercier Wood Flooring, the original prefinished wood flooring, is seeking to hire a territorial Sales Professional to cover the U.S. West Coast. Dealer/Distributor relationships and experience is a must. Travel and overnights will be required. Great opportunity for a motivated individual looking for a career. Please e-mail resume to wbondrowski@mercierwoodflooring.com.



The original prefinished wood flooring

MARKETPLACE

MARKETPLACE

MARKETPLACE

MARKETPLACE

MARKETPLACE

Accu-CUT

Brockie International

EMPLOYEE OF THE YEAR!

www.accu-cut.com



1-800-222-8288




Management Solutions for Your Flooring Business

Custom Fit to Your Industry

- Residential
- Commercial
- Builder
- Multi-Family & Property Management
- Distributors & Wholesalers

LEARN MORE AT RFMS.COM | 800.701.7367

FloorManager

Management & Estimating Software for the Residential Flooring Dealer




- Order Entry
- Operations
- Accounting
- POS
- Sample Tracking
- Scheduling
- Estimating
- Field Measuring

PacificSolutions.com/FCN | 800.400.4927 x 206

All You Need For Takeoffs and On-site Measurements

Introducing the MeasureSquare Suite



Measure Square 1.626.683.9188
www.measuresquare.com/fcn

BLACK FRIDAY SAVINGS
 ON THE INDUSTRY'S BEST SOFTWARE!



WWW.QFLOORS.COM

QFLOORS
 SOFTWARE

RAISE PROFITS • LOWER STRESS

WE BUY USED CARPET CUTTING MACHINES

407-509-3030

CLOSEOUTS! CLOSEOUTS! CLOSEOUTS!

- Glue Down LVP \$0.59 sq ft & up
- Click SPC \$1.29 sq ft & up
- Carpet Tile \$5.99 sq yd & up

- contact us for -
 - shaw contract materials-

334-315-7117

Terry Behr
 email: terry@behrwholesale.com

QUALITY-BUILT PROFIT CENTERS

Hands-on appeal
 Grab-n-go simplicity



Solidly-built, heavy metal frames/bases

MADE IN USA

Easy product access/storage

BAY VIEW DISPLAYS 231-218-6600
BayViewDisplays.com

THANK YOU
FOR MAKING



A SUCCESS

&

WELCOME

ROLLMASTER®

YOUR FLOORING BUSINESS
SOFTWARE PARTNER

to the  **Broadlume** family of companies

FLOORFORCE®

creating your
space

RETAIL
LEAD
—MANAGEMENT

SEE YOU AT FLOORCON 2022