

WALL-2-WALL NEWS

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Top 10 Carpet Installs for 5/13

RANK	STORE #
1	951
2	930
3	943
4	902
5	915
6	4120
7	4108
8	947
9	4123
10	4140



Great job!

Who will be in the Top 10 SQ YD report next month?

Thank you for all the hard work.

Qualifying Laminate/ Hardwood

When qualifying Laminate and Hardwood opportunities a customer will take the time to select the wood species they want. The next step is typically setting up a measure and inputting the customer's selection.

In the past when a customer closed an order in the store it was ok to go over all the detail when the customer would return to close the order, however today with HDMS playing a major role in closing sales. The associate needs to communicate up front details that will impact the project.

An example would be the finish work. What does the customer want? Do they want base molding, quarter round, a combination of both? Do they like matching, white or have no opinion at all.

If no selection is made for the type of molding they want and it is sent to HDMS. HDMS will default to WHITE and add WHITE quarter round to the order. Customers will not see this when delivered to the home because in most instances it is in a tube or wrapped.

Customers typically love the floor selected but when they haven't envisioned the finish work on their job. It is a deal breaker.

What can be done to avoid installation day's issues around this subject?

Associates can always go to store.acsouth.com and show customers examples of molding in our Laminate and Hardwood installation guides. You can also keep samples of the most typical types selected and do a quick customer "PK" with the customer at the time of measure. So they know up front what the Finish is going to look like.

Engaging your customer in this manner can help build a relationship, which can influence the customer in their purchase with The Home Depot.

Seams Will Not be Invisible!

Some carpet samples have a notation on them that states "less visible seam". It is very important that you understand this doesn't mean invisible. An article of clothing, the fabric on your sofa, the wall paper in your home, the wood on your desk, or a vinyl floor; all show seams and carpet is no different.

Different carpets seam differently- Choice of carpet plays a big role in how visible seams will be. Berbers are the most difficult, but this does not mean you should not invest in a Berber carpet. It only means that you should have realistic expectations. Shags and twists are the easiest to seam because their tall loose pile blends well. Plush carpets are in between.

Acceptable Seams- The term "Acceptable seam" does not mean invisible seam. The very definition of seam is "a line formed by the joining together of two pieces of material at their edges". The key word there is LINE. Seams are visible, especially when you know where they are. A seam should have the carpet backings flush to each other, without gaps, and without overlaps. Berber carpets should be cut lengthwise along the bias. Cross seams on berbers should be avoided, if reasonable. If an installer has addressed these concerns, then that is the best seam that can be made.

Seam Peaking- Seam peaking occurs, on occasion, when the seam is set and then stretching is done to complete the installation. Seam tape used to create the seam and it has a thickness to it (although very little). Seam placement and lighting will determine how noticeable the seam will become. When the carpet is stretched, the carpet is pulled where the edges of the tape is attached to the carpet, the carpet lifts where the two pieces meet creating the peak. Seam peaking can usually be minimized and replacement can not possibly address this non-workmanship issue. This is more predominant in light colored carpets.

Side Match- In rare circumstances side match problems can occur. Fill pieces often come from the end of the roll and sometimes the color of the carpet grows lighter or darker from one end of the roll to the other. When the installer brings these two pieces together for seaming they appear to be slightly different colors. When this happens, the only option is replacement. Replacement can take some time because the mill will inspect the carpet and new carpet needs to be ordered. Most major mills have invested heavily in new dyeing equipment so the likelihood of this happening is now "rare".