

WALL-2-WALL NEWS

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Top 10 Carpet Installs for 011/11

RANK	STORE #
1	2614
2	901
3	906
4	6204
5	4127
6	915
7	947
8	4115
9	4140
10	919



Great job!

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

Thank you for all the hard work.

Laminate Report from Floor Covering Weekly

It is no real surprise that a lot of the pricing pressure on the laminate category comes from the big boxes. To pull customers in the door, the mega retailers have started a price war, which puts pressure on the supply chain to cut their margins. Naturally, much of this pressure falls on manufacturers.

Big box business now accounts for over half (54%) of laminate category sales, so few manufacturers who have a position in the big boxes can afford to lose it by refusing to meet pricing demands. And, in fact, the manufacturers have little room to haggle, since there is always another manufacturer waiting in line to take their place on the big box shelf. In the last year, Tarkett has reduced prices on its laminate products by up to 45%.

Price pressure is most evident at the low price points—the door-buster \$0.69 per square foot products that big boxes advertise to lure customers in—but moves up the chain as well. **There is now no laminate flooring in Home Depot's line-up that sells for over \$3.50 per**

Happy Holidays from ACS!



American Carpet would like to wish everyone a happy and safe holiday. We are grateful to work with such great people and hope we continue to meet your expectations. Happy New Year to all!

Caring For Your New Carpet

With the Holiday season in full swing, it is important to know. What the manufacturer approved cleaning products are for your carpet in order to maintain the warranties. If in doubt you can go to the CRI website and find all mfr approved methods for removing the stain in the carpet. The website has criteria outlined for all mills when you click on the tab: <http://www.carpet-rug.org/residential-customers/cleaning-and-maintenance/manufacture-recommended-cleaning.cfm>

You can learn more about:

- Cleaning Solutions
- Vacuum Cleaners
- Deep cleaning Extractors and systems

In addition, cleaning professionals who utilize CRI-approved carpet cleaning products as part of their cleaning process are recognized as Seal of Approval service providers. Using Seal of Approval service providers is an easy way to make sure that your carpets are being professionally cleaned with quality products that will help maintain your carpet's life and beauty.

Clean and Green

Seal of Approval products not only clean well but they are friendly to both the indoor and outdoor environments. Seal of Approval/Green Label vacuums help improve indoor air quality because they keep dirt and dust that is suctioned up within the machines. Cleaning agents receive Green Chemical Certification under the Seal of Approval program after their manufacturers attest to meeting environmental friendliness from a list of nationally accredited green product certifiers.

Creative Signage by Store 6209!

