

# LAMINATE FLOORING

JOURNAL™

EXCLUSIVELY FOR DEALERS OF WILSONART FLOORING

**TILE STYLE  
ON A BUILDER BUDGET  
MAKING THE CUT  
IN HAIR SALONS  
IN-HOUSE HOOPS!**



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**On the Cover**

This comfortable bedroom is done in Appalachian Cherry, #3012, one of 25 patterns in the new Estate Plus line, which recently debuted at surfaces 2002. Look to the next issue of LFJ for an in-depth view of this upscale line of laminate flooring.

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**From**  
the floor

**WE'VE BEEN BUSY**

The new year is off to a great start! With Wilsonart Flooring sales accelerating, coupled with the upturn in the economy, we think that 2002 is going to be a great year for all of us. It is not all serendipity, however. We've been very busy putting together the kind of product offerings, merchandising, and promotions certain to drive sales in your store, but more importantly, increase your bottom line.



Our commitment to you reveals itself in many ways...starting with the presentation at Surfaces 2002. Wilsonart Flooring showcased an all new trade show booth -- a very busy place every day of the show -- all in the face of declining show attendance. But that is just the beginning. We have refined the design offerings for Home, DuoLink and Classic. We have also launched two new products: Estate Plus, for the consumer who wants the "best of the best" design and construction, and "Trio", the registered and embossed textured tiles. But that's not all! We've also debuted Trac-Loc, a patented commercial (glueless) flooring installation system. (Look to the summer issue of LFJ for in-depth coverage of Estate Plus, Trio and Trac-Loc.)

Having the right depth and breadth of product lines to match the needs of your customers is only part of the equation. We are also launching the biggest consumer and retail promotional campaigns in our history. The Home Remodeling Sweepstakes is designed to educate new and prospective customers and raise awareness of Wilsonart Flooring. The sweepstakes runs from March 15 through June 15. In addition, Wall-to-Wall Winnings offers great prizes for retail salespeople by accumulating points for every carton of Wilsonart Flooring sold. This program will also run from March 15 to June 15. Both programs are supported by point-of purchase kits to highlight the promotions in your store. Over 12,000 kits were shipped out to dealers across North America (see facing page).

To complete our commitment to help drive sales, the new Optima merchandiser was launched at Surfaces with great reviews. In fact, some of you have already ordered your fixture for this Spring's delivery. New for 2002, Optima will hold up to 110 Wilsonart Flooring designs from DuoLink, Home, Classic and Estate Plus. Also new in 2002 is a builder display, created to fit a smaller footprint in builders showrooms, and showcase both DuoLink and Classic designs (see page 13) And, speaking of builders, don't miss our "At Home" feature that showcases Western Pacific Builders and their dedication and creative use of Wilsonart Flooring in their model homes. (see pages 10-11). Spend some time with your local builders... show them this issue of Laminate Flooring Journal. New home construction is a goldmine of opportunity, so don't miss your share. We just added the 400 largest builders in the country to the mailing list of LFJ to heighten awareness of Wilsonart Flooring.

Yes, we've been busy. And it is because we see great opportunity for all of us in the months ahead. With a finely tuned product offering, low interest rates to support residential and commercial construction and remodeling, and an economy that is just starting to pick up steam, we have the right elements coming together for the "perfect storm" of growth and prosperity.

All the best in 2002.

Sincerely,

CURT THOMPSON  
National Sales Manager

**New Promotions**  
to Build Traffic, Sales



June 15, and will be supported by a dealer point-of-purchase kit that includes a banner, a standing sign, a tabletop card, and an entry box. The Sweepstakes is designed to raise awareness of Wilsonart Flooring, and to start the education process for new and future customers.

There are three main prizes. Grand prize is a house full of Simonton Windows, professionally installed. First prize is a set of appliances from Frigidaire, including a refrigerator, dishwasher and range. There are 25 Second prizes -- Sharp brand microwave ovens. To be eligible to win, your customers have to simply register for sweepstakes; no purchase is necessary. Winners will be chosen by a random drawing held on July 27, and notified by mail and telephone on or before August 12, 2002.

**Wall-to-Wall Winnings**

At the same time, the "Wall-to-Wall Winnings" program offers dozens of great prizes for the retail salespeople in the U.S. and Canada. For every carton of Wilsonart Flooring they sell, points are generated. Sellers can hit four levels: Ground Floor, First Floor, Top Floor, and Penthouse Suite. There are a variety of prizes at each level, from



**Sales**  
promotion

DVDs, to TAG Heuer watches, digital cameras, Omaha steaks, shopping sprees at various stores, trips, and at Penthouse Suite level, \$5,000 cash. Wall-to-Wall Winnings began in mid March, and runs until June 15. It is supported by a POP kit as well, including a poster to remind personnel of the contest, and a catalog card that explains the rules and how to sign up. There is also an "800" number for salespeople to keep track of points. As each salesperson gets close to hitting the next level, they'll receive a call from the contest organizers to encourage them to keep going.

THE HOME  
REMODELING  
SWEEPSTAKES WILL  
RAISE AWARENESS OF  
WILSONART FLOORING.

Keeping things fun and fresh for salespeople and customers is an ongoing mission for Wilsonart Flooring. Even superior products can benefit from a little extra "hoopla" around the store, so Wilsonart has devised something for everyone to help kick this year into gear: A nationwide sweepstakes for customers who come into the store, and a sales contest with great prizes at four levels of achievement.

**The Home Remodeling Sweepstakes**

The first major Wilsonart Flooring promotion of the year, the "Home Remodeling Sweepstakes," is open to end customers all across the U.S. (Canadian customers are not eligible for the sweepstakes due to restrictions.) The sweepstakes runs from March 15 to

## New Line Changes for 2002

### New Classic™ Patterns

Wilsonart Flooring Classic now includes four new tiles and two new plank designs, bringing added flexibility to its familiar visuals. The new surface texture can be described as being glazed. "It incorporates translucency and sparkle," says Gwen Petter, Manager of Surface Design, "while the crystallized texture reflects depth and dimension."

Wilsonart Flooring  
*Classic*

### TEXTURED TILES:

**3109 Northern Sky:** Neutral white, with hints of neutralized "colors". The most popular look in the flooring industry with the addition of a grout visual.

**3110 Western Horizon:** A multi-colored combination of red, blue & yellow. Inspired by the western sunset, with the casual characteristics of terra cotta.

**3105 Cordoba:** Stratified visual featuring aged characteristics of natural stone. Multi-colors encompass natural earth-tone hues.

**3106 Luna Roca:** A washed, masonry effect with subtle hints of red and taupe. A more sophisticated neutral.

### WOODGRAIN PLANKS:

These address the most popular oak wood looks.

**2323 Fall Harvest:** Traditional 3-board blocked layout represents the most prominently used color of oak with hues of brown, yellow, and hints of green.

**2307 Chestwood Oak:** One of the most realistic visuals in the market, with natural aging characteristics, offering a casual yet sophisticated look.

### Six new DuoLink™ patterns

Wilsonart® Flooring is introducing six new plank designs for its innovative DuoLink™ glueless laminate flooring collection. "The goal in the development for this product line," says Petter, "was to create colors and designs that cross over in coordination to a variety of wood species and colors."

DuoLink™

**9041 Dunkerton Maple:** A three-board maple with sophisticated characteristics of low-contrast crossfire, with yellow to brown hues.

**9043 Manchester Maple:** A full board maple, with wavy grains and semi-rustic qualities; honey in color.

**9002 Eilerslie Oak:** Red to yellow hues are present in this medium to light, two-board oak.

**9001 Berwick Oak:** Mainstream visual depicting the midtone colors of red oak; three-board layout.

**9019 Chadwick Oak:** Brother to Berwick...same design, but addresses colors that cross into the brown and green hues.

**9060 Glenmont Cherry:** This darker value addresses the more traditional red-brown tones found in Cherry, and is accented with subtle highlights.

### Home™ offering narrowed to best sellers

Wilsonart Flooring  
*Home*

To put more emphasis on faster moving products, five designs have been removed from the Home line. Gone are three tiles: 1803 White Sandstone; 1804 Natural Sandstone; and 1805 Sierra Sandstone. Also gone are two planks: 10374 Limber Maple, and 7919 Amber Cherry.

## Wilsonart people on the move



As the new Northeast District Sales Manager, Russ Rogg brings stability and leadership in the Northeast.

He handles The Great Indoors national account, and is responsible for Belknap-White/Alcco, Apollo Distributing, Superior Products, and Bennett Supply. Russ can be reached at 254-207-3316.



James Giniewicz has been named Southwest District Sales Manager, responsible for Adleta, Case Supply,

O'Neil Wholesale, and Reader's Wholesale. James can be reached at 254-207-2668.



John Hill has been appointed the Great Lakes District Sales Manager. John is responsible for Florstar Sales, Ohio Valley

Flooring, and E.J. Welch. John can be reached at 254-207-2842.

## newsl ine

### Wilsonart "3-Peats" at Surfaces!

For the third year in a row, Wilsonart Flooring took first place in the Dealer's Choice awards at Surfaces 2002, in two categories: "Laminate Flooring," for Estate Plus, a new collection featuring Permaplex, a new surface layer touting high impact resistance; and "Flooring Related," for the Trac-Loc glueless installation system.



"Of course we're very excited to be recognized for all the hard work we've done in product development," says Rob Tarver, National Marketing Manager. "But the most important thing is that we've got cutting-edge and profitable products for our distributors and retailers. We think Trac-Loc, the Estate Plus line, as well as DuoLink and the rest of the Wilsonart Flooring line fit that bill."

### Wilsonart is the First NALFA Certified

Wilsonart Flooring is the only laminate in its class to meet all standards set by NALFA (North American Laminate Flooring Association). "Wilsonart received the NALFA seal, because it passed all the standards that NALFA sets," says Rob Tarver, National Marketing Manager for Wilsonart Flooring. "We are very proud of the NALFA certification that Wilsonart Flooring has received."



Consumers have grown to expect certain minimum performance qualities from laminate flooring. Following the publication of standards, a NALFA seal will be offered to producers that will assure the consumer that the product has passed the required tests to conform to NALFA standards. All candidates for the NALFA seal have to be tested and examined. Performance requirements include but are not limited to static load, thickness swell, impact resistance, light resistance, cleanability/stain resistance, radiant heat resistance, wear resistance, dimensional tolerances and castor chair resistance.

## Authorized Installers

Congratulations to the following technicians who have successfully completed the Wilsonart Installation Training course:



William Ackerman Denver, PA	Bob Brusco Portland, OR
Bernardo Albuquerque Oakdale, MN	Gregory Campbell Mount Airy, MD
Bruce Allwardt Sacramento, CA	Miguel Campos Livermore, CA
Peder Anderson Hopkins, MN	Earl Carlson Marquette, MI
Steve Anderson Gladstone, MO	James Carr Alsip, IL
Brian Apel Beaver Dam, WI	Dan Caswell Commerce, MI
Brandon Archer Springfield, OR	Albert Cavazos Houston, TX
Tim Archer Springfield, OR	Pedro Cavazos Houston, TX
Shane Arms Madd, OK	Larry Chambers Muskegon, MI
John Balint Sheboygan, WI	Justin Clark Aurora, IL
Bob Barnes Orcutt, CA	Anthony Cloud Germantown, WI
James Barnes Santa Maria, CA	Tim Coder Manhattan, MT
Bob Barnham Bozeman, MT	Keith Cokley Warrenton, OR
Russ Barry Ceresco, NE	David Coley Mc Loud, OK
David Beverson Mound, MN	Joey Comeaux Portland, OR
Jesse Birkenholtz Urbandale, IA	Spencer Costello Eugene, OR
Jeremiah Bliss Waverly, IA	Randall Cowan Warrenton, OR
Marvin Bliss Waverly, IA	Ray Creson LaGrande, OR
Doug Borland San Mateo, CA	Bob Daugherty CDA, ID
John Borosch Germantown, WI	Ciaran Deans Vancouver, WA
Mark Branch Elk River, MN	Carlos Deras Simi Valley, CA
Lynn Brechill Lincoln, NE	Tom Domme Helena, MT
Robert Brooks Butte, MT	Steve Donovan Gearhart, OR
Calvin Brown Williamsport, PA	David Dorner Lake in the Hills, IL
Gerry Brugger West Bend, WI	Donnie Douglas Lawton, OK

Don Fichtner  
Seminole, OK

Ron Fichtner  
Seminole, OK

Peter Floch  
Mc Loud, OK

Bill Folks  
Tecumseh, OK

Terry Frier  
Washington, IL

Jose Garcia  
Milwaukie, OR

Raul Garcia  
Elgin, IL

Pat Gardner  
Vermontville, MI

David Gerulski  
Midland, MI

John Goetz  
Yuba City, CA

Jose Gonzales  
San Francisco, CA

Alberto Gonzalez  
Augusta, KS

Buzz Gordon  
West Fargo, ND

Corey Gorman  
Beaverton, OR

John Green  
Princeton, IL

Joe Greenwood  
Westminster, MD

David Grovogel  
Forestville, WI

Michael Grzegorzewski  
Schaumburg, IL

Mitch Gueller  
Fond Du Lac, WI

Zion Guetta  
Houston, TX

Josh Guggia  
Orcutt, CA

Robert Haas  
Maple Grove, MN

Mike Haglund  
Bozeman, MT

Mark Harding  
Williamsport, VA

Mark Haskins  
Anchorage, AK

David Hennager  
Farmont, MN

Marshall Herman  
S. Lake Tahoe, CA

Michael Hernandez  
Campbell, CA

Michael Herren  
Sterling, IL

Donald Heywood  
Billings, MT

Steven Hicks  
New Brighton, MN

Douglas Hoftiezer  
Oostburg, WI

Mike Hollingsworth  
Houston, TX

Cory Holloway  
Urbandale, IA

Randy Howard  
Eagle River, AK

Greg Ingelse  
Sheboygan, WI

Duane Jackson  
Beaverton, OR

Justin Jackson  
Oklahoma City, OK

Harry Jager  
Mc Loud, OK

Fred Johnson  
Garden Valley, CA

Larry Joseph  
Houston, TX

Jeff Kania  
Farmington Hills, MN

Ken Thompson  
Nine Mile Falls, WA

Mazdak Khaleghi  
Rockville, MD

Brad Kimsey  
Tecumseh, OK

Ryan Kleweno  
Columbia, MO

Matt Klopp  
Williamsport, PA

Dennis Koekkoek  
Anchorage, AK

Ken Koerber  
Chino Hills, CA

Brian Kooyer  
Billings, MT

Richard Kooyer  
Billings, MT

Jay Korb  
Milwaukie, OR

Bill Kraemer  
Jackson, WI

John Kullberg  
Beaverton, OR

Larry Kuntz  
helena, MT

Richard Lammi  
St. Paul, MN

Tom Langrehr  
Holmen, WI

Josh Lee  
Mc Loud, OK

Cory Lehman  
Urbandale, IA

Timothy Liejier  
Wauwatosa, WI

Israel Longoria  
Conroe, TX

Andy Luttrell  
Citrus Heights, CA

Scott Mach  
Williamsport, PA

Timothy Mallare  
Elk River, MN

Francis Mancia  
Aloha, OR

Kevin Manson  
Anchorage, AK

Wilmer Martinez  
Vienna, VA

Ron Maser  
Tulsa, OK

Michael Mattice  
Wheaton, IL

Rosales Mauricio  
Sanger, CA

Randy Mc Cammon  
Wichita, KS

Clayton Mc Cowan  
Grass Valley, CA

Norman Mc Daniel  
Apache, OK

Roger Mc Faul  
Wichita, KS

Aaron Mc Peak  
Wichita, KS

Al McClintock  
Ft. Bragg, CA

Mac McCommon  
Helena, MT

Mike Meadke  
Casco, WI

Joey Meza  
Vacaville, CA

Charles Miller  
Golden, CO

Jason Miller  
Prescott, WI

Kevin Miller  
Wichita, KS

Magdy Mohamed  
Stafford, TX

Brian Moore  
Gearhart, OR

Kurt Moore  
Oakdale, MN

James Mosay  
Harran, OK

Peter Nelson  
Green Bay, WI

Martin Newell  
Livermore, CA

Brent Nickel  
Urbandale, IA

Kris Nielsen  
Oconomowoc, WI

Arnaufo Ochoa  
El Cerrito, CA

Rich Ogulin  
Lakeport, CA

Jerry Ollg  
Fond Du Lac, WI

Glen Olsen  
Butte, MT

Nick O'Neill  
San Francisco, CA

Rick Oxley  
Forest Lake, MN

Jerry Parmeter  
Ham Lake, MN

Tim Parr  
St. Louis Park, MN

Doug Parvey  
Waconia, MN

Kevin Pastori  
Joliet, IL

Kevin Patton  
Ephrata, PA

Shane Peckham  
Newton, IA

Leroy Persyn  
Oregon City, OR

Andrew Peters  
Kenosha, WI

Scott Peterson  
Waterloo, IA

Brad Pick  
Fond Du Lac, WI

Brent Pick  
Fond Du Lac, WI

Waldy Piotrowsky  
Billings, MT

Johann Plattner  
Billings, MT

Lee Plybom  
Wahoo, NE

Randy Polster  
Sheboygan Falls, WI

Alex Pop  
DePere, WI

Anson Pyeatt  
Ft. Bragg, CA

Daniel Rake  
Beaver Dam, WI

Aaron Ray  
Grand Rapids, MI

Robert Rhen  
Ellicott City, MD

Stephen Rhen  
Ellicott City, MD

Max Rickley  
Vacaville, CA

Ryan Riley  
Grass Valley, CA

Marshall Risk  
Sacramento, CA

George Roberts  
Omaha, NE

Nick Roberts  
Overland Park, KS

Zamora Rodriguez  
Simi Valley, CA

Michael Roeseler  
Fond Du Lac, WI

Chris Rogers  
Rancho Cucamonga, CA

Terry Rogers  
Rancho Cucamonga, CA

Mauricio Rosales  
Sanger, CA

Rob Ross  
Sparks, NV

Lucky Rowland  
Lewiston, ID

Mark Satek  
Grand Forks, ND

Phillip Schmitt  
Ruth, MI

Charles Schroeder  
Waunakee, WI

Rick Schuetz  
Glendale Heights, IL

Robert Scofield  
Sacramento, CA

Stephen Shauger  
Worth, IL

Mike Shelton  
Columbia, MO

Rob Shelton  
Columbia, MO

Phillip Shorts  
Ephrata, PA

Scott Skarin  
Urbandale, IA

Jerry Smith  
Ramsey, MN

Jim Smith  
Westland, MI

Dennis Snyder  
Citrus Heights, CA

John Stalzer  
Marshalltown, IA

John Stark  
Lakeside, CA

Dean Starmer  
San Leandro, CA

Tony Steuz  
Fond Du Lac, WI

Tom Strobehn  
Cornelius, OR

LeRoy Strusz  
Cannon Falls, MN

Andy J. Sundeen  
Billings, MT

Paul Sundstrom  
Maple Grove, MN

Brad TenPas  
Oostburg, WI

Chris Terviel  
Washington, IL

Bob Tilden  
Moscow, ID,

Sam Tolle  
Wichita, KS

Sam Totten  
Dublin, CA

Jon Towell  
Beaverton, OR

Barry Trask  
Lakeport, CA

Darien Tunnell  
Conroe, TX

Kevin Twohig  
Fond Du Lac, WI

Jim Van Dreef  
DePere, WI

Neil Verbanac  
West Bend, WI

Anthony Volpe  
Lafayette, CA

Joe Wajchert  
Joliet, IL

David Wallet  
Hummelstown, PA

Scott Walsh  
Savage, MN

Randy Warmka  
Beaver Dam, WI

Rollie Wasmuth  
Fond Du Lac, WI

Don Wells  
Fond Du Lac, WI

Steve Wells  
San Leandro, CA

Terry Whaley  
Marshalltown, IA

Gary Wilcox  
Columbia, MO

Ron Wilhems  
Fond Du Lac, WI

Jim Wilson  
Spokane, WA

Wayland Wise  
Oregon City, OR

Wesley Worsham  
Tulsa, OK

Thomas Youmans  
Rockford, IL

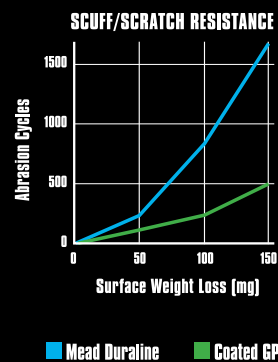
Terry Zech  
Orange, CA

Troy Ziems  
Ceresco, NE

Shelton Zimmerman  
Denver, PA

Mike Zuehlke  
Mankato, MN

# The Latest Discovery in Lasting Natural Beauty



## Introducing Duraline XT™ Wear Resistant Overlay



Duraline XT™ is a brand new overlay technology that not only adds improved depth to wood finishes, but also a layer of clear protection unmatched by liquid overlay products. In independent testing, Duraline holds up longer with improved clarity and scuff/scratch resistance, resulting in long-term savings and lasting beautiful floors. It's the newest standard for the industry.

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## Wilsonart Flooring's Star Performers

### honored at Surfaces

Recipients of Wilsonart Flooring's President's Awards are true extensions of Wilsonart sales and marketing, says Curt Thompson, National Sales Manager.

"They achieve sales rates that meet or exceed category growth, as well as their budgets, they're consistently exciting the market with creative approaches, and they effectively merchandise their dealer base, keeping

them in optimal selling condition. They have a willingness to invest over and above Wilsonart allocations, and maintain a focused and dedicated selling effort on all Wilsonart products. They also have full-time installation technicians and

promote good installation training through the Authorized Installer Program.

"Every one of the people on this page has earned Wilsonart Flooring's highest honor, and we're proud to do business with them."



**1** Curt T., Danica O'Leary (DSM), Gary Orimoto, Tommy Lee, Curt H. (Pacific Home Furnishings - Pres. Award) **2** Curt T., Martyn Bentley (DSM), Tony Gobrowski, Monty Asken, (Curt H.C.A. Newell - Pres. Award) **3** Curt T., Ryan Callis (DSM), Jeff Black, Daryl Mitchell, Scott Wilhoit, Ron Mogal, Curt H. (Southern Tile - Pres. Award) **4** Curt T., Bill Opferman, Dave Bolton, Danica O'Leary (DSM), Paul Frangos, Curt H. (Tom Duffy Co. - Pres. Award) **5** Leon Wieland, Lazaro Brenner, Leon Passey, Curt H. (Pisos de Creativos - Pres. Award).



**Distributor Salesperson of the Year:**  
Kim Elrod, Tom Duffy Company

"The Distributor Salesperson of the Year is first and foremost a businessperson," Thompson told those gathered at the Wilsonart Flooring's awards reception. "They recognize the importance of their distribution being successful, their customers being successful, and their manufacturer being successful. They understand the needs and wants of their account base; they have a strong working and personal relationship with their account base; they also have a comprehensive knowledge of all competitive products and how to sell against them. This person must be well-versed in the features, benefits and advantages of Wilsonart flooring, and most importantly, they sell the entire Wilsonart flooring package: flooring, mouldings, underlayments, accessories, everything relative to the floor.

"They also make use of the communication tools provided, and use Laminate Flooring Journal to inform their dealers even more about Wilsonart Flooring."

In summary, Thompson said, the Distributor Salesperson of the Year is truly an extension of Wilsonart Flooring in the market place. "Kim Elrod is exactly that, without a doubt. She's been the driving force for a number of articles we've done in LfJ [including the "At Home" feature beginning on page 10 in this issue]. Kim has been around since day one with us, and is one of the reasons the

Tom Duffy Company has been successful over the years. The support she gets from Tom Duffy is instrumental to her success."



**Installation Technician of the Year:**  
Brent Stoller, Case Supply

"Brent has a tremendous background in floor covering products," Thompson explained. "He is dedicated to learning the products, teaching the basics of advanced techniques, and to making certain that all aspects of installing Wilsonart flooring are understood and conveyed to the trainees. Brent organizes and presents regular training programs, which reduces product claims by producing better informed and better trained installers.

"The Installation Technician of the Year is an individual who is extremely enthusiastic, professional, and most of all respected by his peers and trainees. Brent Stoller is the epitome of all of these characteristics. He has been involved with our program since its inception, and was involved in the pioneering of our authorized installer program. His effort helped us take that to the balance of our distribution network over the last two years.

"Brent's success is due in no small part to his commitment to and belief in Wilsonart Flooring, and the unlimited support from his management at Case Supply.

### Distributor of the Year: Mastercraft

"Passionate, enthusiastic, obsessive, dedicated, energetic, and hungry – all of these adjectives only begin to describe Mastercraft," says Thompson. The Miami-based distributor has carried a Wilsonart Flooring for four years, and was the company's most successful distributor in 2001, based on their commitment to selling the entire Wilsonart Flooring package.

"They support all aspects of our program, from installation training down through all sales and marketing initiatives," says Thompson. "They're an organization that believes in everything we do from the top down. That commitment and belief is consistent throughout their entire group.

"Apart from their considerable commitment to the Wilsonart Flooring business, they're also great to do work with – they are fabulous people with tremendous integrity."



From left: Wilsonart's Curt Thompson and Ryan Callis; Mastercraft's Dave Wakely, Tom Barbaglia, Paul Draluck and Harvey Johnson; Wilsonart's Curt Haffner is far right.

# Teen-tested Builder Preferred



*Designing interiors for model homes is a balancing act. On one hand, you want to dress it up to be as exciting and alluring*

*as possible. On the other, you want potential buyers to feel comfortable with the different elements, as well as with their cost.*

“Models are designed for selling the fantasy for how the home could look,” says Carol Barrick, owner and president of Interiors Panache in Concord, California. “We’re merchandising the home so it will sell, but we also need to show products that people will buy. Specifying laminate flooring is a cost-effective way to get the look and lifestyle image we’re trying to create, and remain within builder budgets.”

In a recent project for Western Pacific Housing in Sacramento, Barrick used Wilsonart Laminate Flooring to create a model designed to appeal to families on their way up.

“Bellagio is a move-up community for northern Sacramento, for families on their third or fourth home,” says Susan Alvarez, Western Pacific’s design studio manager, in the city of Brentwood. “These people are looking for larger homes, and they have money to spend on options like granite countertops and hard surfaces like laminate flooring. Laminate is becoming a recognized flooring option, especially as we’re finding that people don’t want any vinyl in the house.”

“We’ve used Wilsonart since we started in business four years ago. It’s the product of choice with the flooring contractors we work with, they’re most comfortable with it. In the Bellagio community, we are showing Wilsonart in upstairs loft areas, used as activity rooms and study rooms for teenagers. These are rooms that are going to take a lot of wear, and durability is going to be key.”

Barrick says she was looking to show off a “fun and appealing” light/dark checkerboard effect, in a ceramic tile design. The goal was to show laminate because people looking at these homes are usually both working, and prefer low-maintenance materials.

“This tile look is unique in the flooring industry,” says Alvarez. “It’s a fun look with the mix of colors, and it’s easy to care for because there are no grout issues. I’ve seen homeowners taken aback as they come up the stairs, because they’re very uncertain about what they’re looking at. It stops them in

their tracks. They like the look. Everybody works these days, and they don’t want to spend time cleaning their homes, so laminate flooring is perfect for them. Another thing they like – laminate is warmer on the feet than ceramic.

“There are some common questions we answer”, says Alvarez, “about what a floating floor is, how it’s constructed, how it’s installed, and what you do with it when it comes time to remodel. In the end they look at it as a sensible investment, and a nice change from the typical flooring.”

“Wilsonart Flooring worked great,” says Barrick. “We merchandised the room with a table and chairs, reading chairs, and a mini jukebox, making it a true teen retreat area. I guess that’s a California phenomenon, referring to these lofts or secondary areas built in the larger homes for move-up buyers with teenage kids. It keeps them out of the living room or family room, and gives them a sense of having their own space.”



## PROJECT INFO

### PROJECT:

Model Homes,  
Western Pacific Housing

### DISTRIBUTOR:

The Tom Duffy Company

### FLOORING PATTERNS:

Renaissance Bronze 2124-61  
Sabbio 2134-61  
Golden Oak 2033-61

## New Distributors

### Predict Stong Finish For 2002

LFJ recently polled three of Wilsonart Flooring's newest distributors on what factors affect their retailers success, as well as their own. They were asked:

- What are the top initiatives for increasing retail laminate flooring sales?
- Where are the best opportunities for growth in the laminate flooring category?
- What do you expect from your top suppliers?
- How will the floor covering business fare in 2002?

READ ON FOR THEIR ANSWERS!

**Alan Smith,  
William M. Bird Company**

**RETAIL SUCCESS:** "Training is definitely #1 in helping make our retailers successful. Wilsonart Flooring is by far one of the highest quality products on the market. It's not going to win a price war; it must be 'sold,' and this requires training. Slightly behind training, I see sales incentives and rebates as critical factors on the competitive retail sales floor."

**Opportunities:** "The best opportunity I see for growth in new business is in the commercial market; I think the new Trac-Loc installation system will have a large impact there. I also see opportunities for more premium glueless flooring products in the retail market."

**Quality suppliers:** "What do we want to see from a supplier? High levels of service and product quality! You can either have the most competitively priced products, or the best quality products. At the William M. Bird Company, we've always gone the quality route. We deal only with reputable brand name suppliers who give good service, a combination that's harder and harder to find. Wilsonart is one of the very best!"

2002? "I'm bullish on 2002. It's going to be strong, and getting even better as we go along. We're expecting major growth in the second half of the year."

**Mike Havas,  
Apollo Distributors**

**RETAIL SUCCESS:** "Most fundamental thing for retail success is education. Selling Wilsonart is a high-quality, high-profit proposition, and

understanding the advantages of Wilsonart over the competition is itself motivating. Sales incentives increase are also a useful tool, but I think education is the biggest motivator."

**Opportunities:** "There's not just one best opportunity. For us it's builder and commercial markets. No other companies are promoting to the builder market right now. Wilsonart has one of the best images in the market. For the commercial market, HPL flooring is the only real choice, and Wilsonart's is the best."

**Quality suppliers:** "The quality of the products, day in and day out, has to be excellent. We also need support for superior merchandising and education. With Wilsonart, we have the products and support needed to maintain a quality focus, and hold our profit margins."


2002? "The market is going to increase in quality from now to the end of the year. The real recovery will begin in the middle of the second quarter. I'm looking forward to a very good fall."

**Dave Slough,  
Superior Product, Inc.**

**RETAIL SUCCESS:** "At the top of the list is educating sellers on the features and benefits of the Wilsonart line. Some retailers group all laminates together, but Wilsonart gets some of the highest marks in National Floor Trends magazine for styling, quality and customer service. Having HPL-wrapped mouldings to go with the HPL flooring is also a great advantage."

**Opportunities:** "In the builder market, we're just getting our feet wet with showing laminate flooring in model homes, but I think there's great potential there. Then, obviously the commercial markets will be important, especially with the Trac-Loc system just rolled out, which will dramatically cut down installation time."

**Quality suppliers:** "Most important to us is having quality merchandise, with a high level of reliability in getting product delivered. We're very happy with the way Wilsonart Flooring services us."

2002? "We've been strong even through the last quarter, and this year is outperforming last year. I feel 2002 is going to be a tremendous year." 



Alan Smith  
William M. Bird Company



Mike Havas  
Apollo Distributors



Dave Slough  
Superior Products

## Two New Displays

### Put Wilsonart Front-and-Center



#### Small, flexible Builder/DuoLink™ Display

Engineered specifically to fit within the confines of the typical builder showroom, the new Builder/DuoLink display will still show 20 samples and the new 2002 brochures.

"The key to its flexibility is a reversible header card: one side shows Wilsonart Classic and DuoLink logos; the other side promotes just DuoLink," says Lisa Fields, Sales and Marketing Administrative Coordinator for Wilsonart. "This allows the builder to sell the products that move best in their respective markets." The Builder/DuoLink display allows for easy expansion, and requires no tools for set-up.

#### New Optima Display

Designed to fit the same footprint as the Premier display, the Optima display has room to show all Wilsonart Flooring patterns, including the increased design offerings, by wing unit.

Consisting of three modular cabinets, the Optima features changeable graphic panels for each product line, and a laminate moldings graphic that features product benefits. There's also storage at the bottom for "take-with" samples, and four literature pockets. The Optima takes about an hour to set up, and needs no tools.

Both the Builder/DuoLink and Optima displays are available for shipping this spring. Ask your distributor for more information about these great new displays.



Neither the Builder/DuoLink and Optima displays require tools for set-up.

**DuoLink™**

# For Dogs Dirt & Dribbling, Wilsonart Is The Pick



**PROJECT INFO**

**PROJECT:**  
The Kim and John Lazarich Home

**DEALER:**  
Stylecraft Carpet One

**INSTALLER:**  
Kevin Cartwright

**FLOORING PATTERN:**  
Planetree Maple 2018-71

“Our lot slopes to the rear, which left a huge void in the layout of the house. We also wanted to maximize the view out back. So, what do you do with a space like that?”



The question is purely rhetorical, because Kim Lazarich already has the answer: design in a half basketball court.

Kim and her husband John share two passions – active lifestyles, and the pair’s two dogs: Duke, 11 months, and Darby, five years. As ideas were being finalized for the couple’s new home in Salem, Oregon, the

idea of an open “gymnasium” area began to make more and more sense.

“We have house dogs, not outside dogs, so it was important that they have some room in the house to play, too,” says Kim. “A wide-open area with 20-foot ceilings was perfect for both a dog play and training area and for a basketball hoop. One thing we were worried about, though, was what kind of flooring we were going to use. The first thought was to put a sports court down, but we worried about how a spongy material like that would hold up to dogs.”

Kim says nobody could verify that a sports court material could handle two romping dogs, so she and John fell back on past experience.

“We had laminate flooring in a previous home, in the workout area. It held up fine with the exercise equipment and one dog, and we thought ‘why not?’ for this new area. So we asked our flooring dealer, Stylecraft Carpet One, what options we had.”

Of the brands carried by Stylecraft, the Lazariches picked Wilsonart Classic in Planetree Maple. Price was a factor, and the right color was critical, “because we wanted it to be as close as possible to the natural wood color of a real basketball court. They also told us they have an excellent installer, which was very

important, because the floor was going over concrete. We didn’t want any flat spots on the basketball court.”

The installer Stylecraft uses is Kevin Cartwright, who’s been installing flooring for 22 years. Cartwright taught himself to install laminate flooring, but says a training session at Wilsonart Flooring distributor Cronin Co. in Portland had a big impact on him.

“I’ve been through a lot of training with other products, but this was absolutely the best I’ve been to. The instructor, Ken Schulte, hit all the high points of what to do, what not to do, and gave us lots of hands-on experience.

“The job I did for Kim and John was quite straightforward. They wanted the flooring in two large open areas – the basketball court, which is 24’ x 25’, and an exercise area that overlooks the court, which is 24’ x 15’. They also had an adjoining hallway done in Wilsonart. The total job was 1,620 square feet.

“One of the things I like best about working with Wilsonart, compared to other brands I’ve dealt with, is that it’s much more installer friendly. The trim pieces are much better thought-out, better looking, and easier to install. People don’t realize how important the trim is; it can make or break the sale, not to mention the final installation.

“I’m also very impressed that the product comes to me in perfect condition. I rarely have to cull anything out of a shipment. With some other brands, I find myself throwing away one plank out of every box. With Wilsonart there have been zero callbacks, which is a wonderful thing. Their quality makes my life much easier!”

The Wilsonart floor is also a hit with the Lazariches.

“It’s the look we wanted, and it stands up to the dogs; real hardwood wouldn’t stand a chance. It’s also very easy to keep clean. Where we live there is a lot of red dirt.

Between that and the dog hair, all I have to really do is damp mop. Only once in the four months we’ve lived here have I used the Wilsonart cleaner. It worked very well, but you rarely have to use it.”



(left to right) Kim and John Larzarich, Stylecraft Carpet One owner Bill Thacker, installer Kevin Cartwright

## Three winners emerge in the Wilsonart/Festool Flooring Design Contest



George Yerkanharssian, First Place Winner



Joe Longoria, Second Place Winner

Wilsonart Flooring and Festool tooling team up to create complex custom designs.

Wilsonart Flooring and Festool recently co-sponsored a Flooring Design/Installation contest, pitting professional flooring installers from across the country against each other for recognition of their skill, their vision...and, of course, for great prizes.

Photos and essays submitted by installers were judged on uniqueness of design and degree of difficulty, and three finalists were chosen to travel to Las Vegas to compete live at Surfaces 2002 for the grand prizes. Over the three days of Surfaces, the finalists showcased the features and benefits of using the Festool system and Wilsonart Flooring. Crowds gathered to watch three intricately designed custom floors as they were planned, cut and assembled.

Producing complex custom designs in laminate flooring is demanding work, requiring

precise setup and extremely accurate and clean cuts. The Festool system, including the ATF 55 plunge saw and the OF 1000 plunge router, provide a means to do this work quickly, easily and repeatedly. Finally, custom work in laminate flooring is a reality.

The first place prize, awarded to George Yerkanharssian of Temple City, California, was 400 square feet of Wilsonart Flooring and \$2000 worth of Festool tools.

Second place – \$1000 in Festool tools and 200 square feet of Wilsonart Flooring – was awarded to Joseph Longoria of Peoria, Arizona.

Third place went to Mike Maminskas of North Royalton, Ohio. Mike received 100 square feet of Wilsonart Flooring and \$500 in Festool tools.



Live, in Las Vegas! The Wilsonart Flooring/Festool finalists get to work.

(left to right)  
 Michael Bayer, VP - Marketing, Festool Germany  
 Michael J. Maminskas, 3rd prize winner  
 George Yerkanharssian, 1st prize winner  
 Niall Barrett, Training Manager, Festool USA  
 Joe Longoria, 2nd prize winner  
 Christian Oltzsch, CEO, Festool USA



## All in a day's work.

Festool builds tools that help the flooring installer work faster, cleaner, and smarter.

For example, with our plunge saws and guide rails you can make clean, straight and accurate cuts right on the floor, without clamping. The extremely accurate height adjustment on our router lets you do regrooves without ledging. Our advanced dust extraction technology keeps the area clean, and our modular organization system keeps it neat.

You can do things with Festool that you can't do with anything else.

Your floors will reflect it.

With Festool,  
 it's all in a day's work.

**FESTOOL**  
 Like nothing else



# Walk-in style & color? No problem!

There aren't many commercial installations that require higher levels of both aesthetic appeal and functionality than hairstyling salons. Put that salon in a shopping mall, with high traffic and other well-designed store fronts, and you've raised the ante yet another notch.

That's where you'll find MasterCuts salons, owned by Regis Corp. Regis is the world's largest owner and operator of hairstyling salons, operating under many trade names such as Regis Salon, MasterCuts and Trade Secret, which is primarily a retail store.

To keep these stores looking fresh, for customers and hairstylists, the company issues a completely new design mandate approximately every seven years. As each new store is constructed, or an existing store is remodeled, they are outfitted to conform to the most recent design theme. As of the first of this year, all new and remodeled MasterCuts stores will have a brand new look, says John Olson, Regis' vice president of construction.

"Our 550 MasterCuts stores are full-service salons geared toward the whole family, and are located primarily in shopping

malls," Olson explains. "The previous design concept included dark stained oak woodwork, with green and brass accents. These are timeless colors, but some thought it looked too masculine, so we decided to lighten up the entire store."

The company's in-house architectural staff as well as independent designers worked to come up with new color and materials options, and after a prototype was built near the company's Minneapolis headquarters, a new palette was chosen in early 2001.

"The new concept still has a little of the dark woodwork," says Olson, "but we've offset that with lighter colored woods, lots of white millwork, and wall covering that was lightened from a deep forest green to beige. It's a dramatic difference, with all new layouts and fixtures. No aspects of the previous store were carried forward."

One surface that had a large impact on the new, lighter look was, naturally, the floor.

"Our operations people wanted to utilize the same flooring we used with the last Regis store redesign, which was Wilsonart Laminate Flooring. From that point, it was just simply choosing a color that worked with the overall color palette we had assembled. From a handful of options we chose [Wilsonart Classic] Northern Birch. The color was just what we were looking for, and the wood design worked well with the wood moulding that we had picked."

Wilsonart was specified for the MasterCuts' styling

areas, in conjunction with porcelain tile flooring in reception/retail area, and in the rear of the store, where you'll find the shampoo areas, toilets, and stockrooms. Olson says this approach helped to further define the different functional spaces of the stores. Wilsonart Classic was the easy choice for this redesign because three years earlier, while revamping the Regis salons, Regis Corp. put the flooring through its paces.

"The look of floor and the variety of colors first piqued our interest," says Olson, "but we needed to make sure it would hold up. We investigated the durability of the product, especially whether or not it stained easily, which is a big issue with hair color and nail polish. Dropped tools were also a concern, as were everyday accidents like soda and coffee spills. And with store sizes from 1,000 to 1,500 square feet, there are definite traffic patterns so we wanted to be sure wear in these areas wouldn't be a problem. Based on information Wilsonart presented to us, we felt comfortable giving it a try."

"This led to an experiment in one store, where we had a Wilsonart technician come out and oversee the installation with our contractor, going over the layout, gluing and clamping techniques. This helped me prepare notes for the store plans, to make sure we had everything documented properly, because at that time laminate flooring was a new product in a commercial mall setting, some mall tenant coordinators were actually rejecting laminate flooring because of the inferiority of some of the very early products."

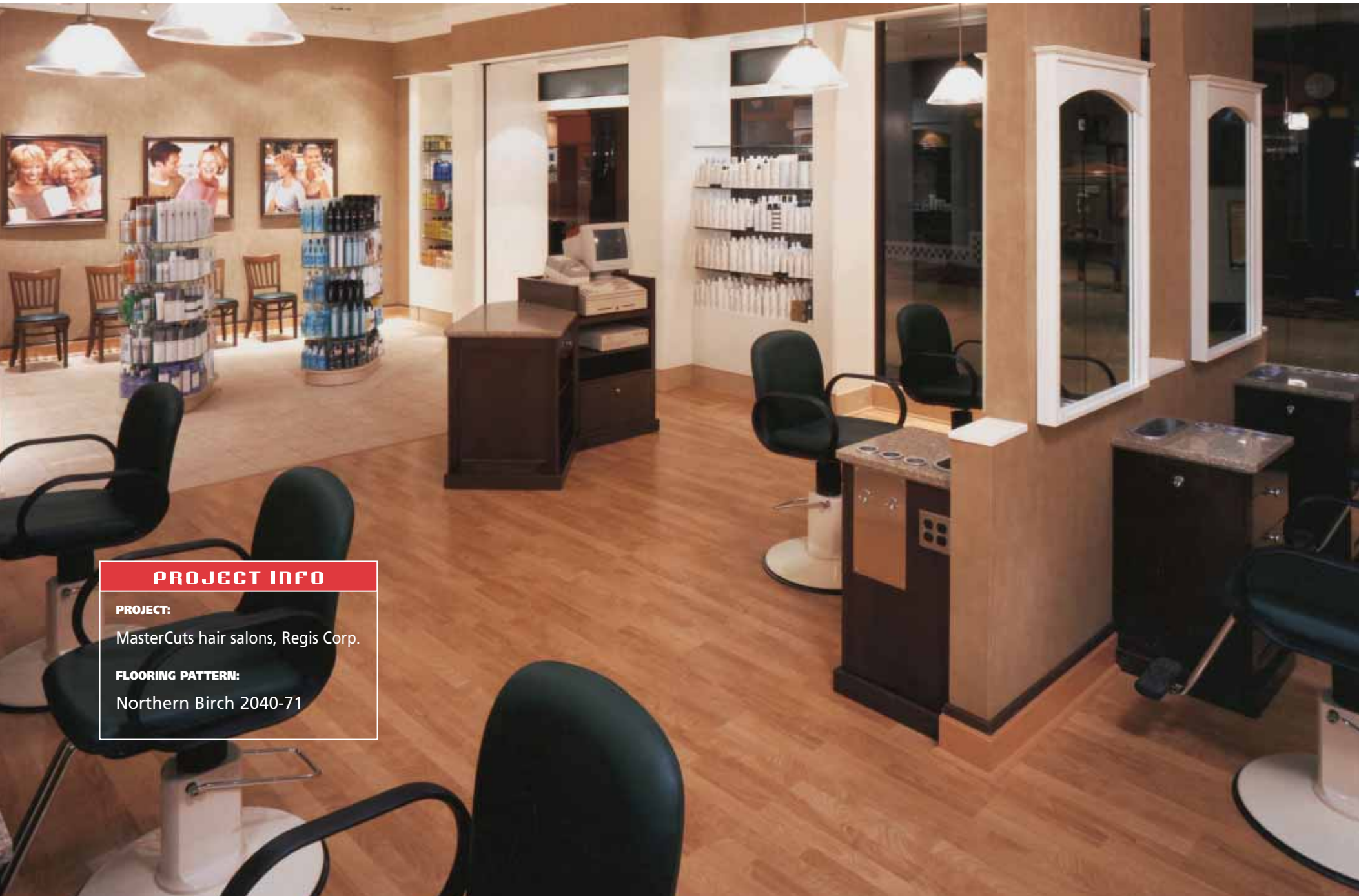
"Our tests verified Wilsonart's information. We had no stain or wear problems, and the laminate floor provided a very easy surface for stylists to maintain, it's much easier to sweep up, especially when compared to a tile floor with grout joints. And our operations division was excited to see that the floor could be laid on top of Wilsonart's Acoustic Cushion, which provided some additional comfort for stylists who are on their feet all day."

Olson says MasterCuts salons will no doubt realize the same benefits from Wilsonart Laminate Flooring as the Regis salons did.

"We pride ourselves on being the industry leader in hairstyling business, and dominant in shopping malls. Part of the appeal of our stores is that we can recruit the best stylists; that's really our point of difference. If Wilsonart's flooring helps make life easier on our stylists, it's good for our business." ■

At at work Work

"We have had no stain or wear problems, and the floor is very easy to maintain."



## PROJECT INFO

### PROJECT:

MasterCuts hair salons, Regis Corp.

### FLOORING PATTERN:

Northern Birch 2040-71

PRSR STD  
U.S. POSTAGE  
PAID  
MADISON, WI  
PERMIT NO. 2223

# WILSONART FLOORING IS AMERICA'S TOP SELLING BRAND... AGAIN!

#1

*National Floor Trends* recent survey of floor covering dealers and contractors ranked America's top selling brands of laminate flooring. And, once again, Wilsonart Flooring is America's #1 brand. By a margin of over 2 to 1 to the nearest competitor, Wilsonart Flooring is lapping the field. Dealers and contractors cited product quality, brand name, styling and selection as the most important attributes of a winner.

Wilsonart Flooring... America's choice in laminate flooring.

#1

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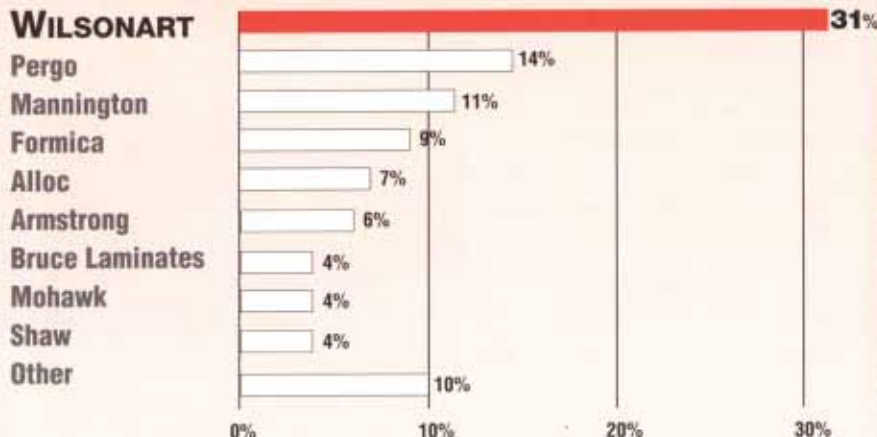
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