



**WORLD FLOOR COVERING
ASSOCIATION**

CONTACT:
Leah Gross
Story Dept.
818-864-6363
leah@storydept.net

**Standout Retailers Receive 2018
World Floor Covering Association
Gold Standard Awards**

***Coles Fine Flooring Takes First Place in Over \$10-Million
Category; Brian's Flooring and Design Receives Top
Honors in Under \$10-Million Group***

February XX, 2018 - Dalton, GA – Scott Humphrey, Chief Executive Officer, World Floor Covering Association (WFCA), today announced the annual winners of the Gold Standard Award which recognizes stores that have created an outstanding consumer retail experience. In the category including retailers with sales over \$10-million, Coles Fine Flooring based in San Diego, CA, took home top honors. In the under \$10-million category, Brian's Flooring and Design based in Birmingham, AL, was recognized.

The first-place winner in the over \$10-million category received a choice of one of the following: a two-day on-site custom CFI carpet seaming class or a two-day on-site custom sales training class (each worth over \$5,000.) Additionally, the winner received one-year online WFCA University tuition. The first-place winner in the under \$10-million category received the same options as above but only a single-day of classes.

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In addition to the recognized winners, each award category recognized 2nd and 3rd place recipients. Second place winners in both categories received \$1,000 in WFCAs Trade Scholarship funds, plus one year's worth of WFCAs University tuition. The 3rd place winners in both categories were honored with \$500 in WFCAs Trade Scholarship funds, plus one-year's tuition to WFCAs University online. Additional winners included:

Over \$10-million:

- 2nd place – Carpetland USA (Davenport, IA)
- 3rd place – H.J. Martin and Son (Green Bay, WI)

Under \$10-million:

- 2nd place – Russell Martin Carpet and Rugs (Naperville, IL)
- 3rd place – Independent Carpet One Floor and Home (Westland, MI)

To no one's surprise, Coles Fine Flooring continues to uphold their Gold Standard award winning performance this year in the over \$10-million category. Last year they placed second in the voting. Among other things, their standout success is attributable to their firm commitment to client service, employee retention programs and community involvement. Cole's commitment to their customer knows no limits. They strive to accommodate consumers in every aspect including the accessibility and presentation of their showrooms which now include a new Kitchen & Bath Design Center that is staffed with experts that boast over 50-years collective experience; a dedicated customer service department that is staffed seven-days a week; and a one-year satisfaction guarantee that is one of the strongest in the industry.

The company is also heavily involved in community and charitable causes. They are an active member of the San Diego Humane Society and they host pet adoption events on site at their retail locations. Coles also supports the YMCA Youth and Family Services Division; Music Matters – an organization that restores musical instruments and gives them to students in need; and the Princess Project of San Diego, a group that furnishes prom dresses to young women. Additionally, in 2017, in appreciation of the hard work and dedication of local teachers throughout the region, Coles gave away a total of over 550 area rugs to every instructor that stepped into their stores as a thank you.

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Stepping up from their third place position in last year's voting, Brian's Flooring and Design caught the judging panel's eyes in the under \$10-million category due to their company growth and dedication to total customer satisfaction on every job. Brian's Flooring describe themselves as "deliberate, adaptive and efficient" in fulfilling the expectations of their customers. From their perspective, part of their success is due in part to never over-promising or setting up unrealistic expectations with their clients. Brian's Flooring takes their relationships with their customers very seriously. Their client relationships do not end when the job is over. Brian's Flooring has ongoing, committed customer appreciation initiatives and, with a relationship built on trust and satisfaction, their customers keep coming back for more.

Brian's Flooring supports at least a dozen community related causes through financial investments, sponsorships and in-kind gifts. Some of the beneficiaries of Brian's Flooring generosity include local schools, athletic teams, non-profit organizations, churches and community associations. Their most recent community service project included supporting and staffing the local community food bank in Birmingham. Fifty percent of the staff at the store volunteered and then swapped places with the other fifty percent. In 2018 the company plans to donate their time to a Habitat for Humanity project – again 100% of the staff will participate.

To receive the Gold Standard Award in either category, companies are reviewed and judged based on:

- Knowledge – ensuring a knowledgeable management and staff who work to remain informed on the state of the industry at all times;
- Customer Service – providing courteous service and offering customers help throughout the purchase and after-purchase processes;
- Quality of Store Image – a clean, professional, well maintained store must be presented both inside and out at all times; and
- Code of Conduct - the facility must adhere to the WFCA Code of Conduct.

Companies interested in entering or nominating an entrant for the 2019 Gold Standard Awards can visit wfca.org for more details.

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A company also must be a member of the WFCA, have been in business for at least 3-years, and have a clear Better Business Bureau report.

To be considered, applicants must complete a multiple-page submission form and present multimedia marketing materials and other collateral that is factored into the review process. The submission deadline for the 2018 award was December 31, 2017.

About WFCA

The World Floor Covering Association (WFCA), the official sponsor of the annual Surfaces tradeshow, is the floor covering industry's largest advocacy organization, representing floor covering retailers, contractors and allied service providers throughout North America.

The WFCA is a recognized leader in marketing research and industry programs for flooring professionals. In addition, it publishes the only retailer-oriented trade periodical, *Premier Flooring Retailer*. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit WFCA.org.

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