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## **American Carpet One Hits a Home Run!**

### ***World Floor Covering Association Awards Gold Standard Award To Honolulu Based Retailer***

March 6, 2015 - Anaheim, CA – Scott Humphrey, Chief Executive Officer, World Floor Covering Association (WFCA), today announced the annual winner of the Gold Standard Award for excellence in retailing. American Carpet One, a CCA Global affiliate based in Honolulu, HI, took home the honors. The WFCA Gold Standard Award carries with it a \$5,000.00 check, press recognition, a trophy, acknowledgement on the WFCA website and a customized WFCA seal for the winning store's entrance.

“American Carpet One took center stage amongst multiple submissions for this year's Gold Standard Award,” said Humphrey. “They have achieved double-digit sales increases over the past few years in part because they view their employees as a direct reflection of the company and an asset to invest in. In addition, their customers are the cornerstone of every decision they make. Not surprisingly, American Carpet One has been in business for over 40 years. Recently they were recognized in *Hawaii Business Magazine* as one of the state's most charitable companies. They even achieved 100% employee participation on their most recent fundraising drive.”

“We could all learn a lot from American Carpet One's model,” Humphrey said. “They look at their staff as a team. No one position is more important than another. Everyone plays a key role. If one of them fails they all fail. The team all has the same goal – ‘turn the customer into a raving fan.’ This is achieved through dedicated and exceptional customer service delivered by staff members that are highly trained, motivated and eager to please.”

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“American Carpet One was one of the first nominations we’ve received that was accompanied by multiple recommendation letters from an impressive lineup of industry dignitaries who felt compelled to endorse David Arita and his staff,” Humphrey added. “We were also very impressed with American Carpet One’s approach to educating and inspiring the new and repeat customers who walk through their doors. Each customer is greeted personally and then assigned a salesperson for a personalized tour of the showroom. Each product category is showcased through a vignette with options to suit every taste and budget. The galleries and walkways in American Carpet One are described as a ‘curated quilt’ of flooring possibilities.”

In response to receiving the award, David Arita, President, American Carpet One, stated, “We are honored to be recognized by the WFCA with the Gold Standard award. With a 40-year history we have spent a lot of time honing and perfecting our business practices, and I am proud that the team is being recognized by the WFCA.”

To receive the Gold Standard Award, 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 at all times; and
- Code of Conduct - the facility must adhere to the WFCA Code of Conduct.

In addition, companies must also 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 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 2015 award was December 31, 2014.

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Companies interested in entering or nominating an entrant for the 2016 Gold Standard Award can visit [wfca-pro.org](http://wfca-pro.org) for more details.

### **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*. On the consumer end, in addition to an ongoing consumer focused flooring awareness public relations program, it operates the highly successful and award-winning premier consumer flooring website, [WFCA.org](http://WFCA.org), which provides unbiased information about every type of floor covering and connects customers to members' retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit [WFCA.org](http://WFCA.org) and [WFCA-PRO.org](http://WFCA-PRO.org).

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